

**REPORT TO:** Cabinet

**MEETING DATE:** 11 June 2013

**BY:** Executive Director (Services for Communities)

**SUBJECT:** Policy on Roundabout Sponsorship

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**1 PURPOSE**

- 1.1 To inform Cabinet of the development of a Policy on Roundabout Sponsorship.

**2 RECOMMENDATIONS**

- 2.1 That Cabinet approves the adoption of this policy.

**3 BACKGROUND**

- 3.1 At the Cabinet meeting on 15 January 2013, it was agreed to continue to investigate the feasibility of the sponsorship of roundabouts and develop a policy for Cabinet approval.
- 3.2 Following this meeting in association with Economic Development, articles were published in the spring edition of 'Living East Lothian', 'The Buzz' magazine and an article also appeared in the East Lothian Courier on 18 January 2013. These provided details of the proposed policy following which 10 businesses registered an interest in advertising as part of this policy.
- 3.3 Potential sponsors will be required to sign an agreement and apply for advertising consent and both the impact on amenity and road safety will be taken into account as part of this application process.
- 3.4 There are 24 roundabout locations in East Lothian which are potentially suitable for sponsorship, which are listed in Appendix 1.
- 3.5 Eight other Scottish local authorities currently have some form of roundabout sponsorship in place, including The Highland Council, Angus Council, Aberdeen City Council, Fife Council, North Lanarkshire Council, Renfrewshire Council, West Lothian Council and the City of Edinburgh Council.
- 3.6 The proposed signs will be erected by the Council and will 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.

- 3.7 All road signs must conform to the Traffic Signs and General Directions 2002 which regulate the size and dimensions for all traffic signs. An indication of the type and size of sponsorship signage is provided in Appendix 2.
- 3.8 A list of sponsorship that may be considered unacceptable is included in Appendix 3.
- 3.9 It is intended that costs for advertising will be in the region of £100 per sign per month for a minimum of six months. In addition potential sponsors will be required to pay for the costs of production, erection and removal of these signs, payable in advance, at approximately £250 and an additional £192 for the application for advertising consent. Any applicable non- domestic rates will be paid as part of the monthly charge.
- 3.10 A typical arrangement of advertising signage is included in Appendix 4.

#### **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, initial costs will be recovered from potential sponsors. Income generated will be used to enhance the roundabout maintenance programme.
- 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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<b>DATE</b>	27 May 2013

<b>Ref. No.</b>	<b>Roundabout Description</b>
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

