

EAST HERTS COUNCIL

NON-KEY DECISION – 08/33

REPORT BY EXECUTIVE MEMBER FOR
PLANNING POLICY AND TRANSPORT

ROUNABOUT SPONSORSHIP –
PROPOSED EXTENSION OF THE PILOT SCHEME

WARDS AFFECTED: ALL

'D' RECOMMENDATION – that the current pilot scheme for roundabout sponsorship be adopted on a permanent basis and expanded District-wide.

1.0 Purpose

1.1 The purpose of this report is to advise of the successful implementation of the roundabout sponsorship pilot and to seek approval to expand this scheme to the remainder of the district.

2.0 Contribution to the Council's Corporate Priorities/Objectives

2.1 This report contributes to the following Corporate Priorities:

Promoting prosperity and well-being; providing access and opportunities: - Enhance the quality of life, health, and well-being of individuals, families and communities, particularly those who are vulnerable.

Fit for purpose, fit for you: - Deliver customer focused services by maintaining and developing a well-managed and publicly accountable organisation.

Pride in East Herts: - Improve standards of the neighbourhood and environmental management in our towns and villages.

3.0 Background

- 3.1 In March 2007 the Council agreed to undertake a pilot roundabout sponsorship scheme involving nine sites in the Bishop's Stortford area with the objective of testing feasibility and cost effectiveness.
- 3.2 Further work showed that some of these sites would prove too costly to maintain compared with the likely sponsorship income, due to the high cost of traffic management needed to protect operatives on high speed roads. A revised pilot scheme of 9 sites across the District was developed including 3 sites in Bishop's Stortford, 4 in Hertford, one in Ware and one in Sawbridgeworth. The sites are predominantly on lower speed roads, but include three high speed road sites that require a lower level of regular maintenance.
- 3.3 Following a tender process, Marketing Force Ltd was selected to undertake the management of the sponsorship programme on behalf of the Council.

4.0 Report

- 4.1 All nine sites have now been let to local sponsors and Marketing Force have been asked to propose further locations for potential inclusion in the scheme subject to Member approval.
- 4.2 The sites previously maintained by the County Council have been improved and the overall standard of maintenance has been raised including tidying shrubs and increasing the frequency of grass cutting. Any surplus income from the scheme will be used to fund improvement works such as landscaping and shrub planting which does not increase the frequency of visits and ongoing maintenance costs.

5.0 Consultation

- 5.1 Hertfordshire Highways has been fully involved and consulted on the development of the scheme. Regular updates on scheme progress have been provided to the Highways Joint Member Panel.
- 5.2 East Herts Development Control Department has been consulted on the scheme. Planning permission is not required for schemes where signs meet planning requirements for size and location.

6.0 Legal Implications

6.1 Legal and safety implications have been considered by East Herts and Hertfordshire Highways officers.

7.0 Financial Implications

7.1 Income accruing to the Council from the pilot scheme for a full year is anticipated to be slightly higher than expected at around £16,500 against a grounds maintenance cost of approximately £13,000. This results in a net surplus of £3,500 which will be used to further improve standards and planting on sponsored sites.

8.0 Human Resource Implications

8.1 There are none.

9.0 Risk Management Implications

9.1 The Council must maintain the sponsored sites to a good standard in order to continue to retain and attract sponsorship income.

Background Papers

Sponsorship or Roundabouts Pilot In Bishop's Stortford – Non-Key Decision Report Ref 07/10 – 16 March 2007

Roundabout Sponsorship Update – Report to Highways Joint Member Panel – 14 January 2008.

Roundabout Sponsorship Update – Report to Highways Joint Member Panel – 28 April 2008.

Contact Member: Cllr Mike Carver – Executive Member for Planning Policy and Transport.

Contact Officer

/Report Author: Cliff Cardoza – Head of Environmental Services (Ext 1527).