

DECISION NOTICE

Notice is given that the following decision has been taken under the Provisions set out in the Council's Constitution

Decision maker: Cabinet Member for Highways and Infrastructure

Date: 10 July 2017

Decision in the matter of: Roundabout Sponsorship Trial

Decision:

1. That approval be given to the proposed pilot for roundabout sponsorship.
2. That the Corporate Manager Commissioning Waste and Environmental Services be authorised to take all necessary actions to engage Ansa Environmental Services Ltd under the Council's existing management contract to carry out a 12-month pilot roundabout sponsorship trial.
3. That authorisation be given to the Corporate Manager Commissioning Waste and Environmental Services, in consultation with the Chief Operating Officer and with the Director of Legal Services, and following a full and careful evaluation of the pilot project outcomes, to extend the scheme as part of the activities undertaken through the Council's Management Contract for Waste and Environmental Services with Ansa.

Background: Ansa Environmental Services Ltd, on behalf of Cheshire East Council, deliver the streetscape and parks services and in undertaking services on behalf of the Council it is asked, where appropriate, to take a more commercial approach to service delivery, reducing costs and enhancing the assets that they maintain on the councils behalf.

As part of this approach Ansa has undertaken a market research exercise into potential revenue generation through a highway roundabout sponsorship. The outcome of the exercise concluded that there is already considerable demand from businesses within Cheshire East to promote their products and the quality/location of current roundabout infrastructure is viewed as a valuable platform for potential sponsors.

Market testing has identified 48 potential business sponsors and

therefore there is strong evidence for the success of this proposal. A significant number of Councils operate similar schemes and are now taking advantage of the revenue generating opportunities available.

This pilot enables Ansa to fulfil a core aim of their creation, namely to take a commercial approach to service delivery that will mean they can deliver more for less.

Background Documents: The background papers relating to this report can be inspected by contacting the report writer.

Approved:

Signed
Councillor David Brown (Cabinet Member for Highways and Infrastructure)

Date: 10 July 2017

Advising Officer:

Signed
Ralph Kemp (Corporate Manager Commissioning Waste and Environmental Services)