



REDDITCH BOROUGH COUNCIL

# **Sponsorship and Advertising Policy**

# **TABLE OF CONTENTS**

## **SPONSORSHIP AND ADVERTISING POLICY**

- 1.0 Introduction**
- 2.0 Partnership**
- 3.0 Statement of Policy**
- 4.0 The Process**
- 5.0 Advertising Signs**
- 6.0 Duration of Sponsorship**
- 7.0 Sponsorship Price**
- 8.0 Damaged/Vandalised/Lost Signs**

**Appendix 2:** Roundabout Sponsorship Locations and Maps

**Appendix 3:** Sample artwork for signage – 2 sign sizes available depending on size of roundabout.

**Appendix 4 :** Highways Advertising & Sign Installation Criteria

**Appendix 5:** Sample Roundabout Sponsorship Agreement  
(to be produced by legal once draft policy has been approved)

## SPONSORSHIP AND ADVERTISING

### 1.0 Introduction

Redditch is noted for its road system dominated by a system of dual carriageways built when it became a New Town. The system is designed to allow rapid flow of large volumes of traffic around the various districts and into the town centre, whilst keeping fast moving vehicles separated from residential streets.

Redditch was briefly famous for a tongue-in-cheek calendar featuring its "picturesque" roundabouts created by a local printing company. The calendar was called, unsurprisingly, 'Redditch Roundabouts,' and it proved so successful that it sparked a national series.

As a new town the opportunity exists to have external organisations and businesses sponsor key locations (roundabouts), in Redditch in return for being allowed to place specified advertising signs/logos for their business in high profile and public locations. There is also an opportunity for sponsorship to be gained for specific programmes, projects and events to help increase the quality, frequency and profile of Council Services.

A budget target of 20k p.a. has been set for the Leisure and Cultural Services, Business Development Team for Sponsorship income as from April 2012. Any funds received from sponsorship opportunities will be used to develop appropriate schemes and to improve and enhance services provided to local residents.

A selection of higher profile roundabouts have been processed through the planning advertisement process (see Appendix 1) and dependant upon demand and their success other sites will be processed accordingly.

For the purposes of this policy the service areas covered include:

- Roundabouts (as agreed with Worcestershire County Council Highways Dept. and RBC Planning)
- Community Events/Programmes/Activities
- Refuse/Recycling Vehicles

Additional areas listed below may be considered in future amendments to this policy.

- Landscaped embankments and wider landscaped verges at major junctions
- Other landscaped public open spaces as approved by the Council
- Bus Shelters (provided by RBC)

Whilst this document mainly focuses on highway related sponsorship schemes, the document will also be used as a basis for other types of sponsorship projects as highlighted above, including the installation of Public Art on key locations.

## 2.0 Statement of Policy

The Council will endeavour to enhance the appearance of its Borough by creating a Sponsorship Scheme whereby companies can sponsor Roundabouts, Events, Activities and any other appropriate schemes in Redditch. In return sponsors will receive genuine value for money for their sponsorship agreement with the erection of specified advertising signs, brand exposure, logos, website opportunities, press and PR related coverage.

## 3.0 Partnership Working

In order for the Sponsorship Policy to be successful Leisure and Cultural Services need to operate with key internal and external partners as follows:

### Redditch Borough Council - Internal Partners

- **Planning Authority** Leisure and Cultural Services will apply for planning permission to put signs on each roundabout
- **Legal Services** – Sponsors will enter an agreement, which has been prepared by Legal Services, reflecting the terms and conditions described in this policy, including the duration and costs of the sponsorship
- **Environmental Services**  
Maintenance of roundabouts will remain the responsibility of Redditch Borough Council.  
Environmental Services will continue the scheduled routine landscape maintenance on each roundabout which includes:
  - Grass Cutting
  - Trees/shrub bed maintenance
  - Landscape planting

Plus in future to include:

  - Installing sponsorship signs
  - Cleaning and maintenance of sponsorship signs
  - Removal and replacement of damaged sponsorship signs

### External Partners:

- The Borough Council has an agreement with Worcestershire County Council Highway Partnership Unit in respect of maintaining grass verges and roundabouts. The Borough Council agrees to carry out planting scheme functions in accordance to the County Council's Guidelines dated June 2011.

