

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

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

**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](mailto:Daniel.Steel@lincolnshire.gov.uk)