

Roundabout and Highways Asset Sponsorship Re-Procurement

To: Highways and Transport Committee

Meeting Date: 7th March 2023

From: Executive Director for Place and Sustainability

Electoral division(s): All

Key decision: No

Forward Plan ref: N/A

Outcome: To approve procurement of a new provider for the management of advertising on roundabouts and highways assets including associated maintenance. Currently known as Highways Roundabout Sponsorship

Recommendation: The Committee is recommended:

- a) To approve the procurement of a new provider for Roundabout and Highways Asset Sponsorship.
- b) To agree that the Service Director, Highways and Transport, in consultation with the Chair/Vice Chair of the Highways and Transport Committee can award and execute a contract once the procurement process is complete.

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Member contacts:

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1. Background

- 1.1 The County Council as Highways Authority permits local businesses to sponsor roundabouts by paying for the placement of advertising signs on the roundabouts. The scheme is similar to many across the Country. Cambridgeshire County Council was one of the first authorities to adopt roundabout sponsorship. The model for the roundabout sponsorship is one where the council employs a specialised management company to manage the whole process on the Council's behalf. The management company markets CCC roundabouts; enters into contracts with sponsors; carries out vegetation maintenance and management on the roundabouts; erects and maintains the advertising signs.
- 1.2 The current contract is worth around £275,000 per year to the Council. £250,000 in maintenance works undertaken by the provider and £25,000 direct income.
- 1.3 Currently 120 roundabouts are managed under the sponsorship scheme.
- 1.4 The current contract commenced in 2013. It ends in March 2024. Notice has been given to the incumbent that we intend to repro cure.
- 1.5 Soft market testing has been undertaken and the results are being analysed.
- 1.6 The new contract will, if approved commence in April 2024

2. Main Issues

- 2.1 The Council has recently changed its Policy on advertising. The new policy may affect costs and income to the council from the Roundabout Sponsorship
- 2.2 The compliance with the new advertising policy will be a core part of the new contract conditions and operation.
- 2.3 To help maximise the value of Roundabout Sponsorship the locations to be included will be reviewed as part of the procurement process with a view to adding in additional roundabouts, wide verges and other suitable locations and assets on the highway.
- 2.4 Cambridge City Council maintains a number of roundabouts across the city. Discussion with Cambridge City Council is taking place with a view to, if mutually beneficial, including these roundabouts in the new Roundabout Sponsorship.
- 2.5 The nature and required standard of any maintenance on the roundabouts will be included in the contract to ensure future maintenance supports Net Zero and Nature Recovery.
- 2.6 Bringing the Roundabout Sponsorship in house is being considered as part of this review and will be appraised alongside the results of the soft market testing. At this time in-house operation is estimated to cost more and carry increased risk when compared to engaging a management company with the specific specialism in this area.

- 2.7 If a new contract is not let the maintenance of roundabouts will fall back to the authority. It is estimated this will cost the authority circa £250,000.
- 2.8 The new Council advertising Policy; Net Zero commitment and ensuring value for money are key reasons for the soft market testing as part of the procurement process.
- 2.9 The intention is to seek a partner for a 5-year term with potential for extension of one x 2 years via an open tender procurement.

3. Alignment with corporate priorities

- 3.1 Environment and Sustainability
The new contract specifications for maintenance will ensure we maximise the contribution to nature recovery of roundabouts as green infrastructure.
- 3.2 Health and Care
The new sponsorship will comply with the Council's recently adopted advertising policy.
- 3.3 Places and Communities
The enhanced maintenance of the roundabouts under the scheme will contribute to a better public realm,
- 3.4 Children and Young People
There are no significant implications for this priority
- 3.5 Transport
The sponsorship of the roundabouts ensures a high standard of maintenance benefiting road users and communities.

4. Significant Implications

- 4.1 Resource Implications
The following bullet points set out details of significant implications identified by officers:
- Roundabout sponsorship provides a total benefit of around £275,000 to the Council. If the scheme is not continued this could result in a funding pressure of a similar amount every year from 2024.
- 4.2 Procurement/Contractual/Council Contract Procedure Rules Implications

The procurement will be fully compliant with our contract procedure rules. Once the results of the market testing have been analysed evaluation criteria will be drafted to include appropriate social value criteria.

- 4.3 Statutory, Legal and Risk Implications
There are no significant implications.
- 4.4 Equality and Diversity
Equality and Diversity Impact Assessments have been carried out. There are no significant impacts. Roundabout Sponsorship is carried out on a network wide basis
- 4.5 Engagement and Communications Implications
There are no significant implications for this priority
- 4.6 Localism and Local Member Involvement
There are no significant implications for this priority. Roundabout Sponsorship is carried out on a network wide basis.
- 4.7 Public Health Implications
There are no significant implications for this priority
- 4.8 Climate Change and Environment Implications on Priority Areas
- 4.8.1 Implication 1: Energy efficient, low carbon buildings.
Positive/**neutral**/negative Status:
There are no significant implications within this category
- 4.8.2 Implication 2: Low carbon transport.
Positive/neutral/negative Status:
A new contract will enable us to specify maintenance activities are to be low carbon and contribute to nature recovery
- 4.8.3 Implication 3: Green spaces, peatland, afforestation, habitats and land management.
Positive/**neutral**/negative Status:
There are no significant implications within this category
- 4.8.4 Implication 4: Waste Management and Tackling Plastic Pollution.
Positive/**neutral**/negative Status:
There are no significant implications within this category
- 4.8.5 Implication 5: Water use, availability and management:
Positive/**neutral**/negative Status:
There are no significant implications within this category
- 4.8.6 Implication 6: Air Pollution.
Positive/neutral/negative Status:
Well maintained green infrastructure on the highways supports better air quality in the immediate locality

4.8.7 Implication 7: Resilience of our services and infrastructure and supporting vulnerable people to cope with climate change.
Positive/**Neutral**/negative Status:

Have the resource implications been cleared by Finance? Yes
Name of Financial Officer: Sarah Heywood

Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by the Head of Procurement and Commercial? Yes
Name of Officer: Clare Ellis

Has the impact on statutory, legal and risk implications been cleared by the Council's Monitoring Officer or Pathfinder Law? Yes
Name of Legal Officer: Linda Walker

Have the equality and diversity implications been cleared by your EqIA Super User?
Yes
Name of Officer: Jon Munslow

Have any engagement and communication implications been cleared by Communications?
Yes
Name of Officer: Sarah Silk

Have any localism and Local Member involvement issues been cleared by your Service Contact? Yes
Name of Officer: Jon Munslow

Have any Public Health implications been cleared by Public Health?
Yes
Name of Officer: Iain Green

If a Key decision, have any Climate Change and Environment implications been cleared by the Climate Change Officer?
Yes
Name of Officer: Emily Bolton

5. Source documents guidance

5.1 Source documents

None