



Donegal County Council

Policy on Sponsorship of Roundabouts and Open Spaces

**Developed by: Roads & Transportation
Strategic Policy Committee**

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**Policy Adopted by Donegal County Council on: 31st May 2004
Policy to Come into Operation on: 1st June 2004**

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POLICY ON SPONSORSHIP OF ROUNDABOUTS AND OPEN SPACES

1.0 Introduction

The opportunity exists to have private businesses sponsor the maintenance of the landscaping at prominent public spaces in return for being allowed to place specified advertising signs for their business at the location.

It is considered that this sponsorship scheme would provide a facility for companies to advertise their business on public areas and also provide funds which would be used specifically to enhance the appearance of our prominent open spaces.

For the purposes of this policy, the public areas covered include:

- a) Central landscaped islands of roundabouts;
- b) Landscaped embankments at the approaches to towns and villages;
- c) Wide landscaped verges at major junctions;
- d) Sections of Approach Roads to towns such as Letterkenny Dual Carriageway;
- e) Other landscaped public open spaces as approved by the Council.

2.0 Statement of Policy

The Council will endeavor to enhance the appearance of Roundabouts and Open Spaces by creating a Sponsorship Scheme whereby companies can sponsor the maintenance of the landscaping in return for the erection of specified advertising signs.

3.0 Steps to be Taken by Council to Support Policy

The Council will take the following steps to support its Policy on Sponsorship of Roundabouts and Open Spaces:

- a) Council will place advertisements in newspapers seeking Expressions of Interest for the sponsorship of the landscaping of specific locations (A sample Newspaper Advertisement seeking Expressions of Interest is attached as Appendix "C");
- b) As part of setting the Sponsorship Conditions for individual locations, Council will decide what level of maintenance is to be done and what the minimum amount of sponsorship fee is for a particular location. The level of maintenance and fee could vary from location to location. (Sample Conditions are attached as Appendix "D");
- c) Council will actively progress this Scheme as a means to enhance the appearance of Roundabouts and Open Spaces;

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- d) Council will allow the erection of sponsorship advertisement signs and signs installed by virtue of this policy will not require planning permission (Sample Signage is attached as Appendix “H”);
 - e) Council will monitor the performance of this Scheme, seek the views of the wider public if necessary and make modifications if appropriate; and,
 - f) Council will enter into a written Agreement with the Sponsor. The signed Application Form by the Sponsor will serve as the Sponsor’s portion of the agreement (A sample Tender Application Form is attached as Appendix “E”). A letter from the Council notifying the Selected Sponsor will serve as the Council’s portion of the agreement. (A sample Letter of Notification is attached as Appendix “I”). In addition, sample Instructions to Tenderers are attached as Appendix “F” and a sample Pricing Sheet is attached as Appendix “G”.

4.0 Policy Recommendations and Approvals

- 4.1 This Policy on Sponsorship of Roundabouts and Open Spaces has been approved by the Roads & Transportation Strategic Policy Committee as a recommendation to be presented to the General Purposes Committee for approval on:

29 January 2004

(Date that Roads SPC Approved the Policy Recommendation)

- 4.2 This Policy on Sponsorship of Roundabouts and Open Spaces has been approved by the General Purposes Committee as a recommendation to be presented to full council for adoption on:

9 February 2004

(Date that GP Committee Approved the Policy Recommendation)

- 4.3 This Policy on Sponsorship of Roundabouts and Open Spaces has been adopted by the Full-Council by way of adopting the GP Meeting Minutes at the Council Meeting on:

29 March 2004

(Date that Full-Council Adopted the Policy)

- 4.4 The Meeting Minutes from the Meeting Adopting this Policy on Sponsorship of Roundabouts and Open Spaces have been adopted by the Full-Council at the Council Meeting on:

31 May 2004

(Date that Full-Council Adopted the Meeting Minutes which Adopted the Policy)

Date Policy Adopted by Donegal County Council: 31st May 2004

Date Policy to Come into Operation: 1st June 2004

APPENDIX “A”

BACKGROUND TO DEVELOPMENT OF POLICY

1.0 Introduction

This section of the Policy on Sponsorship of Roundabouts and Open Spaces provides the supporting background to its development. It is compiled from the previous discussions on this issue with the Committee and past presentations to the Committee.

