

# Roundabout Sponsorship Agreement



**SURREY**  
COUNTY COUNCIL

# Roundabout Sponsorship Agreement

## Contents

Introduction .....	2
“Partner” Council .....	2
Conditions of the scheme .....	3
General .....	3
Sponsorship sign design, manufacture and placement .....	4
Financial .....	5
Entering and exiting the scheme .....	6
Further information .....	6
Modifications, alterations, or amendments .....	6
Agreement and declaration .....	7
This section is for the Partner Council to complete .....	7
This section is for Surrey County Council to complete .....	9

## Introduction

Surrey County Council has worked in partnership with many of the borough and district councils to permit roundabout sponsorship by businesses. The scheme has enabled borough and district councils to:-

- improve the appearance of roundabouts
- improve the image of Surrey as a vibrant location for businesses, and
- promote the range of businesses already located here.

The scheme is now being extended to parish and town councils to further allow local communities to take pride and control of their local environment. Any local council that wishes to apply for the scheme must meet and agree to the terms and conditions in all seven sections of this agreement.

## “Partner” Council

A district, borough, town or parish council that enters the roundabout sponsorship scheme for the purposes of this document will be known as a “partner council” and will act as agent for the county council in its capacity as highway authority.

Parish and town councils can apply to become a partner council and maintain and place sponsorship adverts on roundabouts in (all or part of) their administrative area where the borough or district council does not currently administer.

## Conditions of the scheme

### General

- 1) The partner council should aim to give similar priority to all roundabouts which are available for sponsorship and take maintenance management of roundabouts for an agreed geographical area (ordinarily consisting of specified district/borough wards).
- 2) The partner council is expected to work in partnership with Surrey Highways however the partner council will be responsible for roundabout marketing (either directly or through an agent).
- 3) The partner council will be expected to fully and exclusively manage all arrangements for the sponsorship of all available roundabouts to the satisfaction of the county council. These include;
  - Appropriate professional marketing of all sites
  - Management of competent horticultural companies in the planning, development and undertaking of landscaping, planting and maintenance for each site
  - Design, commissioning and placement of sponsored signing
- 4) Situations may arise where Surrey Highways as the highway authority and utility companies are required to undertake work on sponsored roundabouts. In these circumstances reasonable reinstatements will be carried out but the partner council would need to allow for appropriate making good.
- 5) In certain locations the partner council will need to allow for “Britain in Bloom” and other similar initiatives. The partner council may be asked to take over this type of scheme or may be asked to work in conjunction with existing arrangements.
- 6) The planting and design of a roundabout can affect drivers’ behaviour and road safety. Any significant proposed changes must be discussed with your local highway team. Any significant hard landscaping changes will require prior approval from your local highway team (for example, use of shingle, rocks, structures).
- 7) The species selected for planting should take account of the need for minimal maintenance throughout their life, and not harm native plants. We actively encourage and support an eco-progressive attitude towards the planting and maintenance of the roundabout.
- 8) New planting should ensure that that there is no detrimental effect on county council property or utility equipment (either in the short-term or long-term, for example tree roots). The partner council agrees to indemnify the county council against any claims in relation to utility equipment, on or below the roundabout.
- 9) The maximum height of shrubs, planting or objects on roundabouts shall be no more than 600mm from the surface of the roundabout, except in locations where road safety conditions may require a higher planting (please speak

## Roundabout Sponsorship Agreement

with your local highway team for clarification, including where the roundabout is substantially raised above the road carriageway surface).

- 10) The county council reserves the right to veto sponsorship from certain organisations (for example, tobacco companies).
- 11) The county council cannot guarantee the availability of any or all of the roundabouts for sponsorship at particular times.
- 12) Existing highway signs should not be amended or obscured but may be cleaned.

### **Sponsorship sign design, manufacture and placement**

- 13) All District/Borough Council planning authority approvals and/or Building Regulation consents must be obtained prior to the installation of the signs.
- 14) Signs shall be mounted on posts so that the top of the sign is a maximum of 750mm above ground level.
- 15) Sponsorship signing relating to a roundabout may only be placed on the roundabout island. Signs must be placed at least 1 metre away from the edge of the carriageway and clear of authorised road traffic signs.
- 16) A maximum of one sponsoring sign to each approach is permitted. These shall not be illuminated or constructed from reflective material.
- 17) The sponsorship of small diameter roundabouts (below 10 metre diameter) is not generally considered safe and approval must be sought from your local highway team. Any roundabouts that are already planted or have vegetation on them would be considered.
- 18) The maximum area of sponsored sign plates are outlined in table 1 below.

Speed limit (mph)	Maximum width (mm)	Maximum height (mm)
30	810	410
40	910	460
50	1010	510

Table 1: Maximum dimensions of the sponsored sign plate

- 19) The sign will be mounted on two 50 mm diameter posts, and where possible both the sign and post will be made from recycled materials.
- 20) Slogans or clear advertising is not permitted but signs may include sponsors name, logo, website address and/or telephone number (for example “We sell great food at Spark and Mencers” is **not** permitted, however “Sponsored by Spark and Mencers” is permitted). Every sign should display the name or logo of the partner council.
- 21) No other structure should be included within a sponsored roundabout without prior approval.
- 22) Normally roundabouts containing specific floral messages or related designs should be limited to the entrance to major attractions or commercial/supporting venues.

