- 2 OCT 2008

Leicestershire Highways

Leicestershire County Council

Hinckley & Bosworth Borough Council
Planning Dept.
Council Offices
Argents Mead
Hinckley
Leicestershire
LE10 1BZ

FAO Louise Forman

Date: 30/09/2008
My ref: GE/MB/OL/1
Your ref:
Contact: Martin Broomhead
Phone: 0116 3052220
Fax: 0116 3052332
Email: Mbroomhead@leics.gov.uk

Dear sir/madam,

Advertisement Consent Applications

08/00831/ADV
08/00832/ADV
08/00833/ADV

Following my email dated 26/09/08, please find enclosed further supporting information in respect of the above applications.

Should you require any additional information, please don't hesitate to contact me.

Yours faithfully

pp H Jordan

Martin Broomhead
General Engineering Group Manager
On behalf of the Director

DEVELOPMENT SERVICES
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Department of Highways, Transportation and Waste Management
Leicestershire County Council, Head Office, Arbor Road, Croft, Leicestershire LE9 3GE
Telephone: 0116 305 2200 Fax: 0116 305 2332 Email: ht&wm@leics.gov.uk

Director, Matthew Lugg

www.leics.gov.uk

FS. 33973
BSI REGISTERED FIRM
NATIONAL ACCREDITATION OF CERTIFICATION BODIES

LEICESTERSHIRE COUNTY COUNCIL

DEPARTMENT OF HIGHWAYS, TRANSPORTATION AND WASTE MANAGEMENT

ROUNDABOUT SPONSORSHIP INITIATIVE

SUPPORTING STATEMENT FOR ADVERTISEMENT CONSENT APPLICATIONS

Document Précis

This document sets out information in support of the Advertisement Consent applications recently submitted to the Districts and Boroughs in Leicestershire.

Background

The roundabout sponsorship initiative was approved by the County Council as part of the Best Value Review of Highway Services. As a result of the Government's requirement that all council's should seek to maximise income from any fixed assets, the County Council agreed that an initiative which includes modest sponsorship signs would be an effective way of improving the maintenance of it's roundabouts whilst enhancing the environmental aspects of them. The initiative also allows local firms to demonstrate their commitment and support for the local environment.

Following a tender exercise carried out on behalf of the County Council by ESPO, marketing agents Keegan Ford were appointed in March 2006 to implement the initiative and, following the success of the programme, advertisement consent applications have now been made to all of the Districts and Boroughs in the county to allow the initiative to become a permanent feature of the improving environmental enhancements to these prominent locations.

Also, by way of support for the consent applications, attached is a letter and appendices from our marketing agents, Keegan Ford. This includes further evidence in support of the applications.

Environmental Benefits

The County Council's current policy is to cut the grass on roundabouts 9 times each year in urban areas and 3 times a year in rural areas, (although this policy is under review following the recent experience regarding the rapid and sustained growth of the verges around the county this summer).

The roundabout sponsorship initiative generally includes a maintenance regime which includes 26 visits per year to ensure that the following tasks are carried out:

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- Grass cutting
- Shrub bed maintenance
- Pruning of shrubs, as required
- Routine tree inspections
- Weed treatments
- Litter picking.

This results in a significantly increased environmental benefit over and above the standard maintenance arrangements of the county council.

However, some of the individual sponsorship arrangements include more than 26 visits and this results in even better overall environmental results. There are 2 examples in the Keegan Ford attachment which illustrate the significant environmental improvements that can be achieved, notably:

- The Melton Mowbray Building Society roundabout on the A607 just to the south-west of Melton Mowbray; and
- The Aggregate Industries roundabout on the A511 on the south-east side of Coalville.

Partnership Arrangements

In addition to the environmental benefits that the sponsorship initiative brings, it also allows local firms to display their commitment to the local environment. Again, the 2 examples quoted above illustrate how valuable local firms find this opportunity.

The other type of partnership arrangement that has benefited from the sponsorship initiative are the "In Bloom" bids that some of the Districts and parishes are involved in. For example, a partnership between the County Council, Lidl and the Harborough in Bloom organisation has resulted in enhanced floral arrangements on the Springfield Street roundabout in Market Harborough.

