

Open Report on behalf of Andrew Crookham, Executive Director - Resources and Andy Gutherson, Executive Director - Place

Report to:	Councillor R G Davies, Executive Councillor: Highways, Transport and IT
Date:	Between 23 - 27 March 2020
Subject:	Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges
Decision Reference:	I019774
Key decision?	No

Summary:

At its meeting on 1 October 2019, the Executive received the final report arising from the scrutiny review on Roundabout Sponsorship and Advertising and delegated the Executive's response to the final report to the Executive Councillor for Highways, Transport and IT. Recommendation 1 in the final report recommended "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."

This report invites the Executive Councillor for Highways, Transport and IT to approve the proposed new policy attached at Appendix A.

Recommendation(s):

That the Executive Councillor for Highways, Transport and IT approves the "Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges" attached at Appendix A as a replacement for the Highways and Traffic guidance note 'Request for Sponsorship of Highway Planting'.

Alternatives Considered:

To continue with the current Highways and Traffic guidance note 'Request for Sponsorship of Highway Planting'.

Reasons for Recommendation:

The current Highways and Traffic (HAT) guidance note 'Request for Sponsorship of Highway Planting' has been in existence since 1996 and has never been updated. The Roundabout Sponsorship and Advertising Scrutiny Panel highlighted in its final report that the current guidance was out of date and needed replacing. The Scrutiny Panel developed the "Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges" as a replacement policy and recommended it for approval.

1. Background

The scrutiny review report on Roundabout Sponsorship and Advertising was approved by the Highways and Transport Scrutiny Committee at its meeting on 15 July 2019. The Committee's report reflected the work of Scrutiny Panel A, which comprised eight non-Executive Councillors.

The review was undertaken between July 2018 and April 2019. The Scrutiny Panel examined the current guidance and data regarding the suitability of roundabouts in each District for sponsorship and advertising. It was established that Lincolnshire has 113 roundabouts suitable for sponsorship which consists of 26 1-lane roundabouts, 86 2-lane roundabouts and one 3-lane roundabout.

The Scrutiny Panel approached each of the District Councils to find out what the current situation was with roundabout sponsorship across Lincolnshire. It discovered that currently only Boston Borough Council and City of Lincoln Council have sponsorship schemes in place.

The Scrutiny Panel produced a final report which recommended a new roundabout sponsorship and advertising policy for approval and proposed 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 four recommendations contained in the final report were:

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.

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.

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.

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.

One clear message that came out from the feedback received was that the size of the signage was 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 therefore agreed that there should be a new larger size of 920mm x 460mm permitted for signage, as set out in the proposed new policy attached at Appendix A, but it would be down to each District Council's planning department and the Highway Authority to determine whether approval is granted.

At its meeting on 1 October 2019, the Executive considered the Scrutiny Panel's final report and agreed to respond to the recommendations as set out in the final report. The Executive response and action plan arising from the recommendations was presented to the Highways and Transport Scrutiny Committee at its meeting on 9 March 2020. All four recommendations have been accepted by the Executive Councillor for Highways, Transport and IT.

As Recommendation 1 has been accepted, a formal decision is now required by the Executive Councillor for Highways, Transport and IT to approve the 'Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges' attached at Appendix A as a replacement for the Highways and Traffic guidance note 'Request for Sponsorship of Highway Planting'.

2. Legal Issues:

Equality Act 2010

Under section 149 of the Equality Act 2010, the Council must, in the exercise of its functions, have due regard to the need to:

- * Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act.
- * Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.
- * Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The relevant protected characteristics are age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; and sexual orientation.

Having due regard to the need to advance equality of opportunity involves having due regard, in particular, to the need to:

- * Remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic.
- * Take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it.
- * Encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to tackle prejudice, and promote understanding.

Compliance with the duties in section 149 may involve treating some persons more favourably than others.

The duty cannot be delegated and must be discharged by the decision-maker. To discharge the statutory duty the decision-maker must analyse all the relevant material with the specific statutory obligations in mind. If a risk of adverse impact is identified consideration must be given to measures to avoid that impact as part of the decision making process.

