



County Offices
Newland
Lincoln
LN1 1YL

5 July 2019

Highways and Transport Scrutiny Committee

A meeting of the Highways and Transport Scrutiny Committee will be held on **Monday, 15 July 2019 at 10.00 am in Committee Room One, County Offices, Newland, Lincoln Lincs LN1 1YL** for the transaction of the business set out on the attached Agenda.

Yours sincerely

A handwritten signature in cursive script that reads 'DBarnes'.

Debbie Barnes OBE
Head of Paid Service

Membership of the Highways and Transport Scrutiny Committee
(11 Members of the Council)

Councillors B Adams (Chairman), S P Roe (Vice-Chairman), Mrs W Bowkett, C J T H Brewis, Mrs J Brockway, M Brookes, Mrs P Cooper, R Grocock, R A Renshaw, A N Stokes and E W Strengeiel

**HIGHWAYS AND TRANSPORT SCRUTINY COMMITTEE AGENDA
MONDAY, 15 JULY 2019**

Item	Title	Pages
1	Apologies for Absence/Replacement Members	
2	Declarations of Members' Interests	
3	Minutes of the previous meeting of the Highways and Transportation Committee held on 10 June 2019	5 - 10
4	Announcements by the Chairman, Executive Councillors and Lead Officers	
5	Annual Update on Lincolnshire County Council's Approach to Traffic Model and Transport Strategy Developments <i>(To receive a report by Sam Edwards, Head of Highways Infrastructure, which details what a transport strategy is, its purpose and the benefits of them for the County Council. It then outlines what progress has been made since the last report in June 2018 and what further developments are planned in the coming year)</i>	11 - 18
6	Draft Final Report from the Roundabout Sponsorship and Advertising Scrutiny Panel <i>(To receive a report on behalf of the Roundabout Sponsorship and Advertising Scrutiny Panel in connection with their draft final report. Subject to the approval of the Committee, the report will be submitted to the Executive on 03 September 2019 for its consideration and response)</i>	19 - 56
7	Highways and Transport Scrutiny Committee Work Programme <i>(To receive a report from Daniel Steel, Scrutiny Officer, in connection with the Committee's Work Programme. Members comments are sought on the items for future consideration)</i>	57 - 64

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Please note: for more information about any of the following please contact the Democratic Services Officer responsible for servicing this meeting

- Business of the meeting
- Any special arrangements
- Copies of reports

Contact details set out above.

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www.lincolnshire.gov.uk/committeerecords



**HIGHWAYS AND TRANSPORT
SCRUTINY COMMITTEE
10 JUNE 2019**

PRESENT: COUNCILLOR B ADAMS (CHAIRMAN)

Councillors S P Roe (Vice-Chairman), Mrs W Bowkett, C J T H Brewis, Mrs J Brockway, M Brookes, Mrs P Cooper, R Grocock, R A Renshaw, A N Stokes and E W Strengiel

Councillors R G Davies and Clio Perraton-Williams attended the meeting as observers

Officers in attendance:-

Tom Blackburne-Maze (Consultant Advisor), Steve Blagg (Democratic Services Officer), Sam Edwards (Head of Highways Infrastructure), Michelle Grady (Assistant Director for Strategic Finance), Teresa James (Senior Project Leader (Major Schemes)), Helen Reek (Senior Projects Officer), Paul Rusted (Infrastructure Commissioner) and Daniel Steel (Scrutiny Officer)

1 APOLOGIES FOR ABSENCE/REPLACEMENT MEMBERS

No apologies were received.

2 DECLARATIONS OF MEMBERS' INTERESTS

No declarations were made at this stage of the meeting.

3 MINUTES OF THE PREVIOUS MEETING OF THE HIGHWAYS AND TRANSPORT COMMITTEE HELD ON 29 APRIL 2019

RESOLVED

That the minutes of the previous meeting held on 29 April 2019, be agreed as a correct record and signed by the Chairman subject to the following amendments:-

Page 8 – deletion of "bins" in bullet point 5 (minute 75)

Page 8 – deletion of "bins" in resolution (b) (minute 75)

Page 9 – addition of new resolution "(b) That the Committee receive an annual report on progress of the company".

4 ANNOUNCEMENTS BY THE CHAIRMAN, EXECUTIVE COUNCILLORS AND LEAD OFFICERS

Members welcomed Councillor B A Adams as the new Chairman of the Committee and thanked his predecessor, Councillor M Brookes, the previous Chairman.

Councillor M Brookes thanked both Members and officers for their service and help during his time of office.

5 HOLBEACH TRANSPORT STRATEGY

The Committee received a report in connection with the Holbeach Transport Strategy which was due to be considered by the Executive Councillor for Highways, Transport and IT between 14 and 28 June 2019.

Members welcomed the report especially the comprehensive layout of the Strategy which was easy to understand and it was suggested that the template used for this Strategy should be used for other strategies.

Members stated that improvements were required to the Market Hill junction; agreed that the bus service was gradually improving after many years of poor service and the proposed community cycle hub was welcomed.

A member enquired whether there had been any public consultation about the Strategy and was informed that there had been extensive consultations including with South Holland District Council, use of social media and detailed discussions at the Local Strategy Board.

Officers stated that the necessary improvements identified in the Strategy would need to be prioritised when funding became available.

RESOLVED

- (a) That the comments made by Members be noted.
- (b) That the Committee supports the recommendations to the Executive Councillor for Highways, Transport and IT detailed in the report.

6 BOSTON TRANSPORT STRATEGY UPDATE

The Committee received a report which provided an update on the Boston Transport Strategy and the developments made in progressing the priorities set out in the Strategy. Officers stated that the Boston Strategy Board had agreed to three projects being progressed now and these were described in the report. It was proposed to investigate six further projects following completion of the Boston Traffic Model and, again, these were outlined in the report.

Members welcomed the progress being made especially the valuable role by the Boston Strategy Board. It was agreed that the Committee should receive a further report in Spring 2020.

RESOLVED

- (a) That the progress made to date on the Boston Transport Strategy be noted and welcomed.
- (b) That the continued programme of work by the Boston Transport Strategy Board in delivering the aims of the Strategy, be endorsed.
- (c) That the Committee receive a further report in Spring 2020.

7 REVIEW OF THE HIGHWAYS AND TRANSPORT CAPITAL PROGRAMME 2018/19

The Committee received a report in connection with the Council's capital programme financial performance in 2018/19, specifically with regard to Highways and Transport spend. Officers stated that the Council's full capital programme would be presented to the Overview and Scrutiny Management Board on 27 June and then the Executive on the 9 July 2019.

Comments by Members included the effects of the recent events caused by the substantial losses incurred by an investment fund on construction companies as it was noticed that the Kier construction company had made substantial losses. There was a need for officers to provide information missing in the report for the Chairman to enable him to respond to the Overview and Scrutiny Management Board on 27 June 2019.

The Executive Councillor for Highways, Transport and IT stated that there was a need for the Council to improve its communication with the public and explain to them the reasons why a project was overrunning as this had not always been done in the past.

RESOLVED

That the report and comments made by Members be noted and drawn to the attention of the Overview and Scrutiny Management Board on 27 June 2019.

8 HIGHWAYS 2020

The Committee received a report on progress of the Highways 2020 Project which would see the replacement of the existing three Lincolnshire Highway Alliance contracts. Officers stated that the tenders were being evaluated and the process was on schedule. Officers stated that with Lot 1 (Highway Works) it was necessary to go down the Negotiation route which required detailed work to ensure that the best outcome was achieved for the Council. Work on Lot 1 was due to commence tomorrow with the final outcome being subject to scrutiny in September 2019 and then approval by the Executive.

Members welcomed the progress being made and a report in Autumn 2019.

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**HIGHWAYS AND TRANSPORT SCRUTINY COMMITTEE
10 JUNE 2019**

RESOLVED

That the report be noted and that the Committee receive a further report in Autumn 2019.

9 PERFORMANCE REPORT, QUARTER 4 (JAN 2019–MAR 2019)

The Committee received a report on the performance of the highways service for Quarter 4 (January 2019 to March 2019).

Officers stated that the overall performance was good in all areas. They stated that the construction industry was encountering some problems associated with the economy. With regard to the Lincoln Eastern Bypass, Hawk, the earthworks sub-contractor, had gone in to liquidation and had been replaced by Amery Construction Ltd. Officers stated that steady progress was being made on Phase 2 of the Grantham Southern Relief Road and with regard to the Highways Alliance the performance had improved with the maintenance of traffic lights being very good.

Members' noted the increase in customer complaints even though improvements had been made to the highways; the need to use another heading in the report to describe those roads using the same access and egress; the use of CCTV to maintain lane discipline with the arrangements on Canwick Hill cited as an example; enquired whether there had there been any increase in the number of vehicles damaged due to potholes and the need to inform Parish and Town Councils of proposed highway works affecting their area to enable them to publish the information on their notice boards and media outlets.

Officers stated that roads having one access/egress were already covered in the statistics and that it would cause confusion if too much information was included. With regard to the reporting of compliments it was dependent on the Council receiving these from the public.

The Executive Councillor for Highways, Transport and IT agreed to respond to a member's enquiry about the latest statistics on the number of vehicles damaged due to potholes. He was concerned that there seemed to be a time lag between when complaints were received and the public noticing that improvements had been made. He stated that the complaints he received, albeit small in number, were about what the Council was not doing. He stated that highways had the highest public profile of all of the Council's services.

Members welcomed the improvements made in the service and many gave examples of the good work being undertaken in their areas.

RESOLVED

That the report, comments, and actions identified, be noted.

10 PASSENGER TRANSPORT UPDATE

The Committee received a report and presentation which provided an update on Passenger Transport matters since the previous report considered by this Committee on 11 June 2018. Officers agreed to circulate the presentation to members so that they could forward it to their Parish/Town Councils.

Officers asked members to let them know if they did not receive information in connection with changes to public bus service changes as it was the Council's wish that they received this information before it was provided to the public to enable them to be able to respond to any enquiries raised by the public.

Comments by members included the issues faced by rural communities in accessing public transport; welcoming the concessionary bus fares scheme which enabled elderly people to access the countryside and coast; welcoming the recovery of the Voluntary Car Scheme following the conditions imposed by the Government a few years ago; the need for "closed" bus shelters for the elderly in the Birchwood area of Lincoln; the need to improve access issues for cyclists coming to Lincoln from the north of the city; an enquiry about the procedure for the leasing of electronic ticketing machines; the need for the cycling and bus strategies to be considered by the various Local Transport Strategy Boards and problems caused by a changes to a Skegness bus service which affected services in the village of Friskney.

Officers stated that the provision of bus shelters was a District Council responsibility. The County Council was able to offer a grant although this was dependent on the amount of work required.