Economic Benefits

The County Council acknowledges that it gains an economic benefit from the roundabout sponsorship initiative. However, in the light of the Government's current requirement that all councils should achieve 3% efficiency savings year-on-year, this initiative supports those efficiency efforts by reducing the maintenance funding required and by providing further sponsorship funding which is reinvested in the maintenance of the highways in the county.

Approach of other Planning Authorities

Finally, the attached supporting statement from Keegan Ford includes information on the approach of other local planning authorities to the issue of sponsorship signs on roundabouts. It is interesting to note that some authorities choose to view the signs as 'de-minimis', although it is acknowledged that this may refer to signs that are slightly smaller than those specified by Leicestershire.

On the sign content, it is pointed out that each of the sponsorship signs is of a standard size throughout the county and has been designed with simplicity in mind and contains a minimum of information.

In conclusion, if you require further information, please could you contact me either via e-mail or on the number below.

Martin Broomhead
General Engineering Group Manager
Highways, Transportation and Waste Management Department
Leicestershire County Council

0116 3052220
mbroomhead@leics.gov.uk

30 September 2008

Keegan Ford
SPONSORSHIP

Martin Broomhead
General Engineering Group Manager
Department of Highways, Transportation
& Waste Management,
Leicestershire County Council
Croft Office, Arbor Road
Croft, Leicestershire LE9 3GE

28th September 2008

Re: Advertising Consent Considerations for Sponsorship Signs

Dear Martin,

Further to our telephone conversation on Friday in regard to different approaches to the justification for support of the granting Advertising Consent;

(a) As a first example, as Appendix 1 I have attached a copy of the letter produced by Eastbourne Borough Council to West Berkshire Council in relation to "de minimis" signage discussions that we held with West Berkshire Council. This particular letter was raised by Ian Hayes, Development Control Manager for Eastbourne Borough Council who reaffirmed how the rules are interpreted within the Borough by indicating ... "I can confirm that the signs displayed in various parts of the town (ie. roundabouts) for the purposes of identifying the sponsors of landscaping of the area in question, not exceeding the size stated and non-illuminated, are considered to be *de minimis* and therefore do not require consent under the Advertisement Regulations".

The outcome was that West Berkshire Council actually ended up making one single application that then covered all roundabouts in the District, which provided a very effective resolution.

(b) Whilst the difference in point (a) is that West Berkshire is a Unitary Authority and can thus determine its own approach, it is relevant to note that other individual Districts or Boroughs within other Counties within which we work (East Northants District Council and Northampton Borough Council for example) have each individually determined that they do not require advertising consent to be applied for – and for different reasons:

- Appendix 2 illustrates how East Northants District Council has considered that the 900mm wide x 450mm high sign size and layout that the County Council has determined would be considered "de minimis" and thus not requiring advertising consent.

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- Appendix 3 illustrates how Northampton Borough Council has taken a different approach, and has instead considered advertising consent applications to be unnecessary on the grounds of "deemed consent" on the basis of the information that KFS has provided.

This information provided by KFS illustrated how it is important for the respective Planning Department to fully recognise that the associated signs will be designed to simply promote the "sponsorship" and thus through this sponsorship enable the roundabout's environmental enhancement, as opposed to the location simply being used as an "advertising opportunity" which is not the case.

KFS stresses to Districts how important it is for them to recognise the fact that they are working in partnership with the County Council in order to improve the quality of their own local highways environment – and the "Sponsored by" and "in partnership with Leicestershire County Council" recognition upon the signs are a critical aspect of differentiating this public recognition of "*sponsorship and enhancement in partnership with the Council*" from that of purely overt advertising.

As a current working example in Leicestershire, to the left is the signage and new landscaping that has been implemented as a result of Melton Mowbray Building Society's sponsorship of a roundabout outside their Leicestershire Headquarters.



This roundabout sponsorship was launched with the input of County Councillors, the Melton's Chief Executive and Alan Duncan MP in attendance (pictured below) for the photo opportunities that supported the local media exposure.

This is an indicative example of, with local District and Borough support, the kind of socially beneficial environmental improvement that can be gained.





Leicester Mercury

NEWS

FRIDAY, MAY 5, 2006

Growing plants – and business!

