

PUBLIC

AGREEMENTS FOR THIRD PARTIES
TO TAKE OVER MAINTENANCE OF
VERGES (INCLUDING ROUNDABOUT
SPONSORSHIP)

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Document Information

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INTRODUCTION

This note gives guidance, primarily for District or Borough Councils, for dealing with approaches from outside organisations wishing to sponsor environmental enhancement to roundabouts, verges and traffic islands on the highway network. This will normally take the form of enhanced planting and soft landscaping, however, hard landscaping will also be considered. Hard landscaping and signs etc will require a [Section 115e](#) licence.

Enhancing the appearance of key locations on the highway network contributes to the Derbyshire County Council's aim of delivering an environmentally acceptable network. Sponsorship will assist in achieving this aim and enable roundabouts to be maintained to a higher standard than Derbyshire County Council's standard levels of service.

The maintenance of soft landscaped areas, within the highway in Derbyshire, is currently carried out by the District and Borough Council's under agency agreement and it will be the responsibility of the appropriate council to arrange and enter into any necessary sponsorship agreements.

This document will be reviewed on a biennial basis and additional updates will be provided should legislation and guidance change.

GUIDANCE

General

Before processing a sponsorship agreement it will be necessary to consult with Derbyshire County Council, the Parish Council, if appropriate, and the Local Planning Authority.

Planting will normally be carried out by the District or Borough Council as agent to the County Council for highway amenity maintenance. Any planting and maintenance thereof carried out by any other private individual or organisation shall be subject to a cultivation licence, issued by Derbyshire County Council under [Section 142 or the Highway Act 1980](#).

Planting etc. and maintenance thereof shall be undertaken at no cost to the Highway Authority and the cost of removal and restoration of the site, if this becomes necessary for highway purposes, shall be undertaken at no cost to the Highway Authority.

A risk assessment should be undertaken to ensure that the proposals and their subsequent maintenance, including any sponsorship signing, do not compromise highway safety.

Sponsor Signs

Discreet signs, identifying the sponsor, may be permitted, but will be regarded as advertisements not traffic signs. Consent will therefore be required from the local planning authority under the [Town and Country Planning \(Control of Advertisements\) Regulations 1992](#). Consent may also be required from Derbyshire County Council in the form of a [Section 115e](#) licence. The responsibility for obtaining any necessary planning consent will rest with the sponsor and/or the relevant council entering into the sponsorship agreement and this should be obtained at an early stage.

When dealing with advertising applications, the local planning authority will consider both amenity and public safety issues. In assessing amenity, the authority will take into account the local characteristics of the area and whether the proposal is in keeping with them. In assessing public safety aspects, the applicant will consult with Derbyshire County Council as

the highway authority. The ongoing maintenance of the sponsorship sign is the responsible of the applicant. This will be included in the [Section 115e](#) licence.

Derbyshire County Council will look at each case on its merits with regard to public safety, however, for guidance, signs should generally comply with the criteria below:

Table 1: Sponsorship Signs Specification

Sign Face	Sign Mount	Sign Location
Should not exceed 0.3 sq metre in area with a width to height ratio of between 2:1 and 3:1, however, in small areas of landscaping or on roundabouts or less than 15 metres in diameter it may be more appropriate to reduce the maximum size to 0.15 metres in area.	Should be mounted at low level, i.e. the top of the signs should be no greater than 600mm from the level of the carriageway and possibly less if it is to be mounted on a raised area	Should not obstruct sight lines to other signs or vehicles
Lettering: not greater than 50mm in height	Should be mounted on a separate pole to any traffic signs.	Should be positioned where it will be not so distracting and confusing that it creates a hazard for road users who are taking responsible care for their own and other' safety
Should not be illuminated	Passive Safety will be considered if the criteria outlined in the Network Management Plan is met.	Should not present a hazard for pedestrians
Should not be fixed at an angle to the road that any inherent reflectivity causes drivers to be dazzled by their own headlights or the headlights of other vehicles.		
Should not be designed such that it could be confused with a legitimate traffic sign		
Should acknowledge the partnership between the sponsor and the local authority		
Should be discreet and in harmony with its surroundings		

Sponsors' signs must not be allowed to dominate the enhancement scheme. They should be as discreet and as few in number as possible. This is in line with the need to minimise the impact and proliferation of signs in general. If the scheme is for landscaping a roundabout, depending on the size of the roundabout, there should be no more than one sign visible on

each approach to the site. However, for small roundabouts it may be necessary to reduce the number of signs to a maximum of two in total. Linear sites such as enhancement of a central reservation may justify more than one sign on a stretch of road but their numbers should be limited. This will be inline with Derbyshire County Council's decluttering approach to asset management.

FORMAL AGREEMENTS AND INSURANCE

There should be a formal exchange of correspondence or, in appropriate cases, a formal agreement to establish and agree the extent of the work. Its implementation and its maintenance. The agreement should run for a period of five years during which time Derbyshire County Council will monitor the site to ensure that safety is not compromised and should contain the right to terminate the agreement if necessary.

All organisations working in the highway must have a minimum public liability insurance cover of £5,000,000.