Officers stated that they had received similar enquiries from cycling groups about access issues to the city of Lincoln from the north of Lincoln and were examining producing a feasibility study to construct a bridge over Nettleham Road.

Officers explained the procedure to be followed for the issuing of electronic ticketing machines. This new system would provide benefits to both the Council and bus operators. Officers agreed to provide details of the cost of the system to members.

RESOLVED

- (a) That the report, comments by members and actions identified be noted.
- (b) That the power point presentation be sent to all members of the Council and that they be requested to forward it to the Parish/Town Councils in their areas.

11 HIGHWAYS AND TRANSPORT SCRUTINY COMMITTEE WORK PROGRAMME

The Committee received a report in connection with its Work Programme.

A member requested an update of the effects on his Division of the highway infrastructure needed for the Western Growth Corridor in Lincoln arising from the construction of 3,200 houses. Officers stated that this information could be provided

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HIGHWAYS AND TRANSPORT SCRUTINY COMMITTEE

10 JUNE 2019

as the County Council was a statutory consultee on the proposals and would have comments to make on the proposals.

In response to an enquiry about the study in to the use CCTV outside of schools, officers stated that a report on this matter would be submitted to this Committee in Autumn 2019.

RESOLVED

That the Work Programme be noted and updated accordingly.

The meeting closed at 11.50 am

Open Report on behalf of Andy Gutherson, Executive Director – Place

Report to:	Highways and Transport Scrutiny Committee
Date:	15 July 2019
Subject:	Annual Update on Lincolnshire County Council's Approach to Traffic Model and Transport Strategy Developments

Summary:

This report details what a transport strategy is and what the purpose and benefits of them are for Lincolnshire County Council (LCC). It then outlines what progress has been made since the last report in June 2018 and what further developments are planned in the coming year.

Actions Required:

The Highways and Transport Scrutiny Committee is invited to make comment on the actions taken to date and the planned developments for future years.

1.0 Background

In June 2018 a paper was presented to the Highways and Transport Scrutiny Committee detailing what a transport strategy is and what the purpose and benefits of them are to LCC. It then outlined the status of LCC's existing Transport Strategies and recommended a more robust future approach across the whole County.

1.1 This recommendation was endorsed and a request was made to update the committee 12 months later outlining the progress against the planned activities. This paper will provide that update and detail what further development has occurred and what is planned to occur.

1.2 Prior to providing an update it is worth revisiting the background of this Transport Strategy approach. It is also imperative to appreciate that where the word transport is used, this is not necessarily related to motorised vehicles or roads. Transport is an encompassing word which relates to mobility and movement so by its nature includes: walking, cycling, bus travel, rail travel and other forms of public transport. In some cases it may be that road space for vehicles is sacrificed to allow space for more sustainable forms of transport, as outlined above so to address the aims of the strategy.

1.3 Purpose and Need for Transport Strategies

Transport strategies are key to the delivery of improvements to the transport network through the identification of policies and proposals founded on a sound evidence base. The strategy documents set out what a local authority intends to achieve in an area and how it will go about it, presenting the authority's proposals for improving the transport network over a period of time.

- 1.4 Developed using a comprehensive and robust methodology, aligned to Department for Transport processes, transport strategies can provide the basis for the formulation of funding bids and provide strong evidence for the strategic case for schemes which such bids are required to demonstrate.
- 1.5 These strategies have evolved to consider not only transport but also accessibility that transport provides to both people and the wider economy as well as its interaction with land use, planning and economic development. Together, an understanding of plans for new developments and the needs of the local and wider economy are vital to identifying the future requirements for the transport networks and the transport policies and proposals which will support them.
- 1.6 Strategies need to consider why, where and how people travel therefore they need to be based on an understanding of the journey purposes (e.g. travel to work, school or for leisure, or the movement of goods), the travel areas (e.g. travel within neighbourhoods, urban areas, counties, regions, nationally or internationally) and what modes of travel are used. Strategies should be multi-modal through which they focus on all main modes of transport and it is the norm to use a hierarchy which:
 - reduces the need to travel;
 - prioritises walking and cycling;
 - promotes public transport; and,
 - mitigates the impact of traffic.
- 1.7 Without a sound strategy, it can be difficult for local authorities to provide the evidence base upon which to justify transport improvements which in turn makes it more difficult to generate support for schemes and secure funding. These documents also provide the basis for authorities to be proactive in understanding current and future trends and pressures on its network rather than simply being reactive to changes within or external to their areas. For example, with a well-developed understanding of potential impacts of local plans, authorities can proactively formulate their approach to major planning applications based on the overall impact of all development rather than assessing in isolation the individual site impacts on a case-by-case basis.
- 1.8 Transport strategies enable authorities to comprehensively plan a pipeline of work over the period of the strategy's life. Furthermore, with a set of strategies covering locations across an authority's area, decisions can be made on which areas, policies and proposals should be prioritised and delivered first.

- 1.9 The completion of a transport strategy can subsequently lead to the development of a delivery plan for the policies and proposals it contains. In general, strategies provide the overall policy and high level scheme proposals through which an authority will improve transport in its area while plans are more detailed setting out how and when specific projects will be delivered and funded.
- 1.10 Transport Strategies are developed through a standard process although the individual steps and tasks will vary. All strategies will be based on a robust understanding of the current situation within the strategy area and how the situation will change in the future if the strategy was not to be delivered. This understanding should then lead on to identifying the key problems and opportunities, 'challenges', in the strategy area and the confirmation of the need to take action or 'intervene' in the transport system. To steer both the identification of options and the eventual delivery of the strategy, a robust set of objectives and outcomes needs to be developed, building on both wider economic, land use and transport policies, and the challenges identified. A long list of options is then developed to resolve the challenges and achieve the objectives and outcomes. The list is then sifted through initial appraisal to form a short list of the most promising options which is then taken forward for more detailed assessment and appraisal. Options that successfully pass through the process are then included in the final strategy. To support the delivery of the strategy, it should set out how policies and proposals will be taken forward and how the delivery will be monitored
- 1.11 Transport Strategies should set out the following:
- an evidence base supporting the identification of current and future challenges
 - the basis for the need for intervention
 - strategy objectives and outcomes
 - the strategy policies and proposals
 - the approach to monitoring delivery
- 1.12 The following sets out a standard set of stages in developing a strategy:
- Understand the current situation
 - Understand the future situation
 - Confirming the need for intervention
 - Identification of objectives
 - Option identification – long list
 - Initial sifting and shortlisting
 - Option development and appraisal
 - Strategy development and reporting
 - Delivery and programme
 - monitoring and evaluation of the implemented strategy
- 1.13 Two key elements in the development of transport strategies are traffic or transport modelling and stakeholder engagement. Modelling is used to both understand the current and future conditions within a strategy area, based

on predictions of land use and economic development, and then to test the impact of potential options before the more promising of those options are taken forward into the final strategy. Engagement with stakeholders and the wider public, helps to inform the understanding of the current situation within the strategy area and future plans which may affect transport but also identify potential options and generate ownership of the strategy by potential partners in its delivery.

1.14 Transport Strategy Aims

The purpose of creating these various strategies is that a number of projects can be brought forward which deliver clear benefits (agreed by both the County and District Councils) across the entirety of the County, thus distributing capital expenditure. It also has the benefits of improving the likelihood of attracting third party funding, improving the forward programme of capital project delivery and focuses LCC's investment into the areas which deliver the most balanced improvements. It's important that once a place based transport strategy is adopted a working group be established to review the continued viability and progress of the strategy on a regular basis.

1.15 Progress Update

There are three areas where progress has been made, these relate to:

- What traffic models and transport strategies' have been completed are in the process of being completed.
- An updated plan for developing new or revising existing traffic models and transport strategies
- The various transport strategy boards which have or are being arranged in the 8 keys areas of Lincolnshire

1.16 The following traffic models and transport strategies are being developed at the time of writing this report:

- Boston traffic model
- Lincoln Transport Strategy
- Gainsborough Transport Strategy

1.17 Programme of Traffic Models and Transport Strategies

Below is a programme of 'completed', 'in progress' and 'planned' traffic models and Transport Strategies.

Traffic Model																
Location	Estimated Population (000's) by 2011 Census	Prior to 2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Lincoln	130								Update			Update			New Model	
Grantham	42									New Model					Update	
Boston	41						New Model					Update				
Spalding	32										Update					New Model
Skegness + General East Coast	25							New Model					Update			
Gainsborough	21								New Model	Update					New Model	
Stamford	20													Update		
Sleaford	17							Update					New Model			

Place Based Transport Strategy																
Location	Estimated Population (000's) by 2011 Census	Prior to 2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Lincoln	130					New Strategy	New Strategy					Review / Update			Review / Update	Review / Update
Grantham	42															
Boston	41												Review / Update			
Spalding	32											Review / Update				
Skegness + General East Coast	25								New Strategy					Review / Update		
Gainsborough	21						New Strategy				Review / Update					Review / Update
Stamford	20									New Strategy					Review / Update	
Sleaford	17								New Strategy				Review / Update			

Planned

In Progress

Completed

1.18 Transport Strategy Boards

At the time of writing this paper transport strategy boards have been held for Lincoln, Grantham, Gainsborough and Boston, however the first boards will be held for Sleaford, Skegness, Stamford and Spalding

- 1.19 These board shave been attended by both County and District members and have representatives from County District officers too. They are chaired by either the executive portfolio holder for Highways, Transport and IT Cllr Richard Davies or the support councillor to the executive portfolio holder for Highways, Transport and IT Cllr Clio Perraton-Williams. This chair has been held by a member to ensure the boards have a clear emphasis on public concerns and the board also has local members to ensure the focus is on the local area.
- 1.20 These boards have been well received by members and officers in both the County and District Councils and have acted as a forum for discussing items such as; new junctions, additional cycle lanes, residents parking schemes, major highway projects, planned growth in the local plan, public transport concerns, ect. The result is that the questions, concerns and or initiatives are assigned to specific board members to consider before reporting at the next board (these are either bi-monthly or quarterly depending on what is happening in that place at that time). Where this has resulted in the need for capital expenditure then the potential project/area of investigation has been captured on a pipeline of future projects for consideration when funding becomes available. It is proposed that these boards will have a greater level of focus once the transport strategies are completed (as per item 1.17 and 1.18 of this report) which will outline a sifted list of intervention proposals. It is also worth stressing that the board will act as the steering group when developing new or updating existing transport strategies.

2. Conclusion

That the Highways and Transport Scrutiny Committee note what a transport strategy is and what the purpose and benefits of them are to LCC. The Committee should consider the continued benefits a transport strategy approach will develop in identifying future transport improvements across the county.

The Highways and Transport Scrutiny Committee note that this paper is an annual update paper of the whole approach, however as place specific transport strategies are completed they will be presented to this committee and then seek executive approval before adopting.