FIRMS CAN SPONSOR ROUNDABOUTS

As a second example that could be

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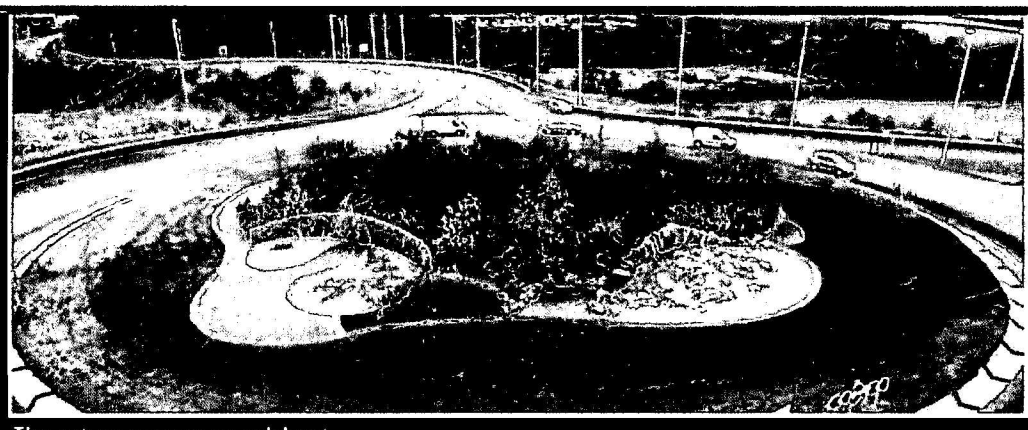
SPONSORSHIP

provided in relation to the social and environmental benefits that the Leicestershire highways sponsorship initiative has provided, illustrated below is the very positive press coverage that was gained for the sponsorship of the Birch Tree Roundabout in Coalville.



The nature reserve roundabout

ROUNDABOUT RESERVE

Campaign to support local wildlife

By **GEMMA CHAPMAN**
gemma.chapman@timesandleader.co.uk

A COALVILLE-based company has created a £100,000 nature reserve with a difference - it is in the middle of a roundabout.

Aggregate Industries UK Ltd - the operator of Bardon Hill Quarry - have funded and landscaped the nature reserve on the Birch Tree roundabout on the A511 Bardon Road, as part of the company's national campaign to support local wildlife and environment.

The roundabout is set to include over 20 varieties of wildflowers that will provide colour and attract insects and birds.

The company has signed a five-year deal with Leicestershire County Council to initially landscape and then maintain the roundabout.



Managing Director at Aggregate Industries UK Ltd Colin Jenkins, Chairman of Bardon Quarry Liaison Committee Cliff Stanley and Nicholas Rushton.

The investment of £100,000 has seen the space restored over a six-month period.

Phil Jackson, Landscape Supervisor, and project team member, advised on the ongoing sustainable development of the site to ensure that it has an enduring environmental benefit.

Mr Jackson said: "The roundabout has been carefully designed to encourage biodiversity and sustainability. Not only have we reclaimed weathered walling stone from the Bardon Hill estate to create a suitable habitat for birds and invertebrates, we have also built rocky outcrops, a heathland area and laid special wild flower turf to helped over 20 different varieties of wildflowers to establish. The features incorporated in the design are typical of the Charnwood area and we believe the roundabout reflects this habitat in miniature."

The roundabout was officially opened on November 30 by deputy leader of Leicestershire County Council with responsibility for highways and transport, Nicholas Rushton.

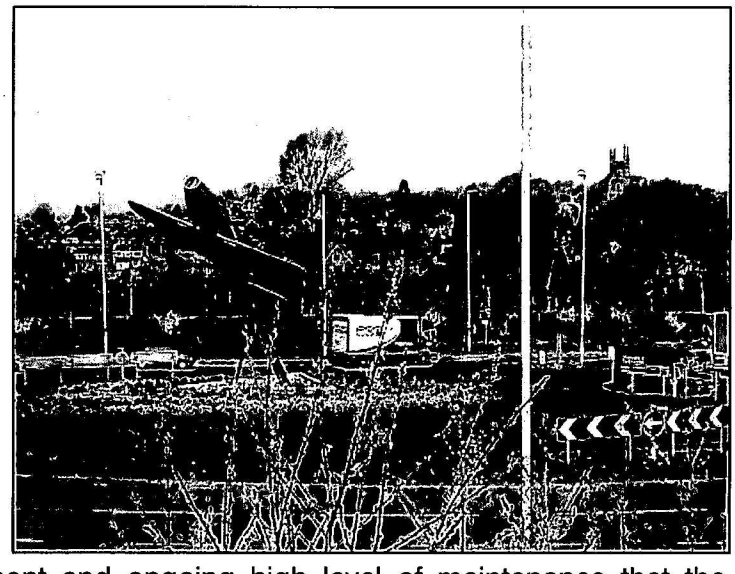
Mr Rushton said: "The work that Aggregate Industries has completed is part of a County Council scheme offering businesses the chance to brand roundabouts across the county. We are delighted to see the result of landscaping work that is not only aesthetically pleasing, but also of benefit to the local environment."

