

Table of Contents

Cover sheet	2
1 Policy Details	2
2 Status and Approvals	3
Roundabout Sponsorship Policy	4

Roundabout Sponsorship Policy 2021

Ref. No.	
Category:	
People	
Place	Yes
Corporate	
In Constitution	

Policy Details

What is this policy for?	<p>Dorset Council (DC) supports the sponsorship of roundabouts to support the local economy and supplement highway maintenance budgets.</p> <p>The policy outlines how DC can gain sponsorship on all suitable roundabouts for which DC has responsibility. The external funding secured will then be used to improve the general standard of maintenance on all roundabouts, irrespective of whether it is sponsored or not.</p> <p>In addition, this funding will be used to design and install new low-maintenance roundabout landscaping designs, with the aim of reducing the cost of Council maintenance.</p>
Who does this policy affect?	<p>Dorset residents Dorset Council Members Highways users Local communities Town councils Parish councils Local businesses</p>
Keywords	<p>Dorset Highways Application Consent Roundabouts Advertising Sponsorship Economy</p>
Author	<p>Name Michael Westwood Job title : Community Highway Manager Tel No 01305228167 Email m.westwood@dorsetcouncil.gov.uk</p>
Does this policy relate to any laws?	<p>Highways Act 1980 Traffic Management Act 2004 Town and Country Planning Act 1990</p>
Is this policy linked to any other Dorset Council policies?	
Equality Impact Assessment (EqIA)	<p>Equalities Impact Assessment (EqIA) Not required as no material changes to the policy</p>
Other Impact Assessments	<p>Financial Implications None identified as part of the changes</p>

	<p>Climate implications None identified as part of the changes</p> <p>Risk Assessment None identified as part of the changes</p> <p>Well-being and Health Implications None identified as part of the changes</p>
--	--

Status and Approvals

Status		Version	
Last review date	June 2021	Next review date	June 2023
Approved by (Director)	John Sellgren Executive Director of Place	Date approved	June 2021
Member/ Partnership Board Approval	Councillor Ray Bryan portfolio holder Highways Travel & Parking Environment & Wellbeing	Date approved	June 2021

Dorset Highways Policy

Roundabout Sponsorship Policy



Policy Statement

Dorset Council supports the sponsorship of roundabouts to support the local economy and supplement highway maintenance budgets.

Policy Authorised by: Dorset County Council EOC and Cabinet

Date of Authorisation: Nov 2012

Policy update to Dorset Council authorised by portfolio holder.
Date: 30/06/2021

Roundabout Sponsorship Policy

Policy Objectives

- To standardise the approach to roundabout sponsorship.
- To fund the maintenance and enhancement of existing roundabouts through the installation of low maintenance landscape designs.
- To standardise the signage used to promote the Council and its partnership working with the relevant town or parish council.
- To highlight the agreed name of the County's roundabouts.
- To highlight any existing partnership working with town and parish councils that currently takes place.
- To give businesses an authorised opportunity to advertise on the highway.
- To be part of a comprehensive approach to the management of illegal signing on the highway.
- To support the aspiration for more art on Dorset roundabouts.

Key Influences

- The need to generate additional external funds to supplement existing maintenance budgets.
- Highways Act 1980.
- Town and Country Planning Act 1990
- Traffic Management Act 2004
- Safety – to ensure the signs for the sponsorship of a roundabout (and other appropriate areas of highway) are installed and maintained safely and in locations that do not compromise the safety of highway users.

Definitions and Scope

The intention is to gain sponsorship on all suitable roundabouts for which Dorset Council has responsibility. The external funding secured will then be used to improve the general standard of maintenance on all roundabouts, irrespective of whether it is sponsored or not.

In addition, this funding will be used to design and install new low-maintenance roundabout landscaping designs, with the aim of reducing the cost of Council maintenance.

Roundabout Sponsorship Policy

Inclusions

- Sponsorship of all suitable roundabouts (and other appropriate areas of highway).

Exclusions

- Any roundabouts that are deemed to be unsuitable (on either safety or amenity grounds).

Outline of Process

Dorset's roundabout sponsorship scheme is overseen by the Council's Procurement team and is managed by the Marketing and Sponsorship Team who report to the Commercial Manager. This includes the day-to-day running of the scheme, liaising with the Sign Shop to produce and erect all required signage, applying for advertising consent where necessary and managing the relationship between the sponsors and the Council.

Anyone interested in sponsoring a roundabout should contact the Marketing and Sponsorship Team who can advise on the availability and cost of individual roundabouts.

The Marketing and Sponsorship Team can be contacted on 01305 224125 or by e-mail Marketing@dorsetcouncil.gov.uk

Measures of Effectiveness

The effectiveness of the scheme will be measured by:

1. The percentage of available roundabouts that are sponsored.
2. The income generated for the Council from roundabout sponsorship.
3. The number of roundabouts with improved levels of maintenance, irrespective of whether they are sponsored or not.
4. To encourage the implementation of low maintenance landscaping and art on roundabouts.