2.0 Background

The Roads and Transportation Strategic Policy Committee (SPC) initiated discussions on making a policy on the Sponsorship of Roundabouts and Open Spaces.

At the Committee meeting on 27 June 2002, the issue was discussed in some detail. Attached as Appendix “B” is the discussion document that was prepared by Mr. Eamonn Mahon, Buncrana Town Engineer for that SPC Meeting.

Some Electoral Areas and Town Councils have already initiated sponsorship schemes. It is expected that this policy will help standardise and simplify the process. However, it will not change the sponsorship agreements that currently exist in various parts of the county.

APPENDIX “B” DISCUSSION DOCUMENT



SPONSORSHIP OF ROUNABOUTS

Eamonn Mahon
Buncrana Town Engineer
June 2002



Sponsorship of Roundabouts

- ❖ This idea originated with Derry City Council's "Pride in the City campaign"
- ❖ Derry City Council secured Sponsorship for 11 of the 15 major roundabouts throughout the city
- ❖ Small traffic islands at junctions etc were also sponsored.



In obtaining sponsorship for roundabouts Derry County Council advertised two options:

➤ **Option A**

- 3 year contract
- Fee of £3,000stg
- Council are Responsible for maintenance
- Council responsible for Advertising



Cont.....

❖ **OPTION B**

- ❖ Initial first year trail
- ❖ 3 year contract
- ❖ Landscaping company or Gardening centre are responsible for maintenance
- ❖ Approval of design by Roads Authority





Evaluation of Option A & B

- ❖ Both these options could be utilized throughout the county.
- ❖ Factors affecting establishment of sponsorship fees involve:
 - ❖ Adjacent populace
 - ❖ Location of roundabout
 - ❖ Volume of traffic using roundabout
 - ❖ Size of roundabout/openspace.



SIGNAGE ON ROUNDABOUTS

- ❖ The number of signs placed on the roundabouts are equivalent to the number of exits and entrances of the roundabout.
- ❖ The basic sizes are no greater than 750mm long and 400mm deep (1ft 4" by 2ft 6")
- ❖ The Council are responsible for erection and maintenance of these signs.



Example



- ❖ Buncrana Roundabout (R238)
- ❖ Highly visible
- ❖ Attractive entrance to Town
- ❖ Improvement of tourist image
- ❖ Benefit to Tidy Town competition



Cont.....

- ❖ This work has been recognised by local business's who have enquired on the possibility of sponsoring the roundabout.
- ❖ Roads Authoirty are in the process of removing advertsing signs through enforcement proceedings along approach roads and verges of Towns throughout the County.



BENEFIT TO SPONSOR

- ❖ Advertising on roundabouts is extremely attractive as the successful applicant would have sole rights to the advertising opportunities (24hrs/7 days a week) e.g

❖Newspaper Costs	€100each
❖Media Costs	€50each



Suggestion

- ❖ To provide fair opportunity to all interested parties, sponsorship of the roundabouts should be advertised initially for one year period and tenders should be received in closed envelopes.
- ❖ Derry City Council require a minimum £3000 stg per year for sponsorship, this is based on location, population, volume of traffic and the estimated costs for maintenance on the roundabouts. These same factors at a reduced rate should be applied to roundabouts situated throughout Donegal.

APPENDIX “C”
SAMPLE NEWSPAPER ADVERTISEMENT
SEEKING EXPRESSIONS OF INTEREST



Donegal Council Council

SPONSORSHIP OF ABC ROUNDABOUT

Donegal County Council is seeking Expressions of Interest for sponsorship of the maintenance of _____ Roundabout on Route _____ which is located at _____

Sponsorship of the roundabout will entitle the “Selected Sponsor” to have advertising rights on the roundabout. The roundabout offers an excellent promotional opportunity for business organisations.

Tender Application Forms, Instructions to Tenderers, Pricing Sheet, Conditions and further information is available from Donegal County _____ Council _____ Offices _____ at _____

Completed Tender Application Forms for Sponsorship must be returned to _____ by _____ 2004 at 4:00pm.

