

REPORT TO: Cabinet

MEETING DATE: 15 January 2013

BY: Executive Director (Services for Communities)

SUBJECT: Roundabout Sponsorship

1 PURPOSE

- 1.1 To inform Members of work currently being undertaken by Transportation Road Network on the potential market for and benefits from sponsorship of roundabouts.

2 RECOMMENDATIONS

- 2.1 To agree to continue to investigate the feasibility of the sponsorship of roundabouts and develop a policy for Cabinet approval.

3 BACKGROUND

- 3.1 The Council have had approaches from several businesses and business associations regarding potential roundabout sponsorship. This was investigated in a small way prior to the last time the Open Golf Championship was held in East Lothian in 2003.
- 3.2 There are 24 roundabout locations in East Lothian which are potentially suitable for sponsorship these are listed in Appendix 1.
- 3.3 Eight other Scottish Local Authorities currently have some form of roundabout sponsorship in place. These include The Highland Council, Angus Council, Aberdeen City Council, Fife Council, North Lanarkshire Council, Renfrewshire Council, West Lothian Council and the City of Edinburgh Council.
- 3.4 All road signs must conform to the Traffic Signs and General Directions 2002 which regulate the size and dimensions for all traffic signs. Sponsorship signage will therefore be of a standard size and design and road safety will be taken fully into account when assessing each location.
- 3.5 It is likely that any proposed signs would be erected by the Council and may contain information such as the name of the roundabout or name of the town / area in addition to the name of the council and information on the sponsor. The sign may therefore be considered a functional sign but further consultation is required with planning officials to determine

whether these signs require further consideration under the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. An example of the type of sign being considered is included in Appendix 2

- 3.6 A list of sponsorship that may be considered unacceptable is included in Appendix 3
- 3.7 Discussions have already taken place with Economic Development regarding Roundabout Sponsorship and further consultation will take place regarding promotional activity and raising the awareness of local businesses.
- 3.8 It will also be necessary to consult the Council's Support Services and the Lothian Joint Valuation Board as any sponsorship signage may be liable to non- domestic rates.

4 POLICY IMPLICATIONS

- 4.1 None

5 EQUALITIES IMPACT ASSESSMENT

- 5.1 This report is not applicable to the well being of equalities groups and Equalities Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

- 6.1 Financial – There are no financial Implications
- 6.2 Personnel - Any additional work associated with roundabout sponsorship will be undertaken by existing staff.
- 6.3 Other - None

7 BACKGROUND PAPERS

- 7.1 None

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DATE	16 December 2012

APPENDIX 1

Ref. No.	Roundabout Description
1	Bankton North Roundabout
2	Bankton South Roundabout
3	Gladsmuir North Roundabout
4	Gladsmuir South Roundabout
5	Oaktree North Roundabout
6	Oaktree South Roundabout
7	Newhailes Industrial Estate Roundabout
8	Olivebank Roundabout, Musselburgh
9	Levenhall Roundabout, Musselburgh
10	Wallyford Toll Roundabout
11	A6094/A6124 Whitecraig Roundabout
12	A198/B6371 Meadowmill Roundabout
13	A199/B6363 Roundabout, Gladsmuir
14	A199/A6137 Vert Roundabout, Haddington
15	A6137/B1377 Ballencrieff Roundabout
16	A198 Heugh Roundabout, North Berwick
17	A1087 Cement Works Roundabout
18	Alder Road Roundabout, Port Seton
19	A199 Dunbar Road Roundabout, Haddington
20	Abbots View, Haddington
21	A199 Phantassie Roundabout East Linton
22	A199 Beltonford Roundabout Dunbar
23	B1361 Mid Road Roundabout Prestonpans
24	Station Road Roundabout Musselburgh

APPENDIX 2



APPENDIX 3

SPONSORSHIP CONSIDERED TO BE UNACCEPTABLE FOR THE FOLLOWING TYPE OF PRODUCTS, SERVICES, BUSINESSES AND ORGANISATIONS.

- Political parties or where the content is considered to be of a political nature;
- Trade Unions or Employers Federations;
- Advertising contraceptives and associated products and services, except relating to health promotion;
- Sponsorship which may be construed as offering or promoting services of a sexual nature;
- Religious organisations or of a religious nature;
- Sponsorship which may be construed as showing or encouraging any type of prejudice (e.g. racial, sexual or religious);
- Sponsorship which is not considered to comply with the guidelines set down from time to time by the Advertising Standards Authority;
- Sponsorship for products of, or companies dealing in, the Tobacco industry
- Sponsorship for alcohol or alcoholic drinks;
and
- Any other sponsorship type deemed inappropriate by East Lothian Council