

CHESHIRE EAST COUNCIL

Minutes of a meeting of the
Cabinet Member for Highways and Infrastructure
held on Monday, 10th July, 2017 at Committee Suite 1 & 2, Westfields,
Middlewich Road, Sandbach CW11 1HZ

PRESENT

Councillors D Brown, Cabinet Member for Highways and Infrastructure

Councillor in attendance

Councillor G Williams

Officers

Ralph Kemp, Corporate Manager Commissioning – Waste and Environmental Services

Rachel Graves, Democratic Services Officer

1 APOLOGIES FOR ABSENCE

There were no apologies for absence.

2 DECLARATIONS OF INTEREST

No declarations of interest were made.

3 PUBLIC SPEAKING TIME/OPEN SESSION

No members of the public were present.

4 ROUNDABOUT SPONSORSHIP TRIAL

The Cabinet Member considered a report on a pilot scheme for sponsorship on selected roundabouts across the Cheshire East Borough.

Ansa Environmental Services Ltd delivered the streetscape and parks services on behalf of Cheshire East Council. Ansa had undertaken a market research exercise into potential revenue generation through highway roundabout sponsorship. Market testing had identified 48 potential business sponsors and it was proposed that a pilot scheme for roundabout sponsorship be undertaken.

RESOLVED:

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 .

The meeting commenced at 10.05 am and concluded at 10.15 am

Councillor D Brown