

WEST SWINDON PARISH COUNCIL

Planning & Environment Committee

Roundabout Sponsorship Update (requested by Cllr Gould)

1. Introduction:

- 1.1 Cllr Gould requested that discussion with Swindon Borough Council about shared income from roundabout sponsorship be renewed. As part of the transfer of services to the Parish Councils it was generally agreed, but never specified in the legal deeds or elsewhere, that the advertising income generated by the Borough Council from the advertisements on the roundabouts within the Borough would be shared with the Parish Council maintaining the roundabout.
- 1.2 It had previously been agreed with the Wiltshire Association of Local Councils that starting on 1 April 2018 the Borough Council would annually share, on a 50/50 basis, the income generated for the roundabout advertisements for those roundabouts maintained by the Parish Council with a payment made in March. That sum would be calculated by the equation "Income Generated less Admin Cost less Overlay Cost". The Admin Cost covers the time spent by Borough Council officers liaising with the advertisers and sign installers, issuing contracts, raising invoices, paying invoices etc and include officer salary, notional central support recharges and service support.
- 1.3 Swindon Borough Council have indicated that time equates to approximately 7 hours per year per roundabout and is calculated by 6 hours @ £24/hour and 1 hour @ £33/hour, £177 in total. The Overlay Cost covers the costs incurred by the Borough Council in maintaining the signs including replacing or changing the overlays each year, cleaning the overlays and signs, replacing the complete signs following damage by unknown persons or traffic accidents, etc and is £340 per roundabout. Therefore the total costs for advertising on each roundabout for a year are £517.

2. Considerations:

- 2.1 The income generated from each roundabout will vary depending on a number of factors including the size of the roundabout, the number of signs (one sign per road joining the roundabout specified in the planning consent), the volume of traffic, etc. That income is within the range of £1,000 to £3,500 for the roundabouts maintained by the Parish Councils.
- 2.2 There is a contract with the advertiser for each roundabout but that contract may cover a number of roundabouts throughout the Borough and may be for a 1 or 3 year period.

- 2.3 Advertisers attract discounts for advertising on more than one roundabout and signing a contract for 3 years, irrespective of which Parish Council those roundabouts within.
- 2.4 There is no guarantee that the income for each roundabout will increase each year.
- 2.5 Those roundabouts covered by a cultivation licence are maintained by the advertiser and no income will be due to the Parish Council.
- 2.6 West Swindon Parish Council currently maintains the following roundabouts:
- Gainsborough Roundabout – junction of Gainsborough Way/Whitehill Way
 - Mead Way (Hillmead) Roundabout – junction of Mead Way/Hillmead Drive
 - Mead Way (Peatmoor Way) Roundabout – junction of Mead Way to Peatmoor Way
 - Mead Way (Pepperbox) Roundabout – junction of Mead Way, Pepperbox Hill and Sparcells Drive
 - Mead Way (Purton Road) Roundabout – junction of Mead Way, Purton Road and Sparcells Drive
 - Tewkesbury Cross Roundabout – junction of Tewkesbury Way and Whitehill Way
 - Toothill (North of Asda) Roundabout – junction of Corton Crescent, Whitehill Way and Carronbridge Road
 - Toothill (South of Asda) Roundabout – junction of Pevensey Way, Tewkesbury Way and Ashington Way

Income:

- Mead Way (Pepperbox) Roundabout – Advertiser paid £1,350.00 per year to advertise on this roundabout. Therefore income due to WSPC is 50% of £1,350.00 less £517, or = £416.50.
- Mead Way (Purton Road) Roundabout – Advertiser paid £1,530.00 per year to advertise on this roundabout. Therefore income due to WSPC is 50% of £1,530.00 less £517, or = £506.50.
- Tewkesbury Cross Roundabout – Advertiser paid £1,350.00 per year to advertise on this roundabout. Therefore income due to WSPC is 50% of £1,350.00 less £517, or = £416.50.
- Toothill (North of Asda) Roundabout – Advertiser paid £1,350.00 per year to advertise on this roundabout. Therefore income due to WSPC is 50% of £1,350.00 less £517, or = £416.50.
- Toothill (South of Asda) Roundabout – Advertiser paid £1,650.00 per year to advertise on this roundabout. Therefore income due to WSPC is 50% of £1,650.00 less £517, or = £566.50.

Therefore the total payment due to WSPC for 2018/19 is £2,322.50.

3. Conclusions:

- 3.1 West Swindon Parish Council continues to maintain roundabouts across West Swindon. This scheme allows for a small income in respect of that maintenance and requires no additional investment or resources from West Swindon Parish Council .

Paula Harrison
Parish Manager