

SALISBURY  
CITY COUNCIL



# Roundabout Sponsorship Policy

Policy Number	Version	Owner	Doc No.	PDF No.	Date Published	Review Due	Review Team
CS042	1	Parks Manager	62352		01.09.17	01.09.20	Man

**Distribution**

Internal: All SCC Staff

External: Website/Councillors/Partners

## **1. Introduction**

- 1.1. Salisbury City Council encourages the sponsorship of roundabouts to support the local economy and supplement the provision of flowers displays around the town.
- 1.2. The roundabout sponsorship scheme provides an excellent opportunity for local companies to promote themselves at prominent locations to residents, other companies and visitors; 24 hours a day, 365 days a year.

## **2. The Policy Objectives**

- 2.1. To supplement the funding of flower displays around the town.
- 2.2. To give businesses an authorised and fair opportunity to advertise on the highway.
- 2.3. To be part of a comprehensive approach to the management of illegal signing on the highway.
- 2.4. To draw up a written and signed agreement between the Council and the advertiser.

## **3. The Policy Principles**

- 3.1. Salisbury City Council will not enter into sponsorship and advertising agreements with any business which is in legal or financial conflict with the Council, or which connects the Council with any political party or pressure group, or which contravenes its policy aims. Sponsorship and advertising agreements must not be regarded as a means of gaining favourable terms with Salisbury City Council in any other business agreements. A sponsorship and advertising agreement in no way implies approval or endorsement of the sponsor's products and or services.
- 3.2. Advertisements should be:
  - 3.2.1. Legal, decent, honest and truthful
  - 3.2.2. Prepared with a sense of responsibility to consumers and society
  - 3.2.3. In line with generally accepted standards of fair competition in business

## **4. The Policy statement**

- 4.1. Salisbury City Council will endeavour to enhance the appearance of roundabouts by agreeing sponsorship within strict guidelines without compromising Highway safety

## **5. Who may sponsor a roundabout?**

- 5.1. The Council will consider requests to sponsor roundabouts from any local authority, charitable organisation, community group or commercial enterprise and shall reserve the right to refuse any requests considered inappropriate. The public will see these signs as advertisements.
- 5.2. The Council shall reserve the right to terminate any contract or arrangement it may have entered into with an advertiser, where that advertiser has suffered a reputational loss due to its conduct, where that conduct is inconsistent with the Council's aims and objectives.

## **6. Style and Content**

- 6.1. **Signage location-** The signs will be positioned on each roundabout opposite each major junction approximate 4 per roundabout. A survey will determined exact numbers and/or suitable locations.

Due the location of existing road traffic signage it may not always be possible to locate a sponsorship sign opposite each major road junction.

- 6.2. **Signage design** In order to gain planning approval the signs must meet exacting standards in relation to size, colour and finish. The signs must not be confused as road traffic warning or directional signage. The standard agreed size is 800mm x 300mm or 1200mm x 450mm landscape format. The signs must not be reflective or of a colour that may be confused with road traffic signage.
- 6.3. **Signage Content** Signs will be in full colour, the content will be flexible to include logo, web address and other factual detail, but NO directional arrows. You can use existing logos or SCC can design one for you at an extra cost. The cost will depend on the amount of work and time involved
- 6.4. **Signage Installation** Sign production and sign installation included in sponsorship fee. The signs remain the property of Salisbury City Council. The sponsorship details will be affixed to the sign via a vinyl strip. As and when sponsor changes the old vinyl is removed and the details of the new sponsor affixed.
- 6.5. **Roundabout and Signage Maintenance** Salisbury City Council are now responsible for the grounds maintenance of all nine roundabouts. This will be undertaken by our grounds maintenance contractor (Idverde) and our in house team. The roundabouts are scheduled for an overall in the autumn with the introduction of attractive low maintenance planting scheme so that a high standard of appearance is achieve. The roundabouts will be subject to an ongoing horticultural maintenance regime which will also include keeping the sponsors signage clean and in a good state of repair.

## 7. Exclusivity and sponsorship period.

- 7.1. Roundabouts would be let to a single sponsor for a period of 12 months. The sponsor would be given first refusal to continue sponsorship at renewal.

## 8. Availability of Roundabout Sponsorship

- 8.1. There are nine roundabouts in the parish of Salisbury that are considered suitable to carry sponsorship:

A338 - Harnham Gyratory  
A338 - Exeter Street Roundabout  
A36 Ring Road – opposite Salisbury College  
A36 Ring Road – opposite Tesco  
A36 Ring Road - opposite St Marks Church  
A36 Ring Road – Castle Street Roundabout  
A36 Ring Road – St Marks Roundabout  
A30 London Road - opposite BMW Garage  
A30 London Road - opposite Parkway Fitness

## 9. Costs & Income

- 9.1. **Set up Costs** - It is likely that interest in the sponsorship scheme will develop over a number of years so initial set up costs are to be based on the sponsorship of four roundabouts.

<b>Number of Roundabouts</b>	<b>Signs per roundabout</b>	<b>Total of signs required</b>	<b>Cost per sign</b>	<b>Cost per installation</b>	<b>Total cost</b>
<b>4</b>	4	16	£350	£150	£8000

The cost of the signage is a one off expense as in subsequent years it will just be the vinyl front that requires replacement at the change of sponsorship.

## **10. Income Expectations**

- 10.1. It is anticipated that exclusive sponsorship of a roundabout would generate an average income £2,000 per annum per roundabout. There are many variables to take into consideration – including overall interest re sponsorship and that certain roundabouts would be far more popular (valuable) than others so this is very much an estimate. The cost of individual roundabout sponsorship will be agreed by negotiation by the Council with the sponsor
- 10.2. Salisbury City Council will offer a 20% discount on the third sign, when taking out three signs in a year, at the discretion of the Parks Manager.

