

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 22 AUGUST 2006

SPONSORED ROAD SIGNS

Report by Executive Director of Development and Property Services

1 PURPOSE OF REPORT

1.1 The purpose of the report is to:

- (i) Advise the Committee that the Roads Division has invited tenders for the procurement of sponsors for town and boundary signs and signs on roundabouts to generate an income for environmental improvements etc in East Ayrshire.
- (ii) Request the Committee to authorise the Executive Director to proceed with this proposal.

2. BACKGROUND

2.1 This type of sponsorship is common across the UK, including Aberdeen, Edinburgh and West Lothian in Scotland. Typically, the contractor arranges sponsorship and the Council procures and maintains the signs. The income generated is put into the Community by improving the upkeep of transport facilities or environmental improvements.

3. THE PROPOSED SCHEME

3.1 The contract, as tendered, will involve the procurement and management of sponsors for advertising signs, incorporating the Council's name and logo, on roundabouts. It would also include the replacement of East Ayrshire Council boundary signs and, possibly, town signs with ones that incorporate a sponsor's name etc, along with the Council's and Community's identity. All signs would be tastefully designed and located and would be subject to Planning & Road Safety approval in the normal way. Examples of the type of signage proposed are shown in Appendix 1.

3.2 The proposal is for the Council's Roads Contracts Unit to erect and maintain the signs as required, with all costs being recovered from the sponsorship income. The excess sponsorship income would then be used by the Department to enhance the cleaning regime for the Council's stock of 244 high quality bus shelters and other transport facilities.

3.3 An element of sponsorship income could also be used to fund environmental improvements on the roundabouts in the area (flower beds etc) to enhance the approaches to the towns.

3.4 The new boundary signs themselves would also considerably enhance the appearance of the main entry points to East Ayrshire.

3.5 The contract would be for a period of 5 years.

4. LEGAL IMPLICATIONS

4.1 The contractor would be responsible for all applications for Advertisement / Planning Consent, which would be subject to determination in accordance with the Council's normal planning procedures and policies.

5. FINANCIAL IMPLICATIONS

5.1 The amount of income generated will clearly depend on the amount of sponsorship secured and the availability of appropriate sites. The scheme is likely to take some time to establish and grow as local companies and organisations begin to recognise the opportunity to generate business through exposure in prominent locations otherwise outwith their own ability to access.

6. COMMUNITY PLANNING IMPLICATIONS

6.1 By providing the funds to enhance the cleaning and maintenance of bus shelters etc funding roundabout landscaping schemes, covering the costs of new brighter boundary and town signs, helping local firms to generate business signs, the proposal would contribute to the access and economic aims of the Community Plan.

7. RECOMMENDATIONS

7.1 The Committee is requested to:

- (i) Authorise the Executive Director to proceed with this scheme.

James Lavery
Executive Director of Development and Property Services
SG/SC -
31 July 2006

BACKGROUND PAPERS

Nil

For further information on the contents of this report please contact Sandy Gillatt on 01563 555734

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