The Highways and Transport Scrutiny Committee is invited to make comment on the actions taken to date and the planned developments for future years.

3. Consultation

a) Have Risks and Impact Analysis been carried out??

No

b) Risks and Impact Analysis

A Risk and Impact analysis has not been completed in relation to this paper, however each individual transport strategy will undergo a specific Risk and Impact analysis as it progresses in line with LCC's policy.

4. Background Papers

Document title	Where the document can be viewed
Route and Place Based Transport Strategy	http://lincolnshire.moderngov.co.uk/documents/s23128/Route%20and%20Place%20Based%20Transport%20Strategy.pdf

This report was written by Sam Edwards, who can be contacted on 01522 550328 or sam.edwards@lincolnshire.gov.uk.

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**Open Report on behalf of Andrew Crookham,
Executive Director - Resources**

Report to:	Highways and Transport Scrutiny Committee
Date:	15 July 2019
Subject:	Draft Final Report from the Roundabout Sponsorship and Advertising Scrutiny Panel

Summary:

This report invites the Highways and Transport Scrutiny Committee to consider the draft final report arising from the scrutiny review into Roundabout Sponsorship and Advertising. Subject to the approval of the Committee, the report will be submitted to the Executive on 03 September 2019 for its consideration and response.

Actions Required:

The Highways and Transport Scrutiny Committee is invited to

- (1) approve the attached draft final report, with or without amendment.
- (2) agree that the final report should be submitted to the Executive on 03 September 2019 for its consideration and response.

1. Background

The Roundabout Sponsorship and Advertising Scrutiny Panel was established in March 2018 to review the current policy dealing with the sponsorship of roundabouts, to develop the policy to enable effective management of roundabout sponsorship and advertising in Lincolnshire, and to consider the economic and commercialisation opportunities.

At the meeting of the Overview and Scrutiny Management Board on 29 March 2018 it was agreed that a review on Roundabout Sponsorship and Advertising should be undertaken. At its subsequent meeting on 30 August 2018, the Board agreed the following terms of reference for the scrutiny review:

"This review will look at the current 'Sponsorship of Highway Planting' policy. The current policy dealing with the sponsorship of roundabouts (Highways and Transport 63/1/10) has been in existence since 1996. The review will consider and develop the policy to enable effective management of roundabout sponsorship and advertising in Lincolnshire.

The review will have the following main lines of enquiry: -

1. *Examine the merits of commercial roundabout advertising, including reviewing current signage standards and associated road safety implications and concerns.*
2. *Explore whether the County Council wants to stimulate activity, and the level of sponsorship the Council would look to encourage and promote.*
3. *Examine the current appetite amongst district councils for sponsorship of roundabouts.*
4. *Examine whether the policy is accessible to potential sponsors and encourages businesses to sponsor roundabouts.*
5. *Explore further promoting and developing the economic and commercialisation aspect of the policy.*
6. *Examine whether sponsoring other verges could also be an option as part of this policy."*

The initial meeting of Scrutiny Panel A took place on 25 July 2018, and the Scrutiny Panel met a further seven times between September 2018 and April 2019.

2. Conclusion

The Scrutiny Panel has produced a draft final report containing four recommendations and this is attached as Appendix 1 to this report. The Highways and Transport Scrutiny Committee is asked to consider the attached draft final report and decide whether to adopt the draft as its final report, with or without amendment.

3. Consultation

a) Have Risks and Impact Analysis been carried out?

Not Applicable

b) Risks and Impact Analysis

Not Applicable

4. Appendices

These are listed below and attached at the back of the report	
Appendix 1	Roundabout Sponsorship and Advertising Scrutiny Panel Draft Final Report

5. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report. This report was written by Daniel Steel, Scrutiny Officer, who can be contacted on 01522 552102 or Daniel.Steel@lincolnshire.gov.uk

Roundabout Sponsorship and Advertising Scrutiny Panel

July 2019

DRAFT

1. Executive Summary

The Roundabout Sponsorship and Advertising Scrutiny Panel was established in March 2018 to review the current policy dealing with the sponsorship of roundabouts, to develop the policy to enable effective management of roundabout sponsorship and advertising in Lincolnshire, and to consider the economic and commercialisation opportunities.

The Scrutiny Panel has examined the current guidance and data regarding the suitability of roundabouts in each District for sponsorship and advertising. It has approached each of the District Councils to find out what the current situation is with roundabout sponsorship across Lincolnshire. The Scrutiny Panel has discovered that currently only Boston Borough Council and City of Lincoln Council have sponsorship schemes in place.

The Scrutiny Panel is proposing that the County Council explores a countywide sponsorship scheme to cover those areas of the county where no other council scheme exists, but provide discretion to those District Councils with a current sponsorship scheme to continue operating as they are.

The Scrutiny Panel concluded the following as part of this review:

- Lincolnshire has 113 roundabouts suitable for sponsorship - 26 1-lane roundabouts, 86 2-lane roundabouts and one 3-lane roundabout
- The feedback from the District Councils has been varied, with some already operating roundabout sponsorship and advertising schemes, others interested in becoming involved, and some with no plans to operate a scheme at this stage.
- There are two District Councils which have successful sponsorship schemes in place, and the Scrutiny Panel does not want to disrupt these schemes.
- Consideration could be given to Lincolnshire County Council entering into its own sponsorship scheme to cover those areas of the county where no other council scheme exists.
- Feedback received through the review support the size of the signs permitted should be increased to at least 920mm x 460mm to promote the viability of sponsorship opportunities.
- Research indicates that other Local Authorities in the area use the Eastern Shires Purchasing Organisation (ESPO) advertising framework to contract a provider to manage advertising space for commercial sponsorship.
- The County Council should work to improve awareness of sponsorship opportunities with small and medium sized enterprises to stimulate and increase the opportunities for roundabout sponsorship across Lincolnshire.
- A new policy, "Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges" has been developed and is recommended for approval.
- The new policy should be promoted to all Councils, including town and parish councils through the Lincolnshire Association of Local Councils (LALC)

Recommendations

In light of the information and feedback received, the Roundabout Sponsorship and Advertising Scrutiny Panel propose the following recommendations to the Executive Councillor for Highways, Transport and IT:

Recommendation 1

That the current Highways and Traffic guidance note '*Request for Sponsorship of Highway Planting*' be discontinued and the proposed "Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges" be approved as the replacement.

The Scrutiny Panel has agreed that the current guidance is out of date and needs replacing. The Scrutiny Panel has set out a new policy "Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges" for approval at Appendix B to replace the current HAT guidance at Appendix A.

One clear message that has come out from the feedback received is that the size of the signage is too small to encourage businesses to sponsor or advertise on a roundabout. In addition, there is precedent for larger signs being used in Lincolnshire as City of Lincoln Council's signage is bigger than the size permitted in the current HAT guidance. The Scrutiny Panel has therefore agreed that there should be a new larger size of 920mm x 460mm permitted for signage, as set out in the new policy, but it would be down to each District Council's planning department and the Highway Authority to determine whether approval is granted.

Recommendation 2

That the proposed "*Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges*" be sent to all Councils through the Lincolnshire Association of Local Councils (LALC) to raise awareness and encourage promotion of the new policy to businesses, and town and parish councils.

Another message that has come through as a result of the feedback from the District Councils is promotion of the policy. The feedback from District Councils has highlighted that there is some misunderstanding and a lack of knowledge about the current guidance. Some of the District Councils did not know that the current guidance existed and had not seen it before it was shared with them in readiness for the meetings with the Scrutiny Panel members.

The Scrutiny Panel has concluded that the new policy needs to be promoted to District Councils and businesses to increase awareness of the opportunity to sponsor roundabouts and verges. In addition, the new policy should be made available to town and parish councils, through the Lincolnshire Association of Local

Councils (LALC), to raise awareness of the opportunity to apply for a planting scheme.

Recommendation 3

That Lincolnshire County Council promotes the "*Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges*" to businesses through the Business Lincolnshire website and the Economic Development team.

The Scrutiny Panel has concluded that the County Council should improve awareness of the scheme with small and medium sized enterprises to stimulate and increase the opportunities for roundabout sponsorship across Lincolnshire. Sponsoring a roundabout sign can enable local businesses to promote their presence in the community whilst making a positive contribution to the area and support the local environment.

Recommendation 4

That Lincolnshire County Council considers further in depth investigation by officers into the economic and commercialisation aspects of Sponsorship and Advertising on Roundabouts and Verges.

The Scrutiny Panel considered information on a number of Councils which successfully operate a Roundabout Sponsorship Scheme. In Lincolnshire, it was recognised that Boston Borough Council and City of Lincoln Council both had an existing scheme, which appeared to be successful. City of Lincoln Council uses an advertising agency called Marketing Force to market and handle enquiries regarding its roundabout sponsorship scheme. The Scrutiny Panel recognised that the County Council could run a countywide sponsorship scheme, but provide discretion to those District Councils with a current sponsorship scheme to continue operating as they are and does not want to disrupt these schemes.

Peterborough City Council's scheme, discussed in October 2018, has been in existence for six years and covers its own costs whilst reducing the burden on the public purse for roundabout maintenance. Out of 88 roundabouts 60 had been sponsored with the average annual sponsorship fee being £2,500 per annum.

Research has indicated that a number of Local Authorities use the Eastern Shires Purchasing Organisation (ESPO) advertising framework to contract a provider to cover the management of advertising space for commercial sponsorship. Leicestershire County Council currently operates a county wide roundabout sponsorship scheme under the ESPO Framework awarded to Keegan Ford Sponsorship Ltd.

Feedback from market providers indicates that to establish a successful sponsorship scheme it is essential to build effective relationships with District, Borough, Town,

Parish and City Council to understand their aspirations and potential market opportunities.

2. Establishment of the Scrutiny Review Panel

At the meeting on 22 January 2018, the Highways and Transport Scrutiny Committee unanimously recommended that support should be sought from the Overview and Scrutiny Management Board for a Scrutiny Review Panel to be established to examine this topic in more detail.

At the meeting of the Overview and Scrutiny Management Board on 29 March 2018 it was agreed that a review on Roundabout Sponsorship and Advertising should be undertaken. At its subsequent meeting on 30 August 2018, the Board agreed the following terms of reference for the scrutiny review which would be undertaken by Scrutiny Panel A:

"This review will look at the current 'Sponsorship of Highway Planting' policy. The current policy dealing with the sponsorship of roundabouts (Highways and Transport 63/1/10) has been in existence since 1996. The review will consider and develop the policy to enable effective management of roundabout sponsorship and advertising in Lincolnshire.