## **11. Contact Details**

- 11.1. Contact for sponsorship requests should be directed in the first instance to Salisbury City Council as per contact details below:
- 11.2. Telephone: 01722 342860, Parks Manager
- 11.3. Email: [info@Salisburycitycouncil.gov.uk](mailto:info@Salisburycitycouncil.gov.uk)

**Salisbury City Council  
Roundabout Sponsorship Agreement**

This Agreement dated ..... day of ..... 201... is made between  
..... (“the Sponsor”) and Salisbury City Council (“the Council”).

- a) The Council is offering companies an opportunity to sponsor an area of a roundabout. The fee will be used to supplement the provision of flowers displays around the town.
- b) Sponsor agreements will be made in line with the Council’s sponsorship of roundabouts policy
- c) Sponsors enter into a one-year contract with the Council and will be offered the opportunity to renew the agreement for a further year.
- d) In return, advertising signs displaying the Sponsor’s name (and logo) may be erected and displayed at the agreed position(s)
- e) The purpose of this sponsorship agreement is to bind the Sponsor and the Council to the obligations detailed herein and within the sponsorship of roundabouts policy.

**The Sponsor agrees:**

To sponsor ..... Roundabout (position agreed for the sign:.....) for a Term of one (1) year (or if taken out mid-term enter months until renewal date of 1st April .....), at a cost of £..... + VAT (“the Sponsorship Fee”), in accordance with the Sponsorship of Roundabouts Policy appended to the agreement.

- f) The Council is providing ..... sponsorship sign(s) and the sponsor agrees to pay for the cost of the sign(s) immediately, which amounts to £..... + VAT.
- g) The Sponsor agrees that once erected the Council will own the sponsorship signs and its fitting. All costs of replacement or repair of damaged sponsorship signs will be borne by the Sponsor (where the Council is unable to recover costs through a third party). If there is a need to move a sign(s) either temporarily or permanently, the Council will advise the sponsor of the reasons.
- h) Salisbury City Council will reserve the right to remove or re-site any signs as it sees fit for the purposes of road safety or traffic management.
- i) The Council will invoice the Sponsor at the renewal date, who agrees to pay the Council the annual fee, within 30 days of the invoice date.
- j) The Council will issue a receipt in respect of payments received.
- k) The Council reserves the right to terminate this agreement if the fee is not paid within 30 days of the invoice date and remove the sponsors advertising sign.
- l) If the Sponsor wishes to terminate the contract and remove their sign, no refund will be given for any time remaining on the contract.
- m) If the contract is terminated the Council reserves the right to offer the sponsorship agreement for this Roundabout to any other interested party or parties as it considers appropriate.

- n) The Council will ensure that the roundabout will receive maintenance throughout the one year period.
- o) The Sponsor agrees the payment for the manufacture of the sign is payable and the sponsorship agreement must be completed before any changes to the roundabout or manufacture of any signs is undertaken.
- p) Before executing this Agreement regard should be given for the Notes below and the Policy Statement – Sponsorship of roundabouts (appended to this document) which forms part of the Agreement. By signing this Agreement the signatories confirm that they have the necessary authority to enter into the Agreement and that they accept and agree to the terms set out herein.

Signed by:

Signed by:

D Bradley (Parks Manager)  
on behalf of Salisbury City Council

Name in Capitals:  
on behalf of .....

Position in company:

Date:

Date:

**Notes:**

- a) The Council will not enter into a sponsorship agreement with any business which is in legal or financial conflict with the Council or which connects the Council with any political party or pressure group
- b) No business/person entering a sponsorship agreement must regard it as a means of gaining favourable terms from the Council.
- c) The payment for the manufacture of the sign is payable and the sponsorship agreement must be completed before any changes to the roundabout or manufacture of any signs is undertaken.
- d) Two months before the end of the one year sponsorship agreement period the Sponsor may, at the sole discretion of the Council, be offered the opportunity to renew sponsorship of the roundabout for a further year subject to the terms of the policy. However, this is not binding upon the Council. The Council reserves the right to offer the sponsorship to another party where it considers it is in the Council's interests to do so.
- e) The Sponsor is advised to carefully read the Roundabout Sponsorship Policy which forms part of the binding agreement.

**What is expected of those entering a sponsorship agreement with the Council?**

- a) Ensure they have resources to cover the commitment being entered into by way of the Agreement
- b) Make payments annually with due expedition (initial payment for the manufacture of the sign is due before works commence)
- c) Notify the Council of any issues, complaints or incidents that could give rise to an insurance claim within two working days.
- d) Ensure that the letter and spirit of the agreement is adhered to.

### **What a sponsor can expect from the Council:**

The Council will act with reasonableness and parity in all matters.

- a) Prepare a sponsorship agreement.
- b) Prepare and provide an invoice in advance of the agreed works.
- c) Prepare and provide advance renewal invoices.
- d) Prepare and provide receipts for all payments received.
- e) Agree the size, appearance, wording and locations of all advertising signs.
- f) Act to ensure that the Council incurs no costs in the event of a breach of Agreement.
- g) Ensure that the letter and spirit of the Agreement is adhered to.
- h) Where practical and reasonable, will seek to recover costs of sponsorship sign damaged as a result of an accident (on behalf of the sponsor).

Salisbury City Council makes no guarantee that any business will increase revenue by sponsoring a roundabout.

### **Breach of Agreement**

- a) In the event of a breach of agreement Salisbury City Council will seek to terminate the agreement and to secure another sponsor for the site.
- b) Temporary removal of sponsorship signs for highway purposes will not constitute a breach of agreement by the Council.
- c) Any person or group that habitually makes late payments (where funds are not with the Council within 30 days of the invoice date) will be considered in breach of agreement.