

Name of Committee:	Overview and Scrutiny Committee		
Committee Date:	5 March 2024		
Report Title:	Report from the Roundabout Sponsorship Task Group to the Overview and Scrutiny Committee.		
Lead Councillor:	Councillor Weeks, Chairman of the Roundabout Sponsorship Task Group		
Cabinet Lead:	Councillor Robinson, Cabinet Lead for Communities and Housing		
Status:	Non-Exempt		
Urgent Decision:	No	Key Decision:	No
Appendices:	Appendix A – Details of Sponsored Roundabouts Within the Borough		
Background Papers:	Question Sheet with Officers' Responses		
Contact:	Name: Councillor Weeks Email: Yvonne.Weeks@havant.gov.uk		
Report Number:	HBC/083/2024		

Corporate Priorities:

“People First - What we want to achieve - PRIDE IN PLACE - creating a great place to live, work and enjoy”

The sponsorship of roundabouts also helps to promote pride in the Borough a sense of fun and community spirit.

Sponsoring a roundabout also provides an excellent opportunity for a company to show its commitment to the community while at the same time highlighting its presence in the area and also providing cost effective advertising.

Executive Summary:

Until recently the Business Support team administered the scheme at a very junior level. Very little effort was put into pricing, costing or promotion of the scheme and as a consequence the amount of income derived from the scheme has fallen and the Council lacked a clear direction on how it will administer the scheme.

The Group was pleased to learn that arrangements had been put in place to improve the performance of this scheme.

Recommendations:

The Committee is requested to note the findings of the Group and to monitor the progress of the scheme in 2024/25.

1.0 Introduction

- 1.1 In 2022 the Committee's attention was drawn to the lack of any information relating to the Council's roundabout sponsor scheme published on the Council's website and the implications this could have on the income that could be raised via this scheme.
- 1.2 We were therefore tasked by the Overview and Scrutiny Committee to review the operation of the scheme and its income trends.
- 1.3 We decided to carry out the following actions to get a clearer picture:
 - a. meet with Councillor Robinson, as the Cabinet Lead , to discuss the scope of our report and gain background information;
 - b. obtain evidence from the relevant officers on the operation of the scheme, including details of fees and income; and
 - c. meet with Councillor Robinson and Wayne Layton, the Executive Head of Regeneration, to review the report's findings.

2.0 What we Found

4.0 Operation of the sponsorship scheme?

- 4.1 Until recently the scheme was administered at a junior level by the Business Support Team. Whilst, the scheme was effectively administered, little effort was put into pricing, costing or promotion of the scheme and as a consequence the amount of income derived from the scheme has fallen and the Council lacks a clear direction on how it will drive the scheme.
- 4.2 The recently formed Economic Development Team will lead on the roundabout sponsorship provision in the absence of any other department picking this up from the summer of 2024.
- 4.3 The administration process will still be supported by the Support Officers in the Projects and Change Team (Strategy Unit), but the strategic direction will come from the Economic Development Team.

5.0 The number of roundabouts sponsored under the scheme

- 5.1 There are 15 Roundabouts across the borough that are viable for roundabout sponsorship. 11 of these are sponsored under the scheme (73%) by 10 sponsors. Currently only 7 of these sponsors have indicate that they are willing to continue (see Appendix A).

6.0 Responsibility for sourcing sponsors

- 6.1 The current approach does not actively source sponsors. The Council currently wait to be approached by businesses wishing to sponsor. The Economic Development Team are going to take this on going forward with a view to updating our web page and promoting through business engagement events.

7.0 The cost to the council for sponsored and unsponsored roundabouts?

- 7.1 The Maintenance liability for roundabouts is with Hampshire County Council.
- 7.2 The maintenance for signs on roundabouts would lie with Havant Borough Council, and we would enjoy 100% of the income. To date there has been little maintenance so we don't have any data on cost. It's unlikely to be significant.