The review will have the following main lines of enquiry: -

- 1. Examine the merits of commercial roundabout advertising, including reviewing current signage standards and associated road safety implications and concerns.*
- 2. Explore whether the County Council wants to stimulate activity, and the level of sponsorship the Council would look to encourage and promote.*
- 3. Examine the current appetite amongst district councils for sponsorship of roundabouts.*
- 4. Examine whether the policy is accessible to potential sponsors and encourages businesses to sponsor roundabouts.*
- 5. Explore further promoting and developing the economic and commercialisation aspect of the policy.*
- 6. Examine whether sponsoring other verges could also be an option as part of this policy."*

For this review, Scrutiny Panel A comprised Councillors Mrs Linda Wootten (Chairman), Sarah Parkin (Vice-Chairman), Bill Aron, Mrs Alison Austin, Mrs Paula Cooper, Peter Coupland, Andrew Hagues and Nigel Pepper.

The initial meeting of Scrutiny Panel A took place on 25 July 2018, and the Scrutiny Panel met a further seven times between September 2018 and April 2019.

3. Background

Under the Traffic Management Act 2004, the Council is required to minimise congestion and occupation of road space, and ensure effective movement of all traffic. To enable this, traffic control, physical obstructions, and visual distractions, must be properly considered during the design of landscaping schemes.

The approval of roundabout sponsorship signage must be evaluated against the wider national impetus to reduce street clutter and over signing. This was confirmed in the Department for Transport's Traffic Advisory Leaflet 01/13 '[Reducing Sign Clutter](#)' (January 2013) which highlighted that reducing the impact of traffic signs on the environment was a key priority and signs should only be provided where a clear need had been identified. These principles applied in both urban and rural settings.

Consideration must also be given to The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations set out the advertisement control system in England which is part of the planning control system. In England, local planning authorities are responsible for the day-to-day operation of the advertisement control system and for deciding whether a particular advertisement should be permitted or not. The advertisement control system covers a very wide range of advertisements and signs including sponsorship signage on roundabouts.

Lincolnshire County Council's '[Streetscape Design Manual](#)' (December 2016) seeks to promote a sensitive approach to the impacts on the highway and its associated street furniture on the environment. A proliferation of signs, particularly in rural areas or sensitive urban locations, is something that should ordinarily be avoided. However, it could be argued that roundabout sponsorship could bring about an improvement in the standard of maintenance of these roundabouts, such as by more frequent mowing or planting schemes.

It is anticipated that a cost saving could be achieved by permitting the sponsorship of appropriate sites. As many roundabouts and verges are viewed as a gateway to the local area, the appearance of these can play an important part in attracting businesses and tourists to visit and stay in the area.

Current Policy for Roundabout Sponsorship

Advertising on roundabouts and verges is usually called sponsorship because the funds support the cost of maintaining these sites and fund flower displays and Britain in Bloom events. Strictly speaking, Lincolnshire County Council does not have a current policy; rather it relies on guidance notes.

The current guidance dealing with the sponsorship of roundabouts has been in existence since 1996 and is laid out in the current Highways and Traffic guidance note HAT 63/01/10. The "Request for Sponsorship of Highway Planting", attached at

Appendix A, sets out the approved guidance for the provision of planting within the highway and was approved by Lincolnshire County Council's Environment Committee on 24 January 1996.

The current guidance relates to the provision of planting/grass cutting on roundabouts/reservations with the intention that planting will be confined to the main towns. The guidance only applies to requests for the provision of planting on the highway by other Councils, Community Groups and Commercial Sponsors and is designed to encourage planting in suitable locations to enhance the visual environment. This is emphasised in the current HAT guidance which states that signs must include a LINCOLNSHIRE GREEN reference.

Currently the County Council does not directly manage or operate any sponsorship deals. The current guidance provides a framework for the approval of planting schemes being licenced by the County Council as the Highway Authority. Governance arrangements, where sponsorship deals are in place, are managed by Lincolnshire's District/Borough/City Councils working with their chosen commercial providers, if any. 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 HAT Guidance Note is 630 x 270mm, although the District/Borough/Town Council can determine the design.

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.

Roundabout assets in Lincolnshire

The Confirm system is the asset maintenance management software used to record Lincolnshire County Council's highways assets. The Confirm system has highlighted that Lincolnshire County Council has 154 roundabouts in total. Of these, there are 57 1-lane roundabouts, 96 2-lane roundabouts, and 1 3-lane roundabout.

The standard of each roundabout has been assessed regarding whether they are maintained or grassed, or are not suitable for planters/sponsorship signage due to tarmacked paved ground.

- Out of the 57 1-lane roundabouts, 31 are not suitable for roundabout sponsorship due to the fact they are mainly painted on the carriageway or raised roundabouts made out of concrete and tarmac.
- There are only 10 out of the 96 2-lane roundabouts that are not considered suitable.

Therefore, Lincolnshire has 113 roundabouts suitable for sponsorship - 26 1-lane roundabouts, 86 2-lane roundabouts and one 3-lane roundabout that are suitable for Roundabout Sponsorship which could include the permanent fixture of planters or advertising signage at the discretion of the Council.

The full details of all roundabouts in Lincolnshire are attached to this report at Appendix C.

4. Current Practice and Feedback from District Councils

The Scrutiny Panel approached each of the District Councils to find out what their current practices were in terms of roundabout sponsorship and advertising; their views of the County Council's current sponsorship policy; and their level of interest in instigating or increasing roundabout sponsorship and advertising in future.

Members of the Scrutiny Panel conducted visits to East Lindsey District Council, North Kesteven District Council, South Holland District Council and South Kesteven District Council and met with relevant officers and/or portfolio holders. Officers undertook a visit to City of Lincoln Council on behalf of the Scrutiny Panel and also met with relevant officers and the portfolio holder. Written feedback was received from officers at Boston Borough Council and West Lindsey District Council.

The feedback received from each District Council is set out below, along with information regarding the location of all roundabouts situated in each District.

Boston Borough Council

Boston Borough Council has had a long-established agreement in respect of roundabout sponsorship, which was developed and retained as a result of their residual services agreement with the County Council. The sponsorship scheme continues to be jointly beneficial in funding the proper and safe maintenance of roundabouts, supporting the local economy and developing income streams for the councils. The terms and conditions, which have been agreed by local highways officers from Lincolnshire County Council, covers the sponsorship of roundabouts, highway planting, public open spaces and amenity areas in the Borough of Boston. Boston's scheme is intended to maintain and enhance the visual amenity of the local environment in return for advertising the sponsor's business or interests and associate the sponsor with the local area. The sponsorship agreement is for a minimum period of twelve months and a maximum of twenty-four months.

The District Council provides the signage subject to approval by the Highway Authority and is in accordance with the County Council's adopted sponsorship guidance (attached at Appendix A) and is only provided in the style and size outlined in that guidance. All signs, posts and fixings remain in the ownership of the District Council to ensure district and county logos are protected from use on authorised land or areas, and to protect both the sponsors and the Councils' interests.

Boston Borough Council has confirmed that it would be interested in continuing to work with the County Council on this scheme or in the development of a new scheme, subject to the level of commitment required. The District Council felt the sponsorship scheme worked well but the whole design of the signs needed to be looked at. It was felt that the recommended size of the signs was too small, and as a result did not attract attention. The District Council has highlighted that people had previously been deterred from sponsorship due to the size of the signs. It was also

thought that the scheme would benefit from some advertising which has never done before.

The District Council has recommended reviewing existing local agreements with a view to agreeing amongst other matters: a standard terms and conditions document; common media and advertising; common signage policy; a commercially viable pricing structure; and agreement on maintenance options.

Further details about each roundabout and its suitability for sponsorship are set out in Appendix C.



City of Lincoln Council

City of Lincoln Council uses an advertising agency called Marketing Force to market and handle enquiries regarding its roundabout sponsorship scheme. The scheme was set up in partnership with Lincolnshire County Council's highways department around the same time as the County Council's guidance was developed. Initially at the start of the scheme, roundabout sponsorship was managed in-house. However, the City Council decided that it would be more beneficial to go out to tender and let somebody with marketing expertise take it on. The City Council has found Marketing Force reliable and consistent and has therefore continued with the contract.

[Marketing Force](#) pays City of Lincoln Council a fixed sum for the contract and then sells roundabout sponsorship to a designated number of roundabouts. It was highlighted that if Marketing Force was unable to find sponsors for the roundabouts, then there was no financial loss to the City Council. City of Lincoln Council remains responsible for the maintenance of the roundabouts which is carried out by the City Council as part of the City Council's grounds maintenance contract. Currently, the scheme has a relatively low profile as the City Council restricts the number of sites, so that it does not cause upset or impose itself on the landscape.

The City Council has highlighted that income, although small, does assist greatly in off-setting costs, without which in the current climate it is likely that the flower beds would be removed. Any funds received from Marketing Force contribute to the costs of floral arrangements on roundabouts, but this is only a contribution. It was emphasised that the costs of planting and maintaining the roundabouts are much higher than the funds received from the roundabout sponsorship.

It was further highlighted by the City Council that the main reason for allowing roundabout sponsorship was to keep the city attractive which helps with tourism and that there was an expectation as a tourist city to make the roundabouts look aesthetically pleasing. The 'Lincoln in Bloom' wording on the signage ties the sponsorship to the site and also allows a subtle change in planning conditions as the sponsors are sponsoring 'Lincoln in Bloom' rather than advertising their services. It was highlighted that City of Lincoln's planning team was generally opposed to any applications for roundabout sponsorship which did not relate directly to the site it was installed on, and that many businesses are close by to their sponsored roundabout. The City Council has had no challenge from the County Council's highways department regarding the size of the signage despite the permitted signs being 914mm x 458mm instead of the HAT guidance size of 630 x 270mm.

The City Council was satisfied with its current policy and the number of roundabouts currently sponsored. The City Council was also satisfied with the way the scheme runs currently and would not want to make the size of the signs any smaller than they already are. The City Council has emphasised that it currently has no proposals for expansion or development of the scheme in any way.



examples of sponsored roundabouts in Lincoln.

East Lindsey District Council

In 2013, the Highways and Transport Scrutiny Committee considered reports regarding a trial by East Lindsey District Council to permit the erection of advertising boards. The most noticeable change in the streetscape would have been larger signs which would be required for advertising to be effective.

Following a recommendation from the Scrutiny Committee in July 2013, officers met with East Lindsey staff to establish procedures and progress with the development of a trial scheme. East Lindsey District Council proposed to work in partnership with a private company, Community Partners Ltd, by way of fully managed contracts, making advertising/sponsorship more attractive to businesses and thus maximise income for both East Lindsey District Council and Lincolnshire County Council.