## Roundabout Sponsorship Agreement

- 23) All landscaping and maintenance contractors engaged by the partner council must be competent to work on the highway and hold a minimum public liability cover of £10 million.
- 24) All traffic management required for the installation of sponsorship signs and maintenance of the sponsored roundabout must be notified (in advance) and approved by the county council's street works team at [streetworks@surreycc.gov.uk](mailto:streetworks@surreycc.gov.uk).
- 25) Any partner council that has any doubts about whether traffic management is required or suspects that there may be an impact on traffic should also contact the council's street works team at the above email address **prior to the work** taking place.
- 26) The county council's road safety team (or area highways team) can instruct a partner council to make immediate amendments or immediate removal of any sign or plant if it is believed to cause or contribute to a road safety problem.
- 27) In order to ensure the sign is not distracting to motorists the sign must be legible from the give way road markings opposite the sign. Both the size of the lettering and the number of words on the sign must be designed to ensure that this is achieved.

### Financial

- 28) The partner council should seek sponsorship deals with local companies. It is however the requirement that the most advantageous sponsoring arrangement for Surrey's residents and road users is obtained in all cases.
- 29) The partner council should ensure that any sponsorship arrangements meet the county council's standards of financial probity (further information is available at [www.surreycc.gov.uk/?a=196296](http://www.surreycc.gov.uk/?a=196296))
- 30) The partner council will manage an arrangement at no cost to the county council.
- 31) All surpluses must be used to maintain, enhance, protect or improve the local highway environment and amenity for residents and road users (contact your local highways team to discuss potential use of any surplus funding in excess of £1,000 per annum).
- 32) When requested the partner council must provide accounts and evidence of arrangements with sponsors to support auditing within 28 days.
- 33) The partner council is responsible<sup>1</sup> for replacing dead or damaged trees, shrubs, bedding plants, grassed areas and sponsorship signs. All of which must be replaced or made good as quickly as possible unless there is a danger to the highway user in such case they should be removed immediately. The minimum standard expected will be within one month of notification of damage.

---

<sup>1</sup> The partner council may engage a third party (for example a marketing company) and will be responsible for overseeing that this third party undertakes this activity.

- 34) The partner council is responsible<sup>1</sup> for dealing with accident damage to amenity areas and sponsorship signing. This will include recovery of costs from third parties and/or ensuring that replacement costs for unrecovered accident damage.

### **Entering and exiting the scheme**

A partner council may enter the roundabout sponsorship scheme at any time, providing they agree to adhere to the terms and conditions outlined in this agreement.

The partner council may specify the term of this agreement but it must be for a minimum period of 1 year.

This agreement can be terminated by either party (the county council or partner council) with a standard **one year's** notice, but could be negotiable dependant on agreement from both parties. This notice must be made in writing to the other party.

In order to keep maintenance costs as low as possible for the council taxpayer, the county council may require the partner council to return the roundabout to its original state and condition<sup>2</sup> (for example, returning a roundabout to grass cover instead of flower beds).

If a roundabout is not maintained to an acceptable standard the County Council reserves the right to cut, mow or maintain and revoke this agreement.

### **Further information**

For further information, please contact us using one of the following methods:

**Phone:** 0300 200 1003

**Online:** [www.surreycc.gov.uk/contacthighways](http://www.surreycc.gov.uk/contacthighways)

**Post:** Surrey Highways, Hazel House, Merrow Lane, Guildford, GU4 7BQ

### **Modifications, alterations, or amendments**

This guide may be modified, altered or amended at any time. In addition, nothing within this guide or any partner agreement entered into, limits the powers or duties of Surrey County Council (as Highway Authority) under the Highways Act 1980 and other legislation.

---

<sup>2</sup> The partner council is asked to provide a description and/or photographs of the original condition of the roundabout when applying for this agreement.

**Agreement and declaration**

**This section is for the Partner Council to complete**

---

**a)** I have read and agree to the conditions of the roundabout sponsorship scheme. I am applying for permission on behalf of:

Name of Borough, District, Parish or Town Council:

.....

Address:

.....

.....

.....

Post Code:

.....

**b)** We are entering this agreement for the term of .....years (enter years in words, for example “four” – see section 4 of this agreement for details).

**c)** We have negotiated the following changes to the agreement with the County Council (include full details – make reference to the section or point numbers affected. For example you may have negotiated a shorter or longer exit period under section 4).

.....

.....

.....

**d)** If you are not proposing to manage every roundabout in your administrative area – please specify what geographical area or what roundabouts are subject to this agreement.

.....

.....

.....

**e)** We have attached written descriptions and/or photographs of the original condition of the roundabout or roundabouts we plan to administer under this agreement.

.....

.....

**f) Contact details**

Name:

.....

Address (if different from address of partner council):

.....

.....

.....

Post Code

.....

Telephone:

.....

Mobile:

.....

Email:

.....

Fax:

.....

**Declaration**

Signed:

.....

Date:

..... / ..... / .....

Name (on behalf of Partner Council)

.....

Designation of person signing

.....

- *This document must be signed by the Parish/Town Clerk of the Council or such other person as has the authority of that Council to sign on their behalf. The County Council reserves the right to request details of such authority to sign if it feels it is necessary to do so.*
- *The completed application should be returned to: Local Highway Services, Surrey County Council, Hazel House, Merrow Lane, Guildford GU4 7BQ*



**This section is for Surrey County Council to complete**

On behalf of Surrey County Council I can confirm that we have entered a partnership

agreement with the partner council named above on the following date

..... / ..... /.....

We have entered the agreement as outlined above, subject to the following:-

.....  
.....  
.....

Signed: .....

Date..... / ..... /.....

Name (on behalf of Surrey County Council)

.....

Designation of person signing:

.....