8.0 Income from the Scheme

Sponsorship Fees

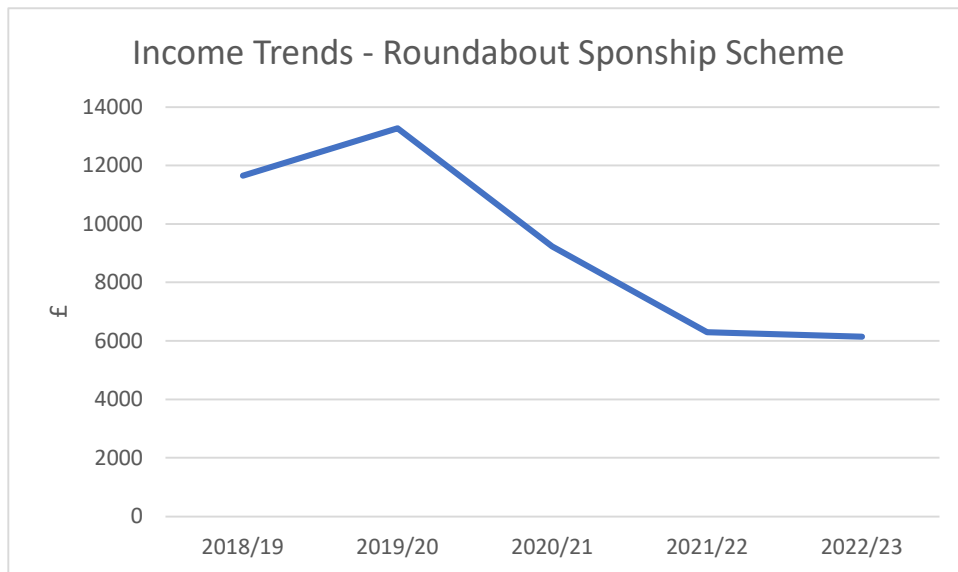
- 8.1 In 2022/23 the fees ranged from £500 to £2000. It is anticipated that these will be increased by 10% this year.

Sign Fees

- 8.2 In addition to the sponsorship fee, the sponsor also pays for the cost of the sign. The cost to the sponsor for a sign in 22/23 was £100 per sign (roundabouts have 3-4 signs). It is anticipated that this fee will be increased £110 this year. Signs are currently provided by a local firm operating within the Borough.

Income Trends

- 8.3 There has been a downward trend in income since 2018/19. This is due to a decision to only take on renewals if requested.



9.0 Length of Contract

9.1 The current process is a 12-month contract, which starts throughout the year. The Group have been advised that the Economic Development Team may review this as other authorities offer longer term deals.

10.0 Feedback from sponsors

10.1 Although formal feedback had not been collected, there appears to be continued interest in sponsors continuing their sponsorship. It would therefore appear that sponsors are happy with the service provision.

11.0 Maintenance of Roundabouts and Planting Schemes

11.1 Most of the Roundabouts are owned by Hampshire County Council, as the Highway Authority. The Council however, through Norse maintain these roundabouts, except for Maurepas Roundabout in Waterlooville which is understood to be unadopted. The Norse contract specifies which roundabouts are to be maintained and how; it depends on the location of the roundabout.

11.2 In response to concerns raised by the Group, the officers have agreed to discuss with Hampshire County Council and Norse future planting schemes that will not involve the planting of wild flowers.