Amended documents and licence applications which formed part of the policy documents were produced to enable the County Council to licence any new arrangements. The most noticeable change was the design of the new signs involving an increase to the current restrictions on the size and type of permitted signs:

Current sign size : 630mm x 270mm (0.17m²)
Proposed sign size : 1100mm x 550mm (0.61m²)

A design for the new signs was developed which would enable the submission of planning applications for the proposed sites. Working with Community partners, four proposed roundabout sites were identified where local businesses had expressed an interest in advertising. Following concerns with regard to sign clutter and distraction of motorists, two of the proposed sites were deemed to be intrusive in terms of the Wolds Area of Outstanding Natural Beauty and proximity to National Trust property, and authority was not given to proceed with these. The remaining two sites, both in Louth, were subject to applications for Planning Permission to East Lindsey District Council's Planning Committee on 21 November 2013. Both applications were refused by the Planning Committee. The reason for refusal was that the proposed signs by reason of their size, number, positioning and design, located in an area of Special Control for Advertisements, would constitute unnecessary sign clutter and detract from the character of the area. The planning refusals brought the trial to an end and no further attempts have been undertaken since.

With regards to the current guidance, East Lindsey District Council has highlighted that its views are that the guidance does not allow for advertising to be considered in isolation and is more about payment in return for a planting scheme. The District Council considers advertising as an opportunity in its own right but it does depend on the County Council's objectives in the policy.

The District Council felt that the current guidance effectively passes responsibility over to the District Councils to implement sponsorship arrangements and this is not something East Lindsey District Council has the capacity for within the current workforce, nor does it see significant benefit to the District Council from being involved.

The policy could be used as an income generation opportunity across the County but consideration needs to be given to the resource requirement to effectively manage it.

The District Council emphasised that planning consent would be required for signage on roundabouts and it is likely that each roundabout would require a separate planning application. No roundabouts in East Lindsey currently have such consent. The District Council also highlighted that it was not convinced that it needed to be involved in the roundabout sponsorship process, other than from a planning perspective.

East Lindsey District Council has suggested that there might be an opportunity to collaborate with a private sector company that specialises in attracting advertising/sponsorship income and work on a profit share basis. The brief could be wider than roundabouts and actually look at all public sector assets.

North Kesteven District Council

North Kesteven District Council has highlighted that due to the concerns highlighted below it does not wish to take part in any roundabout sponsorship deals within the District.

It was highlighted that even if Lincolnshire County Council renewed the sponsorship policy, the District Council would not encourage or look for sponsorship. The District Council fears that big national companies, such as fast food outlets, which traditionally sit adjacent to large roundabouts could easily want to take out a sponsorship deal.

The concern here is that national multiples, with larger budgets, could take advantage of sponsorship promotion to the detriment of smaller, more local businesses who do not have the same promotional resources. Additionally, the District Council has emphasised that it knows its own businesses and would not want to be seen as favouring one business over another by entering into roundabout sponsorship deals.

North Kesteven District Council has its own Signage Strategy and promotes a clean and green philosophy. At a time when the District Council is actively looking to reduce unnecessary signage, additional signage on roundabouts could be seen as counter to that objective. There would be no desire to promote advertising boards on roundabouts even if there was a Deemed Discharge of Planning Conditions, i.e. Deemed Consent. The District Council has highlighted that this is where the County Council could set a regulation size of signs to eliminate having to apply for individual planning. However, the District Council has emphasised that it would be against any blanket approval and would want all planning applications applied for individually.

South Holland District Council

South Holland District Council has highlighted that it felt that the County Council was taking the right approach with working with the District Councils from the start of a new scheme.

The District Council raised concerns over the sponsorship sign size, colour scheme, layout and working restrictions in the current policy. It was felt that these do not promote sponsorship and that the size of the sign was imperative. Colour of signs was also important so that they stood out. It was highlighted that neighbouring towns and cities offered larger sponsorship sign size, allowing company logos, telephone number of the company and directions.

South Holland District Council has emphasised that should the District Councils decide to take on a sponsorship scheme, it would be expected that the roundabouts would be passed over in an adoptable and maintained standard.

It was considered by the District Council that an administration resource cost would be necessary to start off a scheme. The District Council has suggested this should be provided by the County Council in exchange for maintenance liability. However, should damage occur to the roundabouts, the County Council should still retain some liability in repairing the roundabout back to the appropriate standard.

It was suggested that the District Council should be solely responsible for the setting of sponsorship fees and have total ownership of any income received. The County Council should ensure that any roadworks that may affect sponsorship are communicated as early as is practicable with the District Council (such as road closures, accidents, traffic lights) as this may cause traffic flow numbers to differ from what the sponsors initially signed up for.

South Holland District Council has also suggested that

- it would be useful to have a standard contract for sponsors across the County to ensure consistency, accuracy and a firm legal position.
- the County Council confirms the Health and Safety requirements for working on the roundabouts, such as signage, traffic control etc. and what is expected. A risk assessment should be provided so that District Councils are clear and can include in the sponsorship costs.
- the saving of the two cuts that the County Council currently contract out should be given to the District Councils to allow them to make the necessary set up arrangements.
- planting should not be essential as part of sponsorship. Some businesses may just require a sign and cut.

South Kesteven District Council

South Kesteven District Council has highlighted that it does not have a functioning roundabout sponsorship scheme with the County Council at present. The licences that were granted to the District Council by the County Council to allow it the rights to maintain and obtain sponsorship have expired as have the majority of sponsorship agreements.

The District Council does not consider itself in a position to encourage businesses to take sponsorship at present as it does not have an existing agreement with the County Council to enable it to do so. The planning and highways implications are unclear and expensive to take forward on a roundabout specific basis. At present no budget has been identified for the resource or project work to be taken forward. The District Council has highlighted that the size of the signage allowed does not appear

to be of a size that would be effective as an advert for the sponsoring business. The specification and standard for the required maintenance of the roundabouts is also unclear.

South Kesteven District Council has suggested that a clear and concise roundabout sponsorship package from Lincolnshire County Council is required to attract local businesses to the business opportunity including clear county wide:-

- specification and standard of maintenance requirements for hard and soft maintenance
- signage specification, location and number of signs
- requirement for partnership logos on signs

The County Council could continue to maintain the roundabouts with the District Councils selling the County Council's sponsorship package for a reasonable one-off fee to local businesses within their District.

Lincolnshire County Council's costs of maintenance would be covered by the sponsorship money it received directly with no resource requirement to contract manage South Kesteven District Council. This removes the need for:-

- The County Council and South Kesteven District Council to enter into a maintenance agreement.
- South Kesteven District Council to monitor and contract manage the sponsorship agreement.
- South Kesteven District Council to monitor and contract manage the County Council's maintenance agreement.

The District Council has highlighted that Permitted Development Rights are available but these are consistently tempered by Highways considerations and there seems to be no Highways consensus available on what could be an attractive standard size of sign, or location of each sign, such as 2 metres away from external edge and no higher than 0.5 metres. South Kesteven District Council has no power or available budget to resource detailed highways discussions per roundabout.

It was highlighted by the District Council that the current guidance states that Lincolnshire County Council will not seek sponsorship itself but will allow District Councils to take up Maintenance Agreements in perpetuity and seek direct sponsorship. There are at least two roundabouts in South Kesteven District Council which appear to be sponsored direct by a local business from Lincolnshire County Council – Asda and Borrowby Road. It was emphasised that if it was possible on these two roundabouts then it should be possible on all and the District Council would be able to sell a County Council sponsorship package to local businesses for a reasonable fee. However, it was highlighted that the maintenance licence appears light on the limit of the District Council's liabilities in taking a licence. The guidance states that the licences should be in perpetuity, whereas those issued were for five years.

The District Council has suggested that the current guidance could be amended to reflect what has actually happened in South Kesteven:

- Lincolnshire County Council could produce a Roundabout Sponsorship package.
- Lincolnshire County Council could obtain sponsorship direct.
- The District Councils could sell the County Council's sponsorship package to local businesses for a reasonable fee.

West Lindsey District Council

West Lindsey District Council has highlighted that the current policy is not particularly clear or user friendly. The District Council emphasised that there is a need for better publication of the policies and opportunities, and benefits roundabout sponsorship provides for a business based on the principles of:

- Business promotion
- Improvement of visual amenity of an area

There is a need for the provision of a step by step guide on how to go about roundabout sponsorship, including separate guides on the process for:

- Physical signage/other permanent structures
- Planters
- Low level planting and shrubbery

It also needs to be clear and accessible with one point of contact. It would be beneficial to offer the opportunity of a 'one stop shop' and provide central coordination to make it easier for businesses to obtain sponsorship or planting opportunities.

West Lindsey District Council could promote the policy quite easily as part of the Economic Development and Place Strategy. However, the policy and associated process would need to be easy to navigate and cost effective. Promotion could be carried out through:

- Business Networking Groups
- Social Media
- Website/Leaflets

It was highlighted that it was likely that in all instances where advertisement signage is sought on a roundabout that planning permission would be required.

West Lindsey District Council has a paid pre-application service which would be available to provide advice to any businesses seeking to erect signage on a roundabout. The fee for this pre-application advice would be £90.00. A further £462 would be payable for the planning application itself.

It was emphasised that key areas to be assessed by the Local Planning Authority as part of any application for advertisement would be:

- Visual appearance of the signage and impact on the surrounding area
- Highway safety, specifically the size, shape and detail of the sign, its positioning, materials and its ability to cause distraction to motorists using the road*

(*As a guide, in general terms, signage should be sited to the right and no higher than the roundabout chevron signs. New signage should not obstruct existing highway signage and must be sited in line with any other existing signs to ensure that motorists looking towards potentially conflicting circulating traffic approach from the right rather than away from it.)

The District Council has highlighted that it felt that the costs and rigmarole associated with obtaining planning permission and any other statutory approvals makes roundabout sponsorship prohibitive for most businesses. As such it was suggested that the permissions for signage/planters etc. on each roundabout should be facilitated by another body such as the County Council or District Council in the first instance. The principle and permission of the signage/planters could then be established and include parameters for signage/planter size, materials and positioning. This would make the selling of rental space much easier and accessible as businesses renting this space would only need to provide their own advertisement/display. This space could then be rented out on an annual or other defined timescale and offered to businesses as and when the existing sponsorship deals come to an end.

5. Other Councils

As part of the review it was agreed to explore the economic and commercialisation aspect of roundabout sponsorship and as part of this a number of other local authorities were contacted to better understand the options available.

Leicestershire County Council

Leicestershire County Council currently operates a county wide roundabout sponsorship scheme under ESPO Framework Contract 3A (Advertising Solutions) awarded to Keegan Ford Sponsorship Ltd.

The Commercial & Business Manager for Highways Delivery confirmed that Leicestershire has 98 roundabouts available to sponsor in total across the County with 60 currently having sponsorship deals in place.

Any income generated from the scheme remains within the Highways Services and is used to offset costs of providing grass cutting, gully cleansing services. Savings are also made as the County Council does not have to maintain the 60 sponsored roundabouts.