The Report presents a new policy for Roundabout Sponsorship and Advertising. There are no equalities implications that need to be taken into account by the Executive Councillor.

Joint Strategic Needs Analysis (JSNA) and the Joint Health and Wellbeing Strategy (JHWS)

The Council must have regard to the Joint Strategic Needs Assessment (JSNA) and the Joint Health and Wellbeing Strategy (JHWS) in coming to a decision.

The Report presents a new policy for Roundabout Sponsorship and Advertising. There are no JSNA or JHWS implications that need to be taken into account by the Executive Councillor.

Crime and Disorder

Under section 17 of the Crime and Disorder Act 1998, the Council must exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent crime and

disorder in its area (including anti-social and other behaviour adversely affecting the local environment), the misuse of drugs, alcohol and other substances in its area and re-offending in its area.

The Report presents a new policy for Roundabout Sponsorship and Advertising. There are no crime and disorder implications that need to be taken into account by the Executive Councillor.

2. Conclusion

The Executive Councillor for Highways, Transport and IT is asked to consider the outcomes from the scrutiny review on Roundabout Sponsorship and Advertising and approve the proposed 'Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges' attached at Appendix A.

3. Legal Comments:

The County Council has the power to adopt the policy proposed. The decision is consistent with the Policy Framework and within the remit of the Executive Councillor.

4. Resource Comments:

Approval of the recommendation set out in this report has no direct financial or resourcing implications for the Council.

The Council does not currently generate any income from advertising or sponsorship of roundabouts and verges. However, recommendation 4 of the report of the Roundabout Sponsorship and Advertising Scrutiny Panel, if accepted, will require further in depth investigation by officers into the economic and commercialisation aspects of Sponsorship and Advertising on Roundabouts and Verges and subsequent approval of any proposed arrangements.

5. Consultation

a) Has Local Member Been Consulted?

Not applicable.

b) Has Executive Councillor Been Consulted?

Yes.

c) Scrutiny Comments

The Highways and Transport Scrutiny Committee considered and approved the final report and recommendations from the Roundabout Sponsorship and Advertising Scrutiny Panel, which included the proposed policy attached at Appendix A, at its meeting held on 15 July 2019. The Highways and Transport Scrutiny Committee made the following additional comments for consideration:

- The report was a very good report on a difficult subject.
- Support was given for the proposed countywide scheme to provide a consistent approach across the county and to cover areas where no other schemes existed.
- The main issue would be getting planning permission for the size of the signs installed on roundabouts.
- Control of the application process by the Council would provide consistency.
- The Highways Authority had the right to refuse signage on highway safety grounds.
- There was a need to avoid drivers being distracted especially at busy roundabouts. Riseholme and Carholme roundabouts in Lincoln were given as examples.

The Committee received the Executive Response to the recommendations at its meeting on 9 March 2020, which informed the Committee that a formal decision would be taken by the Executive Councillor for Highways, Transport and IT to approve the proposed 'Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges' between 23 and 27 March 2020.

d) Have Risks and Impact Analysis been carried out?

No.

e) Risks and Impact Analysis

None.

6. Appendices

These are listed below and attached at the back of the report	
Appendix A	Policy for the Planting, Sponsorship and Advertising on Roundabouts and Verges

7. Background Papers

Document title	Where the document can be viewed
Review of Roundabout Sponsorship and Advertising - Final Report Highways and Transport Scrutiny Committee on 15 July 2019	https://lincolnshire.moderngov.co.uk/ieListDocuments.aspx?CId=492&MId=5346&Ver=4
Minutes of the Highways and Transport Scrutiny Committee meeting on 15 July 2019	https://lincolnshire.moderngov.co.uk/documents/g5346/Printed%20minutes%2015th-Jul-2019%2010.00%20Highways%20and%20Transport%20Scrutiny%20Committee.pdf?T=1
Agenda and Minutes for Executive on 1 October 2019	https://lincolnshire.moderngov.co.uk/ieListDocuments.aspx?CId=121&MId=5286&Ver=4

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