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## Dorset Highways Policy

### Roundabout Sponsorship Policy



#### Policy Statement

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

**Policy Authorised by:** EOC and Cabinet

**Date of Authorisation:** 2 October 2012 and 7 November 2012



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## Roundabout Sponsorship Policy

### Policy Objectives

- To harmonise the approach to roundabout sponsorship.
- To fund the continued maintenance and design and installation of new, low maintenance landscape designs for roundabouts.
- To produce a common style of sign to promote the County Council and its partnership working with the relevant borough, district, town or parish council.
- To highlight the agreed name of the County's roundabouts.
- To highlight any existing partnership working with borough, district, 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 be part of the aspiration to promote more art on 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 County 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 County Council maintenance.



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## Roundabout Sponsorship Policy

### Inclusions

- Sponsorship of all suitable roundabouts.

### Exclusions

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

### Outline of Process

The roundabout sponsorship project will be overseen by the Procurement team in the County Council, but managed by the internal Corporate Development Marketing & Sponsorship Team and they will also manage the day-to-day running of the scheme, including the gaining of advertising consent where necessary. The Corporate Development Marketing & Sponsorship Team are responsible for marketing, selling of sponsorship, along with the design, manufacture and erection of the signs and their continued maintenance.

Anyone interested in sponsoring a roundabout is directed to contact the Corporate Development Marketing & Sponsorship Team who negotiate the cost and term of the contract.

The Corporate Development Marketing & Sponsorship Team can be contacted on 01305 224125 or via email [marketing@dorsetcc.gov.uk](mailto:marketing@dorsetcc.gov.uk)

### Related Documents

Glossary of Terms  
DCC Procurement and Contracts  
DCC Publicity and Branding  
DCC Ethical Considerations  
DCC Sponsorship Contract  
DCC Proceeds and Valuing Sponsorship

### Measures of Effectiveness

Measures of effectiveness include:

- The percentage of available roundabouts that are sponsored.
- The income generated for the County Council from roundabout sponsorship.
- The number of roundabouts with improved levels of maintenance, irrespective of whether they are sponsored or not.
- The number of new low maintenance designs implemented on roundabouts and the savings associated with this.