As part of this contract the supplier deals with all aspects of the scheme, including the maintenance of the sponsored roundabouts and:

- Sign design (reviewed and approval given by the Highways Authority)
- Planning Applications (via District Councils)

- Maintenance of sponsored roundabouts
- Working with sponsors to agree any enhancements to the planting or landscaping of sponsored roundabouts.

Kent County Council

Kent County Council's Commercial Services has worked with Marketing Force for five years. A countywide scheme started in 2007 and the sponsorship schemes enable local businesses to show their commitment to the local environment and community by supporting the maintenance of the areas around certain locations.



The County Council operates the scheme in all but one district area within Kent. Dover District Council operates a scheme within its area.

Norfolk County Council

Norfolk County Council offer advertising opportunities through County Council channels to generate income for the authority aimed at supporting our services and achieving best value for residents.

Norfolk operate a county wide scheme and work in partnership with Marketing Force to promote sponsorship of roundabouts within the county. In return, the sponsor is allowed advertising in the form signs incorporating the sponsor details placed on the roundabout.



In Norfolk, the permitted signage size is 1219mm x 508mm

Nottinghamshire County Council

Nottinghamshire County Council's roundabout sponsorship scheme is managed by Community Partners Limited and sponsorship is subject to planning permission.

The Scheme is marketed to local businesses looking for effective local advertising, and a socially responsible platform that helps support a number of council initiatives from highways maintenance to public amenities and services.



6. Commercial Opportunities

Roundabouts often serve as the gateways to cities, towns, business parks and shopping centres. Research undertaken as part of the Scrutiny review process has identified a number of commercial organisations which work with local authorities to manage sponsorship arrangements.

- Marketing Force
- Community Partners
- Keegan Ford Sponsorship

A sponsorship approach embraces commercial thinking towards cost savings, revenue generation and management of council assets. In addition to Roundabout Sponsorship there are a number of options for generating revenue from local highway authority assets such as sponsorship of welcome signs, central reservation, flowerbeds and lamp post banners, etc.

In addition, Eastern Shires Purchasing Organisation (ESPO) provides an advertising framework, of which Lot 5 covers the management of advertising space for commercial sponsorship.

This lot has been established for customers who wish to contract with an organisation that specialises in securing and managing the commercial sponsorship of customer owned space.

Sponsorship arrangements will be managed by the service provider who will source suitable sponsors to display approved signage, acknowledging their sponsorship, on the customer space. In return the sponsor will then pay a

*sponsorship fee to the service Provider, out of which the customer will receive an agreed income.*¹

Two suppliers are listed under Lot 5 which are Community Partners Ltd and Keegan Ford Sponsorship Ltd, both of which provide services to other Councils.

Examples from other Councils indicate that the sponsorship costs are often dependent on location, size of roundabout and duration of the agreement. Example prices range for each asset location offering £500 per sign through to sponsorship from £1,000 per year up to £5,000 per year.

Research has indicated there is also a National Cross Council Revenue Generation Group - a forum (online and via events) for councils to share and discuss ideas and experiences in generating revenue from asset sponsorship schemes. The current chairperson is Angela Redman, Commercial Business and Marketing Manager at West Sussex County Council.

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¹ <https://www.espo.org/Frameworks/People-Professional-Services/3ANew-Advertising-solutions>

7. Appendices

Appendix A	Current Policy – HAT 63/1/10 REQUEST FOR SPONSORSHIP OF HIGHWAY PLANTING
Appendix B	Proposed Policy – PLANTING, SPONSORSHIP AND ADVERTISING ON ROUNABOUTS AND VERGES
Appendix C	Suitability of Roundabouts in Lincolnshire for Sponsorship / Advertising

8. Contributors

The Scrutiny Panel would like to offer its sincere thanks to all the officers and Portfolio Holders at each of the District Councils for meeting with us and/or providing written responses to the review.

In addition, the Scrutiny Panel would like to extend its gratitude to the all the following people who have contributed to this review:

- Councillor Richard Davies (Executive Councillor for Highways, Transport and IT)
- Christopher Bennett (Confirm Support Assistant)
- Tracy Johnson (Senior Scrutiny Officer)
- Paul Little (Highway Asset Manager)
- Charlotte Paddock (Policy & Assurance Officer)
- Mick Phoenix (Network Management Commissioner)
- Andrew Ratcliffe (Local Highways Manager – East Lindsey)
- Vincent Van Doninck (Policy and Strategic Asset Manager)
- Nigel West (Head of Democratic Services and Statutory Scrutiny Officer)
- Emily Wilcox (Democratic Services Officer)

Further Information

If you would like to find out more about this Scrutiny Review or Overview and Scrutiny at Lincolnshire County Council, please contact the Scrutiny Team on 01522 552164 or scrutiny@lincolnshire.gov.uk.

HIGHWAYS AND TRAFFIC GUIDANCE NOTES

|||||

NO.	HAT 63/1/10
SUBJECT	REQUEST FOR SPONSORSHIP OF HIGHWAY PLANTING
EFFECTIVE FROM	June 2010
AUTHOR	Local Highways Manager (Boston)
DISTRIBUTION	Distribution List

|||||

1. Introduction

1.1 This HAT sets out the approved policy for the provision of planting within the highway. The policy was approved by the Environment Committee on 24 January 1996.

2. Scope

2.1 This policy only applies to requests for the provision of planting on the highway by other Councils, Community Groups and Commercial Sponsors. The policy is designed to encourage planting in suitable locations to enhance the visual environment. Borough/District/City Councils also have an interest in many planting schemes and as Planning Authorities may need to approve any associated signing in addition to approval by the Highway Authority.

3. Policy

3.1 Borough/District/City Councils

3.1.1 Where a Borough/District/City Council wishes to carry out planting or already does so, the Highway Authority's role will be confined to approving the planting scheme and any associated signing on highway safety grounds and issuing a licence to plant in the highway. If the Borough/District/City Council wished to enter into an agreement with a commercial sponsor this will be permitted and it will be left to that Council to determine the design of any signs and consider whether Planning permission is required.

3.1.2 Generally such schemes will be confined to the main towns. Existing schemes will be regularised by the Highway Authority licensing the use of highway land.

3.2 Community Groups and Parish Councils

3.2.1 The Highway Authority's role will be to approve the planting scheme on highway safety grounds and to licence the use of highway land. Generally, such schemes do not include any signing.

3.2.2 If the sponsor wishes to provide signing, two different approvals will be required:

- (a) the Highway Authority for traffic safety
- (b) the Planning Authority for planning permission

A simple solution might be to agree a standard form of sign with all the local Planning Authorities thereby removing the need to approve individual signs. This could include standard wording as in Appendix A.

3.3 Commercial Organisations

3.3.1 Where a commercial organisation agrees to carry out or sponsor a planting scheme which is not already undertaken by a Borough/District/City Council this will be encouraged. In some towns it will, subject to the agreement of the other Council, be treated as a Borough/District/City Council scheme as in paragraphs 3.1.1 and 3.1.2.

3.3.2 Elsewhere it will be dealt with direct by the Highway Authority as in paragraphs 3.2.1 and 3.2.2 except that the standard sign would read as in Appendix A.

3.3.3 Some sponsors may wish to have a sign design which is more in line with their corporate livery or logo. In such cases it will be the sponsor's responsibility to obtain the approval of the local Planning Authority. Also the sign should also retain the LINCOLNSHIRE GREEN reference and be approved by the Highway Authority.

3.4 General

3.4.1 All planting schemes will require licences to ensure they are approved on highway safety grounds but no charge will be levied.

3.4.2 There will be a general presumption that the sponsor bears the full cost of all planting schemes, including maintenance and associated signing and returning the highway to its original condition on termination of any licence. Cost sharing will be considered on an exception basis where one of the following conditions is met:

- (a) there is a significant cost saving to the Highway Authority
- (b) the site and scheme are particularly noteworthy in contributing to an improved roadside environment

Such exceptions would need the approval of the Local Highways Manager after consultation with the Chair and Vice Chair of the Planning and Regulation Committee.

3.4.3 Anyone undertaking planting in the highway will be required to have public liability insurance to an indemnity level of £5 million and to agree safe methods of working with the Highway Authority.

3.4.4 The standard letters and application form for use in granting the relevant licence are attached as Appendix B.

DRAFT



Scheme Ref. 1	
Sign Ref. A	x-height 25.0
Letter colour WHITE	SIGN FACE
Background GREEN	Width 630mm
Border WHITE	Height 220mm
Material Class RA1 (12899-1:2007)	Area 0.14sq.m



Scheme Ref. 1	
Sign Ref. B	x-height 25.0
Letter colour WHITE	SIGN FACE
Background GREEN	Width 630mm
Border WHITE	Height 270mm
Material Class RA1 (12899-1:2007)	Area 0.17sq.m

Examples of approved sponsorship signing

Company sponsorship legend and logos to be approved by LCC Signs Manager. Designs to be drafted by signs team.

My ref:
Your ref:D/ / / /SPONSOR
2009

Name
Address 1
Address 2
Town
County
Postcode

Dear

SPONSORSHIP OF PLANTING WITHIN THE HIGHWAY

Thank you for your letter dated concerning the above.

I attach an application form which I would be grateful if you would complete and return to this office.

Please ensure that you contact all relevant utility companies to ensure that your intended depth of planting and/or proposed signing will not interfere with any of their apparatus.

Yours sincerely

**for Area Highways Manager
Division**

Encl: Application Form



APPLICATION FOR THE PURPOSE OF SPONSORSHIP PLANTING WITHIN THE HIGHWAY

- 1 I/We(block capitals):
.....
.
request permission to plant within the County Highway in the Parish of:
.....at (address):
.....
.....
.
for the purpose of planting:
.....

The location is shown on the attached plan (scale 1:1250), four copies enclosed.

- 2 I/We intend to commence work on:
and indicate on the plan referred to in 1 above the dimensions of the areas of the planned opening, proposed layout and type of planting.
- 3 I/We agree to pay any future costs which may occur due to defects in our work.
- 4 I/We agree to remove any planting/signing, and make good any damage whatsoever caused, at our own expense, at any time if required to do so by the County Council, unless such removal is necessitated by County Council funded roadworks when the cost will be borne by the Highway Authority.
- 5 I/We agree to employ only contractors who have operatives and supervisors trained and accredited under the New Roads and Street Works Act 1991 as required by the County Council. A copy of their certificates will be available for inspection by the Executive Director (Development Services) representative upon request.