#### **4.0 The Sponsorship Process**

- Once advertisement consent is granted signs to invite sponsors will be erected.
- Interested sponsors can either apply to the Council or view the website for details and prices
- Roundabouts are graded according to size, profile and location and the Council will decide the fee for each site.
- The sponsor will sign a Sponsorship Agreement
- The Sponsor will submit their artwork for approval and pay to make the changes to the signs
- The Council will bear the cost of signs and their installation
- The Sponsor will bear the cost of replacing vandalised/damaged signs throughout their agreed sponsorship term.
- The Council will invoice the sponsor once their signs have been installed
- The Council will inform the Valuation Office of the sponsorship term and price and pay the Business Rates on each location
- The Council will monitor the performance of this Scheme.
- The Council will act as lead partner on behalf of the other parties.
- The Council will remove sponsors signage or information on completion of sponsorship term and the promotion of availability signs will be re-installed

#### **5.0 Duration of Sponsorship**

The duration of each agreement shall be for a minimum of one year with an option of up to 3 years

#### **6.0 Sponsorship Price and Cost**

Sponsorship price will be a set for each location based on the following:

- Location of roundabout
- Traffic Flow and profile of roundabout
- Size of roundabout
- Demand
- Comparative charges

The Head of Service in conjunction with the Portfolio Holder for Leisure and Cultural Services will agree the sponsorship fees with a 20% plus or minus variance of approved charges

Those locations deemed to have the greatest impact based upon location, profile, traffic flow and comparative authority charges will be offered for sponsorship at a premium rate according to the schedule below and Redditch Borough Council will determine the rate for each location. (example table below)

The sponsorship price will be required for each year of the contract and will be paid at the beginning of each contract year. Where longer terms are required that sponsor will pay at the agreed rate at the time and will not incur any increase.

<b>Redditch Borough Council Roundabouts</b>	<b>Proposed Grade &amp; £p.a.</b>	<b>Planning Position</b>	<b>Price 1yr'</b>	<b>Price 2 yr</b>	<b>Price 3 yr</b>
	<b>A = £5,000</b>				
	<b>B = £4,000</b>				
	<b>C = £3,000</b>				
Alcester Highway/Rough Hill Drive (A441)	<b>A - £5,000</b>	In Place			
Alcester Highway/Windmill Drive/Evesham Raod (A441/A448 the Slough)	<b>A - £5,000</b>	Permission not yet sort			
Tunnel Drive/Coldfield Drive - (Matalan/B&Q)	<b>A - £5,000</b>	Permission not yet sort			
Redditch Ringway/ Coventry Highway (B1460/A4023)(Town Centre)	<b>A - £5,000</b>	In Place			
Alvechurch Highway/Windsor Road (A441/B4184)	<b>A - £5,000</b>	In Place			
Battens Drive (B4497)/Moons Moat Drive/Paper Mill Drive	<b>A - £5,000</b>	Permission not yet sort			
Warwick Highway/Battens Drive (A4189/B4497)	<b>A - £5,000</b>	In Place			
Coventry Highway(A4023)/Ravens Banks Drive/alders Drive	<b>A - £5,000</b>	Permission not yet sort			
Hewell Lane/Salters Lane (B4184)	<b>A - £5,000</b>	Withdrawn			
Rough Hill Drive/Woodrow Drive	<b>B - £4000</b>	Withdrawn			
Studley Road (B4093)/Woodrow Drive	<b>B - £4000</b>	In Place			
Woodrow Drive/Washford Drive/Forge Drive	<b>B - £4000</b>	In Place			
Washford Drive/Icknield Street Drive(B4497)	<b>B - £4000</b>	In Place			
Warwick Highway/Claybrook Drive	<b>B - £4000</b>	Permission not yet sort			
Holloway Drive/Old Forge	<b>B - £4000</b>	Permission not yet sort			
Windmill Drive (B4504)/Middle Piece Drive	<b>C - £3,000</b>	Permission not yet sort			
Brockhill Drive (B4184)/Lilly Green Lane	<b>C - £3,000</b>	Permission not yet sort			
Brockhill Drive (B4184)/Appletree Lane	<b>C - £3,000</b>	Permission not yet sort			
Brockhill Drive (B4184)/Blackwell Lane/Aldborough Lane	<b>C - £3,000</b>	Permission not yet sort			
Brockhill Drive (B4184)/Hewell Road/Brockhill Lane/Salters Lane	<b>C - £3,000</b>	Permission not yet sort			

DRAFT