APPENDIX “D” SAMPLE CONDITIONS

Sponsorship of ABC Roundabout.

1. Duration of Sponsorship

The duration of the Contract shall be one year with an option of extension for a further two years. Either party can decide to not exercise the option on the two year extension.

2. Advertising Signs

Advertising Sign Panel shall be 750mm wide x 400mm high, unless agreed otherwise by the Council as a result of lack of prominence of the sign. Council to approve signs after negotiation of sponsorship deal with Selected Sponsor. A total of ___ signs will be allowed. The signs will be installed at the following locations*:

- (i) _____
- (ii) _____
- (iii) _____

Cost of signage including posts will be borne by Selected Sponsor and will be additional to the sponsorship fee. The signs will remain the property of Selected Sponsor. Donegal County Council will erect the approved signs furnished by the Selected Sponsor. The Council will bear the costs of the actual installation work including concrete if required.

The Selected Sponsor shall submit details of lettering, logo, etc. that he/she wishes to have placed on the sign for approval by Council within two weeks of being notified as being the Selected Sponsor. No additional signage or changes to signage will be allowed unless approved by Donegal County Council.

Sample signage details and specifications are attached as Appendix “H”.

** Add map if needed for clarity*

3. Landscape Maintenance

The Council intend to maintain the area being sponsored in the following manner:

- (i) landscape planting will consist of _____;
- (ii) grass will be cut ___ times per year;
- (iii) trees/shrubs will be trimmed ___ times per year; and,
- (iv) other details as appropriate.

Maintenance of roundabout will remain the responsibility of Donegal County Council.

4. Sponsorship Price

Sponsorship price will be based on the highest tender received for each sign but no less than €500 per annum. This figure will be required for each year of the contract and will be paid at the beginning of each contract year. The first payment shall be made not later than one month after the advertising signs have been erected.

5. Damaged/Vandalised Signs

The Selected Sponsor shall pay the cost for replacing vandalised/ damaged signs. The Council shall not be liable for the periods of replacement. The Council will not be responsible for ensuring that the signs are in place throughout the year but will endeavour to reinstall signs that have been removed on notification.

6. Acceptance of Tender

The Council does not bind itself to accept the highest or any tender.

7. Award of Tender

Subject to acceptance of Tender, the Council intend to award the tender for each individual item as shown on the Pricing Sheet based on the highest price submitted for an individual item. As an example, this could result in a four-arm roundabout having four separate Selected Sponsors.

8. Freedom of Information

Please note that all records received in relation to tenders for contracts with Donegal County Council may be subject to a Freedom of Information requests under the above Act, at any time in the future, (including your records in relation to works carried out on behalf of the Council).

The Council undertakes to use its best endeavours to hold confidential any information provided by you in this tender, subject to the Council's obligations under law, including the above Act which came into force for all Local Authorities on 21st October 1998. Should you wish that any of the information supplied by you in this Tender should not be disclosed because of its sensitivity, you should, when submitting your Tender, identify same and specify the reasons for its sensitivity.

Donegal County Council will consult with you about this sensitive information before making a decision on any Freedom of Information request received. Following consultation, the Council may decide to release the information despite your concerns. You may appeal this decision to the Information Commissioner who will subsequently decide whether or not the information is to be released.

If no information is identified as sensitive, with supporting reasons, it is likely to be released in response to a Freedom of Information request.

9. Publicity

The Council may make public the amount of all tenders submitted and may publish the name of the Selected Sponsor.

APPENDIX “E”
SAMPLE TENDER APPLICATION FORM



Donegal County Council
Tender Application Form

SPONSORSHIP OF ABC ROUNDABOUT

I _____ of _____

_____ accept your Conditions for the Sponsorship of the maintenance of

_____ and I tender the prices as submitted on the attached Pricing Sheet.

This Contract Agreement shall run from 1st _____ 2004 until 1st _____ 2005.

Name _____
(BLOCK CAPITALS)

Signed _____

Date _____

Telephone _____

Note: Please return signed form to the above address by the prescribed closing date and time.