Keegan Ford
SPONSORSHIP

This is a fine example how very substantial social and environmental benefits can be gained when the County and District Councils work together for the ultimate benefit of all local stakeholders. A £100,000 nature reserve was created in the middle of the roundabout as part of an on-going campaign for the sponsor to support local wildlife and the environment.

The roundabout now boasts over 20 varieties of wild flower that provides colour and attract insects and birds, and was officially opened by deputy leader of Leicestershire County Council with responsibility for highways transport, Nicholas Rushton, who commented ..."We are delighted to see the result of landscaping work that is not only aesthetically pleasing, but also of benefit to the local environment."

Another example of the benefits that the income from Leicestershire's environmental highways sponsorship initiative has provided is shown on the "Whittle Roundabout" in Lutterworth (pictured right).



This 'gateway' roundabout celebrates Sir Frank Whittle's invention of the jet engine, and prior to the introduction of new funding from the initiative the central planted area had become significantly overgrown, and the roundabout as a whole very much under maintained, due to a lack of funding. The central area was dense to the point whereby the Frank Whittle central recognition plaque was not even visible.

However, due to the landscaping investment and ongoing high level of maintenance that the initiative has provided, the roundabout's appearance has improved dramatically. It has even been voted the UK's 4th favourite roundabout in a nationwide survey that was conducted by Saga.

I therefore trust that this information is helpful to you Martin, and please feel free to call me should any additional supporting information be required.

Kind Regards,

M. B. B

Mark Barfoot
Managing Director

Keegan Ford
SPONSORSHIP

Appendix 1

Keegan Ford
SPONSORSHIP

Eastbourne
BOROUGH COUNCIL

Our Ref: SAH/NO205

Tim Slaney,
Development Control Manager,
West Berkshire Council,
Council Offices,
Market Street,
Newbury,
RG14 5LD.

3dr December 2004

Dear Mr. Slaney,

SPONSORSHIP SIGNS

Following a discussion with Mark Barfoot of Keegan Ford Sponsorship I thought it simplest to contact you direct concerning how Eastbourne Borough Council's Planning Section treat sponsor signs. Most are erected on roundabouts but the same rules are applied whatever the location.

The signs we use in Eastbourne are manufactured in aluminium and are of a size that is agreed locally between myself, Planning and the Highway Manager and are considered *de minimis*.

Ian Hayes, Development Control Manager for the Borough has recently reaffirmed to me how the rules are interpreted within Eastbourne – "I can confirm that the signs displayed in various parts of the town (ie. roundabouts) for the purposes of identifying the sponsors of landscaping of the area in question, not exceeding the size stated and non-illuminated, are considered to be *de minimis* and therefore do not require consent under the Advertisement Regulations."

Where the planning regulations are applied this is always in relation to any permanent structures forming part of a sponsored landscaping scheme and not the sponsor's signs. Ian Hayes can offer further comment if required and he can be contacted on 01323 415215.

I hope the above is helpful to you.

