

**Open Report on behalf of Richard Wills, Executive Director for Environment and Economy**

Report to:	<b>Highways and Transport Scrutiny Committee</b>
Date:	<b>07 March 2016</b>
Subject:	<b>Roundabout Advertising Update</b>

**Summary:**

This report provides further information to the Highways and Transport Scrutiny Committee regarding Roundabout Advertising within Lincolnshire.

**Actions Required:**

Members of the Highways and Transport Scrutiny Committee are invited to consider and comment on the report.

## 1. Background

- 1.1 This matter has been discussed at previous meetings of both this Committee on 29<sup>th</sup> July 2013 and 14<sup>th</sup> December 2015; and the Highways, Transport and Technology Scrutiny Committee on 21<sup>st</sup> January 2013.
- 1.2 The current policy relates to the sponsorship of roundabouts and has been in existence for many years and is shown in Appendix A. This policy only applies to the provision of planting on the highway with the intention that planting will be confined to the main towns.
- 1.3 At its meeting on 14<sup>th</sup> December 2015 this Committee resolved that a further report be brought to a future meeting covering the regulation of advertising/sponsorship on roundabouts, whether advertising covered the cost of maintenance and whether advertising could be extended to other highway land.
- 1.4 With regard to the regulation of schemes the County Council's policy is laid out in HAT 63-01-10 (Appendix A). Currently the County Council does not directly manage or operate any sponsorship deals.

- 1.5 The current policy provides a framework for the approval of planting schemes being licenced by the Highway Authority and subsequently administered by the City/Borough/District Council.
- 1.6 Governance arrangements, where sponsorship deals are in place, are managed by Lincolnshire's District/Borough/City Councils working with their chosen commercial providers.
- 1.7 The agreements stipulate the size of signs, which need to be noticeable without being a distraction to drivers. The recommended size of sign within the LCC Guidance Note is 630 x 270mm, although the District/Borough/Town Council determine the design.
- 1.8 Following audit work on the current signing arrangements it was found that some signing is inconsistent with Guidance Note HAT 63, with Councils opting for more noticeable signing. Highway officers are currently discussing this with the relevant authorities to remind them of their obligations. None of the sponsorship signs were found to be larger than the advertising signs proposed in the previous reports to this committee.
- 1.9 Planning permission for advertising signs within the highway is subject to regulation and as the local councils are the relevant planning authority this was regarded as one of the benefits of the current arrangements.
- 1.10 With regard to the financial aspects of roundabout sponsorship each local Council has entered into an agreement with a commercial provider who seeks and negotiates with sponsors and finalises the pricing structure.
- 1.11 Income from the sponsorship deals is used to fund the planting and maintenance of the selected roundabouts. These works are carried out by the local councils, or their contractors, as part of their community services contracts. Surplus income is used to support these services
- 1.12 Details of the agreements with external providers are subject to commercial sensitivities. However, the anticipated income from sponsorship is in the range £600 to £2000 per annum from each roundabout, dependant on location within the network.
- 1.13 With regard to the extent of advertising within the highway the location of the signs is subject to the same planning rules regardless of their siting, be that on roundabouts, central reserves or verges.
- 1.14 The primary legislation in this regard is the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The only deemed consent for highway authorities relates to functional adverts required for the safe or efficient delivery of its statutory functions.
- 1.15 Therefore, no advertisement may be displayed unless consent for its display has been granted by the local planning authority; which as laid down in the regulations is the relevant district planning authority.

## 2. Conclusion

- 2.1 District Councils have continued to operate within the existing arrangements forging relationships with commercial providers to provide sponsorship arrangements to improve the standard of roundabouts and planting areas.
- 2.2 Income from sponsorship is in the region of £600 to £2000 per annum per roundabout. The cost of maintaining the planting areas is difficult to separate from their larger contracts but income is an important part of their budgeting. The relevant councils would be reluctant to end these agreements.
- 2.3 The current guidance is only suited for sponsorship and the small sign size has led to an inconsistent approach with some larger and more noticeable signage being erected in some locations. The current size of signs does not suit advertising.
- 2.4 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 specify that highway advertising requires consent from the local planning authority, which means the relevant district planning authority.
- 2.5 Councillors are invited to comment on the above update.

## 3. Consultation

### a) Policy Proofing Actions Required

n/a

## 4. Appendices

These are listed below and attached at the back of the report	
Appendix A	Current policy with respect to roundabout sponsorship HAT 63-1-10

## 5. Background Papers

The following background papers as defined in the Local Government Act 1972 were relied upon in the writing of this report.

Document title	Where the document can be viewed
Highways, Transport and Technology Scrutiny Committee 21st January 2013	Democratic Services Lincolnshire County Council
Highways and Transport Scrutiny Committee 15th July 2013	County Offices Newland
Highways and Transport Scrutiny Committee 14th December 2015	Lincoln LN1 1YL

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