Typical sign design and sizes



Sign dimensions : 1500mm wide by 200mm high



Sign dimensions : 1400mm wide by 400mm high

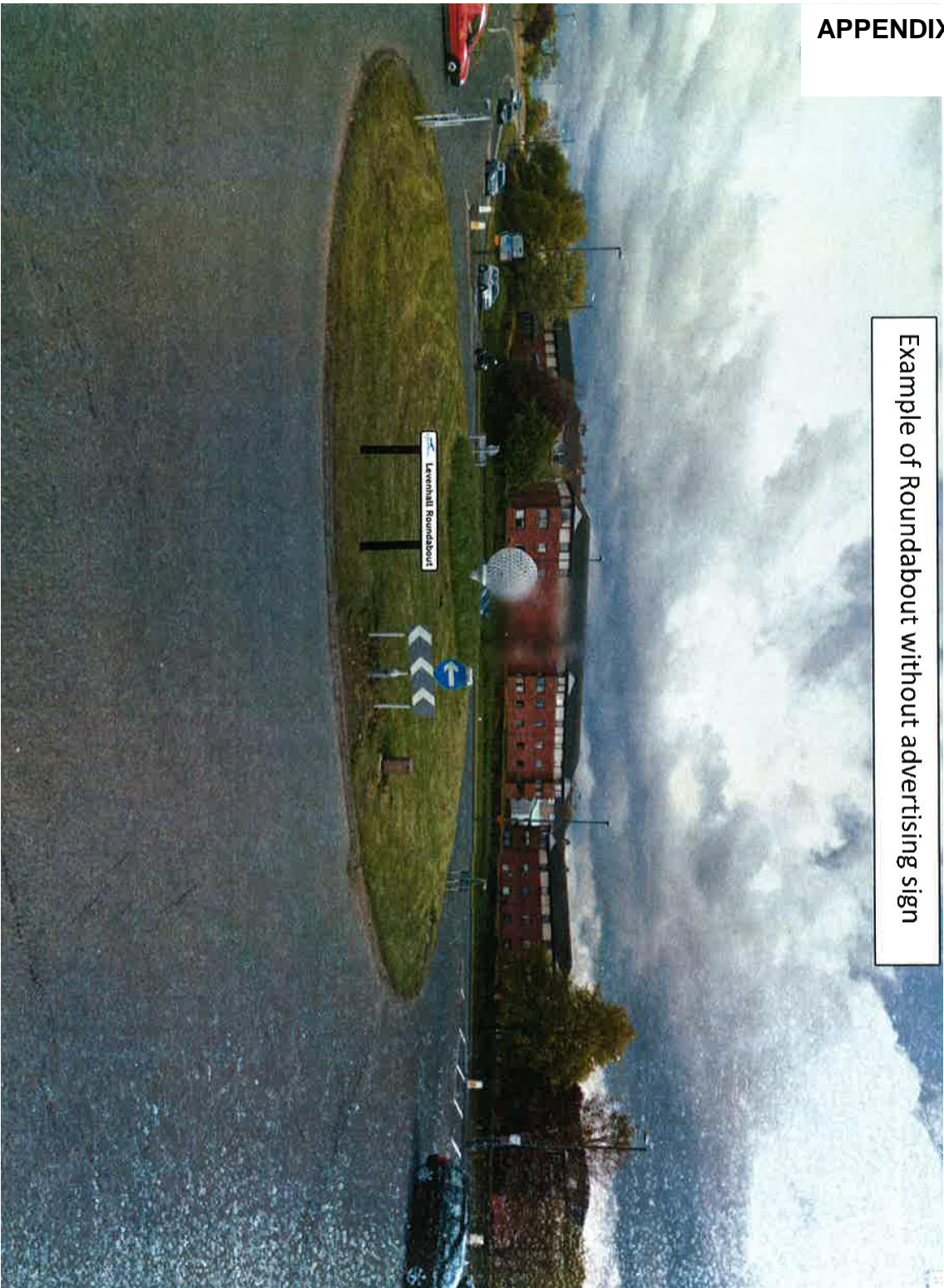


Sign dimensions : 1500mm wide by 400mm high

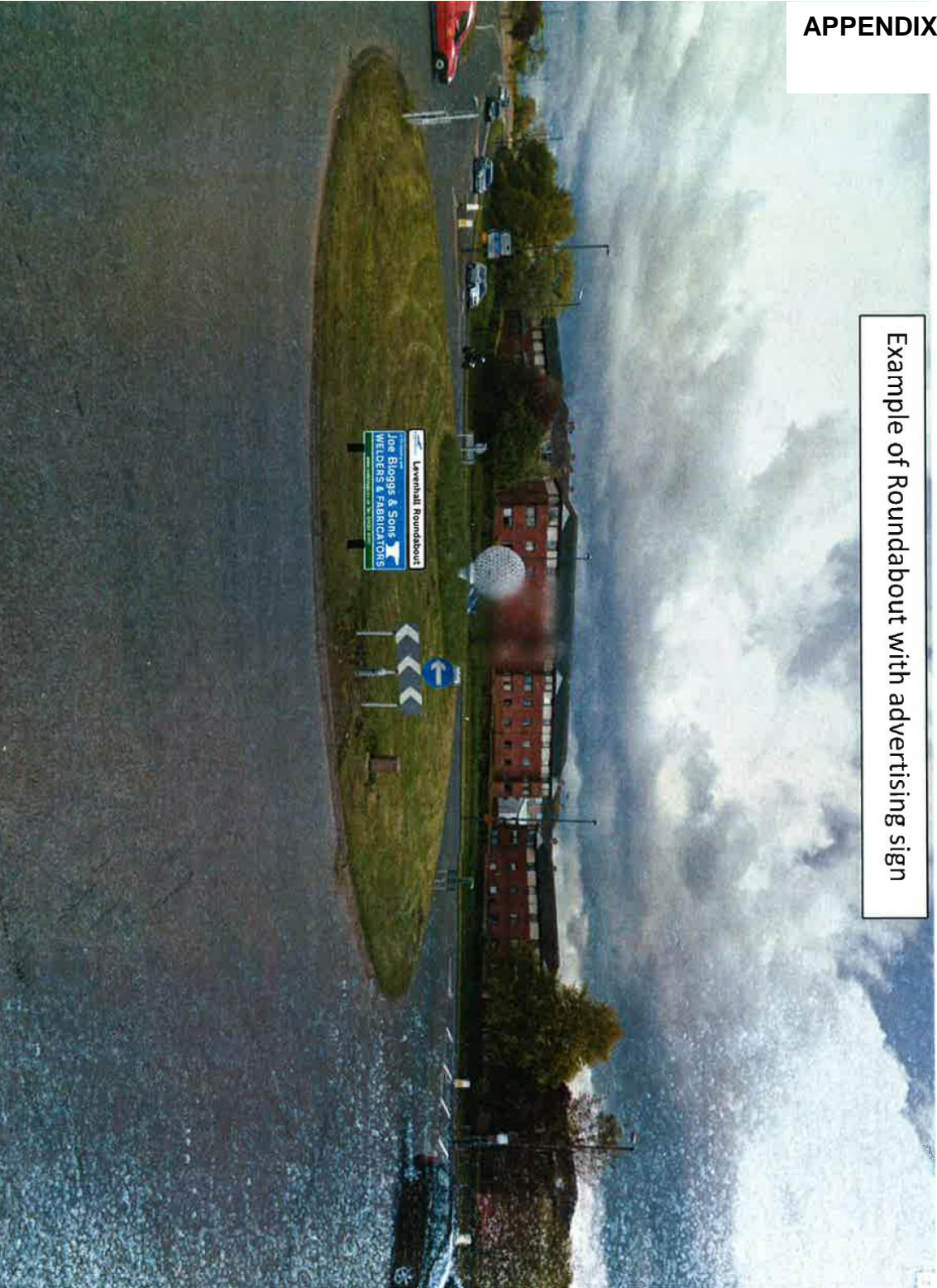
**SPONSORSHIP CONSIDERED TO BE UNACCEPTABLE FOR THE FOLLOWING TYPE OF PRODUCTS, SERVICES, BUSINESSES AND ORGANISATIONS.**

- 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

Example of Roundabout without advertising sign



Example of Roundabout with advertising sign



Example of Roundabout with advertising information sign