Yours sincerely

Simon Hurt,
Tel: 01323 415285 / email: simon.hurt@eastbourne.gov.uk

AMENITIES & CONTRACT MANAGEMENT DIVISION, 68 Grove Road, Eastbourne BN21 4UH
Tel: 00+44 (0)1323 415280 Fax: 00+44 (0)1323 439407 Minicom: 00+44 (0)1323 415111 DX6921 EASTBOURNE
E-mail: parks@eastbourne.gov.uk Website: www.eastbourne.gov.uk
MARK PROBYN, ASSISTANT DIRECTOR - AMENITIES & CONTRACT MANAGEMENT
NORMAN KINNISH, DIRECTOR OF ECONOMY, TOURISM & ENVIRONMENT

Appendix 2

Keegan Ford
SPONSORSHIP

East Northamptonshire Council

Cedar Drive, THRAPSTON Northamptonshire NN14 4LZ
Tel: 01832 742000 Fax: 01832 734839
DX: 701611 Thrapston
Email: planning@east-northamptonshire.gov.uk

Keegan Ford Sponsorship
Creative Media Centre
Robertson Street
Hastings
East Sussex
TN34 1HL

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28 APR 2008

Please ask for	Direct Dial	Our Reference	Your Reference	Date
Clare Yorke Planning Services	01832 742091	EN/08/00614/QPD/		24 April 2008

Dear Sir/Madam

Proposal : **Environmental enhancement sponsorship signs on islands at East Northamptonshire .**

I refer to your enquiry received in this office on 28 March 2008 about the need for the submission of an application for formal consent for the above proposal.

Based on the information you have provided, I can confirm that the work does not require formal consent under planning legislation and **you will therefore not be required to submit an application.**

In this instance, for the specific type and size of signage that you have described, the advertisements are considered to be de minimus and therefore do not require consent under the Advertisement Regulations.

The above opinion is based on the information currently available to the officer. It is made without prejudice to any decision that the Planning Committee may make on a subsequently submitted formal determination application.

I have enclosed a leaflet, which explains which buildings are exempt from Building Regulations. If your proposal does not fall under any of these categories, Building Regulations Consent will be required. Please contact the Building Control Helpline on 01832 742139 for the appropriate forms.

Before commencing any works however you are advised to check your deeds to see if there are any covenants, private rights of way, or other legal restrictions which would preclude the work being carried out.

I hope the above information is useful. You are advised to retain this letter with your property records as it may be required if the property changes hands.

Yours faithfully

Clare Yorke
Planning Technician

Appendix 3

Keegan Ford
SPONSORSHIP

From: Dale Seymour [dale@keeganford.co.uk]
Sent: 03 September 2008 15:28
To: 'Ewen Rennie'
Cc: Mark Barfoot
Subject: RE: Roundabout advertising Wellingborough District

Hi Ewen,

Thank you for your email clarifying the current situation on behalf of Wellingborough Council not to require renewing of our permissions to display advertising on roundabouts in the Wellingborough District.

On this basis, we will continue to place signs on roundabouts as per your confirmation and in keeping with our sponsorship agreement with Northamptonshire County Council.

Kind regards,

Dale Seymour
Business Development Manager
Keegan Ford Sponsorship Ltd

Lo-Call 0845 2741 118 | 07707 052202 | dale@keeganford.co.uk | www.keeganford.co.uk P Please consider the environment before printing this e-mail This email and its attachments may be confidential and are intended solely for the use of the individual to whom it is addressed. Any views or opinions expressed are solely those of the author and do not necessarily represent those of Keegan Ford Sponsorship Limited. If you are not the intended recipient of this email and its attachments, you must take no action based upon them, nor must you copy or show them to anyone. Please contact the sender if you believe you have received this email in error. Keegan Ford Sponsorship Limited is a company registered in England and Wales with company number 04449762. Registered Office: 23 Havelock Road, Hastings, East Sussex TN34 1BP.

-----Original Message-----
From: Ewen Rennie [mailto:ERennie@wellingborough.gov.uk]
Sent: 03 September 2008 14:51
To: dale@keeganford.co.uk
Subject: Roundabout advertising Wellingborough District

Dale

I write in response to our recent telephone call on the above subject matter.

I confirm that in my opinion you do not require to renew your permissions for this Council's area. The Town and country Planning (Control of Advertisements) Regulations 2007 advises that once a local authority grants consent for the display of an advertisement the consent usually lasts for five years. However, unless the Planning Authority imposes a condition requiring the removal of the advertisement then it is in order to continue to display it without making further application. The Authority can of course still take 'discontinuance action' against it.

The best place to find corroboration of this is on page 28 of the Guide to advertisers issued by the DCLG and which can be found on their website.

I hope this information is of use to you.

Ewen Rennie
Planning Enforcement Officer

Ewen Rennie
Planning Enforcement Officer
01933 231931