- 6 I/We agree to indemnify the County Council in respect of all claims actions, liabilities whatsoever or howsoever arising from such work attributable to our negligence.
- 7 I/We agree that any planting shall be executed by the opening up of the highway and that we shall conform with the requirements of the executive Director (Development Services) or representative, regarding specification, submission of risk assessment and the timing of the opening. The reinstatement of the highway will be carried out in accordance with the requirements of Sections 141 and 142 of the Highways Act 1980 as regards specification.
- 8 I/We understand that this approval, if granted, will not have any provision included for its assignment during the effective period.

NOTE

- (a) The reinstatement of the Highway is the responsibility of the licence holder and should be carried out in accordance with any requirements and specifications supplied by the Executive Director (Development Services) or representative, under the Highways Act 1980, Sections 141 and 142.

Signed (Applicant) **Date**.....

Please print name

Address

.....

Tel No:

Date

Signed (for Lincolnshire County Council)

Date

Data Protection Statement

The information supplied on the form will be used to process your application/ enquiry and will be retained as a record. This will allow your personal details to be available if you contact Lincolnshire County Council in the future for information or other services. Please select the appropriate check box regarding the retention of your personal details. All personal information will be processed in accordance with the Data Protection Act 1998 and you have the right to see records relating to yourself and to ask that they be amended where they are inaccurate.

Please select one of the options below:-

- I agree to the retention of my personal details by LCC as outlined above.
- I do not agree to the use of my personal details by LCC other than for the processing of my application/enquiry.

Please return the completed form to:

Lincolnshire County Council
 Development Services - Highways and Traffic
 Boston and South Holland Division
 Municipal Buildings
 West Street
 Boston
 Lincolnshire
 PE21 8QR
 Tel No: 01522 782070
 Fax No: 01205 314572

DEVELOPMENT SERVICES (HIGHWAYS & TRAFFIC)

PUBLIC LIABILITY INSURANCE FOR ACTIVITIES AFFECTING THE HIGHWAY

Any person executing any works and/or placing any temporary or permanent equipment in/under/over the highway shall indemnify Lincolnshire County Council against all claims arising out of those works and shall provide proof of insurance, effective during those works, covering Public Liability with indemnity of not less than £5m (**five million pounds**) for any one accident or any one claim, unlimited in aggregate. Excess sums of more than two thousand five hundred pounds will not be accepted.

Such insurance may, obviously, be arranged through an insurance company or broker but private individuals may be able to extend their household insurance.
 Statement by the person(s) carrying out the work/placing the equipment:

I/We indemnify Lincolnshire County Council in respect of all claims arising out of the granting of my/our application to carry out works/place equipment in/under/over the highway save in so far as the circumstances attribute negligence to Lincolnshire County Council. I/We confirm that the indemnity provided by my/our Public Liability Policy is not less than **five million pounds** for any one accident or any one claim, unlimited in aggregate and that any excess payable does not exceed two thousand five hundred pounds.

Signature: **Date:**

Statement by the Insurers or Broker:

I/We confirm that the aforementioned cover will remain effective during the period of such works and during the existence for temporary equipment in/under/over the highway under:

Policy Number: Expiry Date:

Amount of any Excess payable (in pounds):
.....

Signature: **Date:**
.....

These works/placing of equipment shall not be undertaken until this form has been signed by both parties and returned to Lincolnshire County Council and a specific written authorisation/permit for this activity has been issued.

Please return this form to the following address:

Lincolnshire County Council
Development Services - Highways and Traffic
Boston and South Holland Division
Municipal Buildings
West Street
Boston
Lincolnshire
PE21 8QR
Tel: 01522 782070
Fax: 01205 314572

My ref:
Your ref: D/ / / /SPONSOR
2009

Name
Address 1
Address 2
Town
County
Postcode

Dear

**CONSENT FOR SPONSORSHIP PLANTING WITHIN THE HIGHWAY
LOCATION:**

I refer to your recent application to erect sponsorship signs and plant shrubs within the highway at the above location.

The County Council's consent is given to your proposal subject to your compliance with the conditions set out in the attached application form and approved plan. I enclose a signed copy of the application form and plan for your retention.

Please contact this office and return the completed Public Liability Insurance Pro-forma prior to commencing any works within the highway.

Please ensure that any utility apparatus is located on site by use of an appropriate cable avoiding tool or by contacting the appropriate statutory undertaker, in the vicinity of the sponsorship sign, prior to excavation.

This consent will be due for review on an annual basis from the date of this letter or may be terminated by either party by giving a minimum of one month notice. The applicant will be responsible for returning the highway to its original condition at their own cost.

Please contact _____ at this office should you require any further information regarding this matter.

Yours sincerely

**for Area Highways Manager
Division**

Encl: signed copy of Application Form and Plan

7STD21B

Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges

DRAFT

Contents

1. Introduction
2. Statement
3. Objectives
4. Principles
5. Advertising
6. Installing, Maintaining and Planting in the Highway
7. Roundabout and Verge Planting Without Signs
8. Sponsored Roundabout and Verge Planting With Signs
9. Installation of Post and Signs
10. Costs
11. Contacts

1. Introduction

Lincolnshire County Council supports all reasonable efforts to enhance the highway network wherever possible, including the sponsorship and planting of roundabouts and verges.

Advertising on roundabouts and verges is usually called sponsorship because the funds support the cost of maintaining these sites, fund flower displays and Britain in Bloom events.

Some Councils share this ambition and already operate sponsorship schemes. Lincolnshire County Council will continue to support these existing schemes. Requests from Parish and Town council's community groups, and commercial sponsors should also be considered.

All Councils have differing requirements regarding the application of roundabout and verge advertising and sponsorship and it is impractical to adopt a one size fits all policy. Lincolnshire County Council will encourage advertising and sponsorship requiring signs by issuing licences lasting up to 5 years for schemes and associated signs that meet highways safety standards and which have the required approval from the relevant Planning Department.

Lincolnshire County Council may enter into its own sponsorship scheme to cover those areas of the County where no other council scheme exists. A scheme that enhances the visual appearance of the highway would give added value to the attractiveness of working in and visiting the County.

2. Statement

Lincolnshire County Council will whenever possible support all Councils to improve and enhance the appearance of roundabouts and verges within the guidance contained in this policy and without compromising highway safety.

3. Objectives

- To ensure that the opportunity for roundabout and verge sponsorship and advertising is clearly defined and communicated
- To ensure that the agreements and licences utilised between Councils and Sponsors include the appropriate regulations that must be adhered to
- To encourage Councils that fund flower displays and Britain in Bloom events
- To allow businesses access to advertising opportunities
- To enhance the control of illegal signing and other activities on the highway network

- To improve the visual amenity of the area and promote local heritage, which may include approved installations

4. Principles

The introduction of any sponsorship scheme or advertising sign must be coordinated between all relevant Councils to ensure it is de-conflicted from any other Council's scheme.

Lincolnshire County Council reserve the right to veto a licence with any business or entity that is in legal or financial conflict with the Council or which connects the Council with any political party, pressure group or which conflicts with the aims of this policy. The Council will not accept advertising and sponsorship from companies who are in contract negotiation with the Council where this may be viewed as an endorsement of the bid.

5. Advertising

The Council abides by national guidance published by the Advertising Standards Agency (ASA) - the UK's independent regulator of advertising across all online and offline media. The central principle for all advertising (marketing communications) is that advertising content should be:

- Legal, decent, honest and truthful
- Have due responsibility to consumers and society
- Be aligned to the accepted standards for fair competition in business.

Lincolnshire County Council does reserve the right to refuse any requests for licencing if the content is considered inappropriate or that fail to meet the requirements that ensure highway safety.

Content that is not permitted for advertising includes, but is not limited to, advertising that contains, infers or suggests any of the following:

- Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues
- Disparagement or promotion of any person or class of persons
- Promotion or incitement of illegal, violent or socially undesirable acts
- Promotion or availability of tobacco products, weapons, gambling or illegal drugs
- Advertising of financial organisations and loan advancers with punitive interest rates
- Promotion or availability of adult or sexually orientated entertainment materials
- Advertising that infringes on any trademark, copyright or patent rights of another company

- Claims or representations in violation of advertising or consumer protection laws.

Lincolnshire County Council shall also reserve the right to withdraw any licencing agreement where it is deemed that the advertiser has suffered a reputational loss due to its conduct, when such conduct is inconsistent with the Councils aims and objectives.

6. Installing, Maintaining and Planting in the Highway

The Highway Authority will consider as part of an application that the Health and Safety aspects of both installation and maintenance, with the expectation that such requirements are satisfactorily implemented. This will also include all relevant indemnity cover and workforce accreditations.

Anyone undertaking planting in the highway will be required to have public liability insurance to an indemnity level of £5 million and agree to safe methods of working with the Highway Authority prior to commencing works.

7. Roundabout and Verge Planting Schemes - without Signs

Under Sections 64 and 96 of the Highways Act 1980, Lincolnshire County Council may carry out planting schemes on highway land, including roundabouts and verges, as it sees fit. The Highway Authority will approve Planting Schemes that meet highway safety requirements and licence the use of highway land, up to a maximum of 5 years. Planting schemes do not include signs. Any Council within the County may apply to Lincolnshire County Council for a Planting licence.

8. Sponsored Roundabout and Verge Planting with Advertising Signs

The legal requirements that cover advertising and sponsorship signs are contained in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (hereafter known as the Regulations).

Small sponsorship signs are liable for Planning Permission as they are not covered by Schedule 1 of the Regulations; however some District Council Planning Departments in Lincolnshire currently apply discretion for low level, small signs (sometimes referred to as deemed consent).

Regardless of the sign design the relevant District Council Planning Department must be consulted prior to installation to gain the necessary permission. All signs must also be approved by the Highway Authority.

9. Installation of Posts and Signs

All Councils / sponsors will have to consult with the County Council Highway Authority prior to commencement of any works. Consideration of such installations

will require the supply of full technical specifications of ground works, posts, sign dimensions, materials, advertising content, and accurate sign location(s).

Whilst a specific size of sign cannot be guaranteed to gain Highway Authority or Planning Department approval, sponsors and applicants could apply for signs measuring 920mm x 460mm.

10. Costs

There will be a general presumption that the sponsor bears the full cost of all planting schemes, including maintenance, associated signing and returning the highway to its original condition on termination of any licence. Cost sharing will be encouraged between all Councils and their sponsor partners.

11. Contacts

Potential sponsors may find the following contact details useful, including District and County Council websites. E-mails should contain "Sponsorship of Highways roundabouts and verges" in the title.