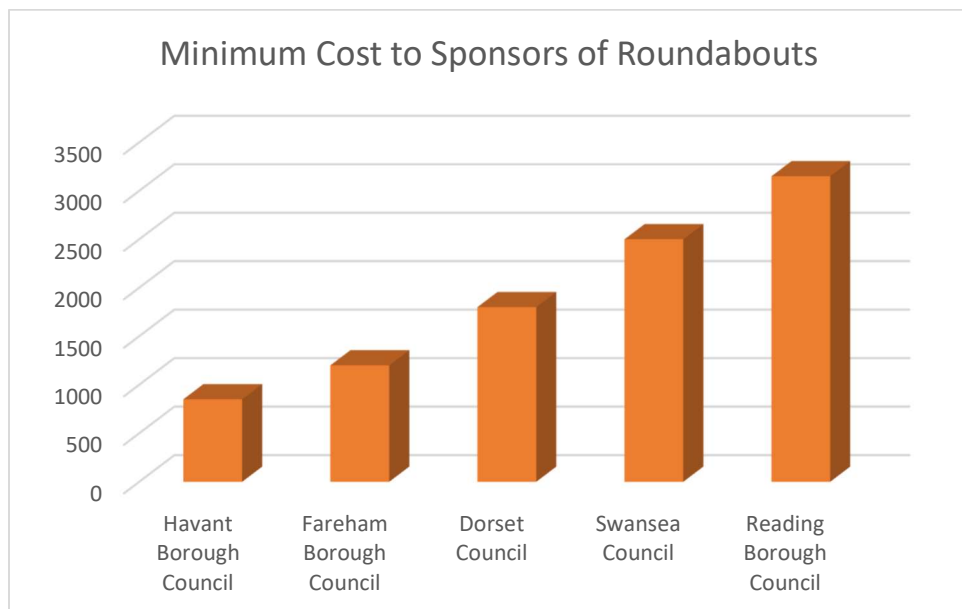
12.0 Comparison with other schemes

12.1 Although it is difficult to compare with other local authority schemes without knowing the demand and cost structure of these other authorities, a quick comparison can reveal other ways to deliver the scheme and indicate if the current fees are too low or too high.

- 12.2 A search of other schemes on the web has found that the Council's current length of contract is the same as the other Council's which advertise details of their scheme on their website.

Havant Borough Council	12 months
Reading Borough Council	12 months
Fareham Borough Council	12 months
Dorset Council	12 months
Swansea Council	12 months

- 12.3 In terms of fees, the Council is comparable with the closest Council surveyed, Fareham Borough Council but considerably less than the other Councils.



11 Options

- 11.1 Not applicable

12 Relationship to the Corporate Strategy

- 12.1 "People First - What we want to achieve - PRIDE IN PLACE - creating a great place to live, work and enjoy"

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13 Conclusion

- 13.1 The Committee is requested to note the findings of the Group and to monitor the progress of the scheme in 2024/25.

14 Implications and Comments

14.1 Executive Head's Comments

None Received

14.2 S151 Comments

The Section 151 officer supports the findings detailed in the report. Whilst the total financial value is not significant, the improvements reported will help the effective management of the scheme moving forwards. The Section 151 officer thanks the members of the committee and its task group for the work undertaken.

14.3 Monitoring Officer Comments

The Monitoring Officer supports the work of the Overview and Scrutiny Committee and its Task Groups. The Monitoring Officer has no concerns or observations which need to be brought to the Committee's attention.

14.4 Legal Implications

None arising from this report.

14.5 Equality and Diversity

None arising from this report.

14.6 Human Resources

None arising from this report.

14.7 Information Governance

None arising from this report.

14.8 Climate and Environment

None arising from this report.

15 Risks

- 15.1 There are no immediate risks arising this report.

16 Consultation

- 16.1 The following were consulted as part of this review

- a. Councillor Robinson, Cabinet Lead for Communities and Housing; and.
- b. Wayne Layton, Executive Head of Regeneration, Economic Development and Preventative Services

17 Communications

17.1 Not applicable

Agreed and signed off by:		Date:
Lead Councillor:	Councillor Weeks	21 February 2024

Details of Sponsored Roundabouts Within the Borough

APPENDIX A

Location	No. of signs	Sponsored in 22/23?	Interested in Continuing	Sponsor
A27 Park Road/Langstone Road	4	✓	?	Cherry Childcare
Park Road North/Petersfield Road	4	✓	?	Horizon Leisure
A27 Slip Road Church Lane/Havant Road	3	✓	✓	Home Instead
A27 Slip Road Emsworth Road/Green Pond Corner	3	✓	✓	Aqua Bathrooms
Havant Road/North Street Emsworth	4	✓	✓	Aqua Bathrooms
Maurepas Way / London Road WaterlooVille CIA	3	✓	✓	Wellington Vale Care Home
Hulbert Road/London Road WaterlooVille Hero's	3	✓	✓	West Group
Hambledon Road/Milton Road WaterlooVille	4	✓	?	Cavendish Care
Purbrook Way/Middle Park Way Leigh Park Point 7	4	✓	✓	Jeffries Estate Agents
Electra Avenue/Waterberry Drive WaterlooVille	3	✓	✓	Heelan Associates

Havant

BOROUGH COUNCIL

Location	No. of signs	Sponsored in 22/23?	Interested in Continuing	Sponsor
Tempest Avenue/Stratford Road Waterlooville	4	X	N/A	
Stakes Hill Road/Frendstaple Road Waterlooville	3	X	N/A	
Central Beachlands	3	✓	X	Artius Care Ltd
Hulbert Road/Frendstaple Road/Tempest Avenue	4	X		
Dunsbury Way Leigh Park	4	X		