APPENDIX “F”
SAMPLE INSTRUCTIONS TO TENDERERS

Sponsorship of ABC Roundabout.

1. Invalidation of Tender

The following instructions shall be carefully noted by intending tenderers as failure to comply with them may lead to invalidation of the Tender.

2. Form of Tender

The Tender shall be made on the Tender Application Form and shall be forwarded together with the Pricing Sheet to the:

Area Manager

And clearly endorsed on the outside:

“Tender for Sponsorship of ABC Roundabout”.

3. Date and Time

No Tender will be accepted after

4:00pm on _____, 2004.

4. Tenders

Tenders must be submitted strictly in accordance with the tender documents. Tenders must not be accompanied by statements that could be construed as rendering the tender equivocal and / or placing it on a different footing from other tenders. The employers decision on whether or not to tender is acceptable shall be final and the tenderer concerned shall not be consulted.

5. Communications

Any communications in connection with the tender and requests for clarifications should be forwarded to:

Area Manager

The latest date for receipt of communications in connection with the tender shall be four working days before the latest date for receipt of tenders. All queries and resulting replies given will be circulated to all tenderers.

6. Completion of Documents

Entries in the Pricing Sheet and the Tender Application Form shall be made legibly in ink on the documents supplied.

7. Value Added Tax

The rates quoted in the Pricing Sheet shall be the total fee. Value added tax shall not form any part of the tender.

8. Items Being Tendered

A Tenderer may tender for some or all of the items listed on the Pricing Sheet.

9. Omissions

Items against which no price is entered in the Pricing Sheet shall be deemed to be omitted by the tenderer as he / she does not wish to tender for same.

APPENDIX “G”

SAMPLE PRICING SHEET

PRICING SHEET*

Sponsorship of ABC Roundabout

Item No.	Sign Reference	Description	Tender Price (€) (to be filled in)
1	A1	N13 – Derry Road	€ _____
2	B2	N14 – Lifford Road	€ _____
3	C3	N13 – Letterkenny Road	€ _____

* *Attach map if needed for clarity*

Company _____

Name _____
(BLOCK CAPITALS)

Title _____

Signed _____

Date _____

Telephone _____

APPENDIX “H” SAMPLE SIGNAGE



Notes:

1. Signs shall be placed at locations approved by the Council only.
2. Signs shall be 750mm wide and 400mm high, unless agreed otherwise by the Council as a result of lack of prominence of the sign.
3. Sign to be securely attached to two galvanised tubular posts. Height from ground to bottom of sign panel to be between 300mm and 600mm unless otherwise restricted by traffic visibility requirements and agreed by Council.
4. Signs installed in accordance with this policy by or on behalf of the Council will not require Planning Permission.
5. Signs shall be metal and shall be manufactured by a reputable firm experienced in the manufacture of signs for use along public roads.
6. The sign may contain the Selected Sponsor’s company logo.
7. Selected Sponsor shall submit a drawing detailing the signs to be installed to the Council for approval in advance of ordering the signs. (A neat hand-drawn sketch is acceptable).
8. If signs become faded and untidy in appearance, Council reserve the right to request a new sign from the Selected Sponsor.
9. Consideration will be given to local Tidy Towns sign requirements where appropriate. The Council will make the final determination on the sign type.
10. The above drawing is not drawn to scale.

APPENDIX ‘I’
SAMPLE LETTER OF NOTIFICATION



Donegal County Council

(Date)

Subject: SPONSORSHIP OF ABC ROUNDABOUT

Dear _____:

As a result of your application to sponsor the maintenance of the landscaping of the subject area, I am pleased to inform you that your tender in the amount of €____ per year has been selected by Donegal County Council.

The following documents form part of the Agreement between yourself and Donegal County Council:

- a) The Newspaper Advertisement seeking Expressions of Interest;
- b) The Sponsorship Conditions;
- c) Your Application Form; and,
- d) This Letter of Notification.

The next step in the process is for you to agree the specific signage details (before getting them fabricated) with the Council. Please contact _____ at _____ to arrange an appointment to discuss the signage further.

I would like to take this opportunity to thank your company for sponsoring this _____ and I hope that you will benefit from the advertising signs at this location.

Sincerely