Lincolnshire County Council

Planting licences are obtainable from:

<https://www.lincolnshire.gov.uk/transport-and-roads/highways-licences-and-permits/plant-within-the-highway/35517.article>

Lincolnshire Association of Local Councils (LALC) website

This website has links to Lincolnshire County Council and District Council websites:

<http://www.lalc.co.uk/useful-links/>

Parish and Town Council Search Tool

Contact details for Parish and Town Councils can be found through this link:

<https://www.lincolnshire.gov.uk/community-leisure-and-events/find-your-town-or-parish-council/>

Open Report on behalf of Andrew Crookham, Executive Director - Resources

Report to:	Highways and Transport Scrutiny Committee
Date:	15 July 2019
Subject:	Highways and Transport Scrutiny Committee Work Programme

Summary:

This item enables the Committee to consider and comment on the content of its work programme for the coming year to ensure that scrutiny activity is focused where it can be of greatest benefit. The work programme will be reviewed at each meeting of the Committee to ensure that its contents are still relevant and will add value to the work of the Council and partners.

Actions Required:

Members of the Committee are invited to review and comment on the work programme and highlight any additional scrutiny activity which could be included for consideration in the work programme.

1. Background

Overview and Scrutiny should be positive, constructive, independent, fair and open. The scrutiny process should be challenging, as its aim is to identify areas for improvement. Scrutiny activity should be targeted, focused and timely and include issues of corporate and local importance, where scrutiny activity can influence and add value.

All members of overview and scrutiny committees are encouraged to bring forward important items of community interest to the committee whilst recognising that not all items will be taken up depending on available resource.

Members are encouraged to highlight items that could be included for consideration in the work programme.

2. Work Programme

15 JULY 2019 – 10:00am		
Item	Contributor	Purpose
Route and Place Based Transport Strategies Annual Report	Sam Edwards, Head of Highways Infrastructure	Annual review of Route and Place Based Transport Strategies development.
Outcome of the Roundabout Sponsorship and Advertising Scrutiny Panel	Chairman of the Roundabout Sponsorship and Advertising Scrutiny Panel	Outcome and recommendations from the Roundabout Sponsorship and Advertising Scrutiny Panel.

16 SEPTEMBER 2019 – 10:00am		
Item	Contributor	Purpose
Spalding Western Relief Road	Teresa James, Senior Project Leader	PRE DECISION SCRUTINY Executive – 01 October 2019
Winter Service Plan 2019/20	Joe Phillips, Policy and Strategic Asset Manager	PRE-DECISION SCRUTINY Executive Councillor
Highways Quarter 1 Performance Report (1 April to 30 June 2019)	Paul Rusted, Head of Highways Services	Review of the Key Performance and Customer Satisfaction Information.
Civil Parking Enforcement Annual Report 2018 - 2019	Matt Jones, Parking Services Manager	The annual report on CPE related activities and financial statement showing the cost of the operation, including any deficit or surplus.
CCTV Pilot Scheme for Parking enforcement outside schools	Matt Jones, Parking Services Manager	Review of future options for the CCTV Pilot Scheme
Lincolnshire Connected	Vanessa Strange, Accessibility and Growth Manager	Review of the Lincolnshire Connected document and future actions
Highways 2020 Contract Award Decision (EXEMPT ITEM)	Jonathan Evans, Senior Project Leader	PRE DECISION SCRUTINY Executive – 01 October 2019

28 OCTOBER 2019 – 10:00am		
Item	Contributor	Purpose
Engagement with Network Rail	Network Rail	Annual engagement session with Network Rail which will include details of network performance and discussion of any key issues or concerns in Lincolnshire.

28 OCTOBER 2019 – 10:00am		
Item	Contributor	Purpose
Effective Highways Communication	Georgina Statham, Highways Liaison Manager	Review of the work being undertaken to enhance service users' experience with regards to the Highways and Transport services.
Highways Fault Reporting System Report	Georgina Statham, Highways Liaison Manager	Update on the highways fault reporting system performance / response times.
Traffic Management for Events		

09 DECEMBER 2019 – 10:00am		
Item	Contributor	Purpose
Highways Quarter 2 Performance Report (1 July to 30 September 2019)	Paul Rusted, Head of Highways Services	Review of the Key Performance and Customer Satisfaction Information.

20 JANUARY 2020 – 10:00am		
Item	Contributor	Purpose
Revenue and Capital Budget Proposals 2020/21	Assistant Director – Highways	PRE-DECISION SCRUTINY Budget Proposals for 2020/21
Permit Scheme Annual Report 2018/19	Mick Phoenix, Network Management Commissioner; Mandi Robinson Network Regulation Compliance Manager	Annual review of the Highway Permit Scheme.

09 MARCH 2020 – 10:00am		
Item	Contributor	Purpose
Highways Infrastructure Asset Management Plan 2020	Joe Phillips, Policy and Strategic Asset Manager	Annual review of the Highways Infrastructure Asset Management Plan.
Highways Quarter 3 Performance Report (01 October to 31 December 2019)	Paul Rusted, Head of Highways Services	Review of the Key Performance and Customer Satisfaction Information.

27 APRIL 2020 – 10:00am		
Item	Contributor	Purpose
Winter Maintenance – End of Year Report	Joe Phillips, Policy and Strategic Asset Manager	

27 APRIL 2020 – 10:00am		
Item	Contributor	Purpose
Review of revised arrangements for Lincolnshire's Local Access Forums	Chris Miller, Team Leader, Countryside Services	Review of the revised arrangements for Lincolnshire's Local Access Forums in April 2019.
TransportConnect - Teckal Company Annual Report	Anita Ruffle, Group Manager Transport Services	Annual Report
Passenger Transport Update	Anita Ruffle, Head of Transport Services	Comprehensive update on a wide range of Passenger Transport related items.

08 JUNE 2020 – 10:00am		
Item	Contributor	Purpose
Quarter 4 Performance Report (1 January to 31 March 2020)	Paul Rusted, Head of Highways Services	Review of the Key Performance and Customer Satisfaction Information.

20 JULY 2020 – 10:00am		
Item	Contributor	Purpose
Route and Place Based Transport Strategies Annual Report	Sam Edwards, Head of Highways Infrastructure	Annual review of Route and Place Based Transport Strategies development.

Items to be programmed

- **Coastal Highway** – Teresa James, Senior Project Leader – *Review of the first phase of work and initial report on possible options.*
- **Street Lighting** – Monitoring update on requests received under the reversal of part-night lighting protocol (Early 2020)
- **Parking Policy and Strategy** - Matt Jones, Parking Services Manager - Consideration of an updated version of Lincolnshire County Council's parking policy and strategy. (TBC)
- **Highways England** – The Committee have requested engagement with Highways England at a future meeting.
- **East Midlands Rail Franchise** – The Committee have requested to meet with the successful bidder for the next franchise later in 2019 (proposed October 2019)
- **Review of Cycling Strategy** – Philip Watt, Cycling Officer - The Committee have requested to consider specific information on a County Cycling Strategy

For more information about the work of the Highways and Transport Scrutiny Committee please contact Daniel Steel, Scrutiny Officer on 01522 552102 or by e-mail at daniel.steel@lincolnshire.gov.uk

3. Conclusion

Members of the Committee are invited to review and comment on the work programme and highlight any additional scrutiny activity which could be included for consideration in the work programme.

4. Appendices

These are listed below and attached at the back of the report	
Appendix A	Forward Plan of Decisions relating to the Highways and Transport Scrutiny Committee

5. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

This report was written by Daniel Steel, Scrutiny Officer, who can be contacted on 01522 552102 or by e-mail at daniel.steel@lincolnshire.gov.uk

Forward Plan of Decisions relating to the Highways and Transport Scrutiny Committee

DEC REF	MATTERS FOR DECISION	DATE OF DECISION	DECISION MAKER	PEOPLE/GROUPS CONSULTED PRIOR TO DECISION	DOCUMENTS TO BE SUBMITTED FOR DECISION	HOW AND WHEN TO COMMENT PRIOR TO THE DECISION BEING TAKEN	RESPONSIBLE PORTFOLIO HOLDER AND CHIEF OFFICER	KEY DECISION YES/NO	DIVISIONS AFFECTED
I018164	A15 Primary Route Network Package	Between 15 July 2019 and 19 July 2019	Executive Councillor: Resources and Communications	Highways Colleagues, Utility Companies.	Report	Senior Project Leader Tel: 01522 552940 Email: steve.brooks@lincolnshire.gov.uk	Executive Councillor: Highways, Transport and IT and Executive Director of Place	Yes	Gainsborough Rural South; Nettleham and Saxilby; Welton Rural
I018163	Gunby Roundabout Primary Route Network	Between 15 July 2019 and 19 July 2019	Executive Councillor: Resources and Communications	Highways Colleagues, Utility Companies.	Report	Senior Project Leader Tel: 01522 552940 Email: steve.brooks@lincolnshire.gov.uk	Executive Councillor: Highways, Transport and IT and Executive Director of Place	Yes	Ingoldmells Rural; Skegness South
I017556	Final Report from the Roundabout Sponsorship and Advertising Scrutiny Panel	3 September 2019	Executive	Highways and Transport Scrutiny Committee	Report	Senior Scrutiny Officer Tel: 01522 552164 Email: tracy.johnson@lincolnshire.gov.uk	Executive Councillor: Highways, Transport and IT and Executive Director of Finance and Public Protection	No	
I018447 New!	Winter Service Plan 2019	Between 16 September 2019 and 27 September 2019	Executive Councillor: Highways, Transport and IT	Highways and Transport Scrutiny Committee	Report	Policy and Strategic Asset Manager Email: joe.phillips@lincolnshire.gov.uk Tel: 01522 553105	Executive Councillor: Highways, Transport and IT and Executive Director of Place	Yes	All Divisions
I017884	Highways 2020 Award	1 October 2019	Executive	Highways and Transport Scrutiny Committee; Commissioning and Consultancy Board; all functions within the Highways Service	Report	Senior Project Leader Tel: 01522 552368 Email: jonathan.evans@lincolnshire.gov.uk	Executive Councillor: Highways, Transport and IT and Interim Executive Director of Place	Yes	All Divisions

Forward Plan of Decisions relating to the Highways and Transport Scrutiny Committee

DEC REF	MATTERS FOR DECISION	DATE OF DECISION	DECISION MAKER	PEOPLE/GROUPS CONSULTED PRIOR TO DECISION	DOCUMENTS TO BE SUBMITTED FOR DECISION	HOW AND WHEN TO COMMENT PRIOR TO THE DECISION BEING TAKEN	RESPONSIBLE PORTFOLIO HOLDER AND CHIEF OFFICER	KEY DECISION YES/NO	DIVISIONS AFFECTED
I017458 New!	Spalding Western Relief Road	1 October 2019	Executive	Spalding Western Relief Road Executive Management Board; Public & Businesses in Spalding/ South Holland District Council; and Highways and Transport Scrutiny Committee	Report	Senior Project Leader (Major Schemes) Tel: 01522 555587 Email: Teresa.james@lincolnshire.gov.uk	Executive Councillor: Highways, Transport and IT and Executive Director of Place	Yes	I017458

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