

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

Report to:	Highways and Transport Scrutiny Committee
Date:	22 January 2018
Subject:	Roundabout Sponsorship

Summary:

The purpose of this report is to update members on the current policy arrangements in relation to the sponsorship of roundabouts within the public highway in Lincolnshire.

Actions Required:

Members of the Highways and Transport Scrutiny Committee are invited to:

- 1) Consider the current policy arrangements with regards to Roundabout Sponsorship, and;
- 2) Identify whether to endorse the current arrangements or recommend that a Scrutiny Review Panel examine this topic in more detail.

1. Background

- 1.1 This matter has been discussed at previous meetings of both this Committee on 7th March 2016, 14th December 2015 and 29th July 2013; and the Highways, Transport and Technology Scrutiny Committee on 21st January 2013.
- 1.2 The current policy dealing with the sponsorship of roundabouts has been in existence since 1996 and is laid out in the Highways and Traffic guidance note HAT 63-01-10; which is included as Appendix A. This policy only applies to the provision of planting/ grass cutting on roundabouts/reservations with the intention that planting will be confined to the main towns.
- 1.3 Currently the County Council does not directly manage or operate any sponsorship deals.
- 1.4 The current policy provides a framework for the approval of planting schemes being licenced by the County Council as Highway Authority.
- 1.5 Governance arrangements, where sponsorship deals are in place, are managed by Lincolnshire's District/Borough/City Councils working with their chosen commercial providers.
- 1.6 The Highway Authority's role is limited to approving the planting scheme on highway safety grounds and issuing the licence to use highway ground. The

County Council receives no income from these sites, but the maintenance costs are borne by the applicant, thus reducing the Authority's financial commitment.

- 1.7 A proposed policy change to permit the erection of advertising boards, managed by local councils supported by commercial providers, was considered in March 2016. The policy change would have permitted the erection of advertising boards.
- 1.8 The most noticeable change in the streetscape was that larger signs were required for advertising to be effective.
- 1.9 The Committee resolution was "That the guidance outlined in the Highways and Traffic Guidance Notes (HAT 63/1/10) in connection with the approved policy for sponsorship of highway planting, be supported, with the exception of the need to make any reference to Lincolnshire Green".
- 1.10 There are currently around 60 no. agreements in place with the majority being in the City of Lincoln area.
- 1.11 The existing Highway and Traffic (HAT) guidance note is scheduled to be updated as part of the new highway working arrangements.

2. Conclusion

- 2.1 Since the above scrutiny consideration, our District Councils have continued to operate based on the existing arrangements. There has been little interest and no further work carried out in promoting advertising on roundabouts.
- 2.2 The existing guidance is being updated and this provides an opportunity to seek the views of the Committee on the relevance of the policy.
- 2.3 The Committee may wish to:
 - Endorse the current arrangements
 - Establish a Scrutiny Review Panel to examine the topic
 - Suggest another course of action
- 2.4 Councillors are invited to comment on the above update and consider options.

3. Consultation

- a) Have Risks and Impact Analysis been carried out

N/A

- b) Risks and Impact Analysis

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 63-01-10

5. Background Papers

Document Title	Where document can be viewed
Highways, Transport and Technology Scrutiny Committee - 21 st Jan 2013	Council Website
Highways and Transport Scrutiny Committee - 15th July 2013	Council Website
Highways and Transport Scrutiny Committee – 14 th December 2015	Council Website
Highways and Transport Scrutiny Committee – 7 th March 2016	Council Website

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