



Roundabout Sponsorship

Milton Keynes 2022-2023



milton keynes council



Roundabout Sponsorship

Milton Keynes is famous for its grid road network, the unique redways and of course, all the roundabouts! Many of these are available for sponsorship and we can offer a package to suit all budgets.

Sponsoring a roundabout gives your business a long-term advertising opportunity, reaching a large and varied local and regional audience on a daily basis.

How it works

We have a number of roundabouts available for sponsorship on the main road and grid road network. These may have 3 or 4 name plates depending on the roundabout. Each plate is facing the oncoming traffic so your plate will get maximum exposure. See the list of available roundabouts on page 6.

Costs for each roundabout are also listed on page 6. They range from £3,573.50 - £5,105 per year depending on location. Sponsorship can be paid either monthly or annually.

There will be an initial set up cost of 3 months of the annual charge to cover the installation of the plates. This deposit must be paid before the installation and is only applicable at the start of the first year of the contract.

Only roundabouts on this list are available as they can be driven on to do the installations. Other roundabouts cannot be offered due to the amount of traffic management required for both installations and maintenance. However, if you want to sponsor a roundabout on a 30mph road please get in touch with us to see if this may be possible.

Discounts

The following discounts apply if you take a sponsorship package for multiple roundabouts:

- 2 roundabouts = 5% discount
- 3 roundabouts = 7.5% discount
- 4+ roundabouts = 10% discount

If you take a 5 year sponsorship package, you'll receive a 10% discount.

Roundabout Sponsorship

Bespoke Roundabouts

If you are looking for something more tailored such as a planting scheme in your brand colours, a hard landscaped area or for a longer term sponsorship over 5 years, please get in touch with us at highways.liaison@milton-keynes.gov.uk and we can go through your requirements and suggest some options.



Example of a planting scheme on a sponsored roundabout. We can also do branded planting, eco-planting scheme or hard landscaping.

How to apply

Contact us at highways.liaison@milton-keynes.gov.uk stating your preferred sponsored site/s and the length of package you want i.e. 3, 4 or 5 years. We will then contact you regarding the availability of the roundabout/s and confirm the cost of sponsorship. The list of roundabouts available to sponsor in on Page 6.

If your preferred location isn't currently available, we will advise you when it will be and suggest possible available alternatives nearby.

If you want to proceed with the sponsorship we will send you an agreement to check and sign. After we receive this back (email it to highways.liaison@milton-keynes.gov.uk) we'll be in touch to sort out your artwork.

A deposit of 3 months' sponsorship must be paid before any signage is manufactured. This cost is taken off the overall annual charge. You can pay monthly by direct debit or in one annual sum. We also accept BACs transfer.

Roundabout Sponsorship

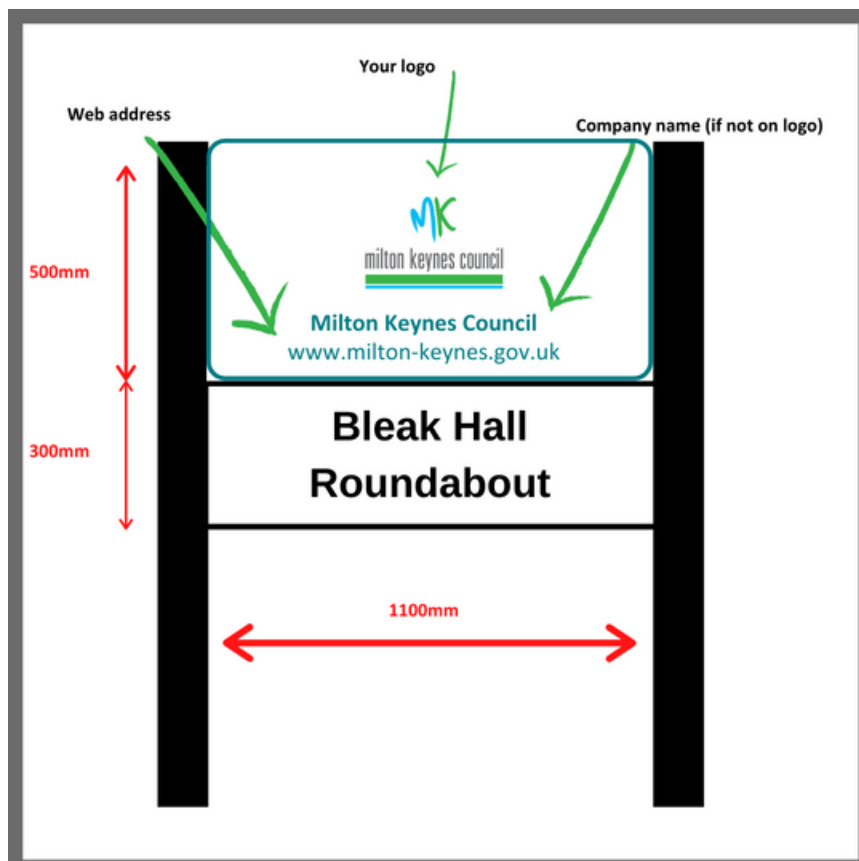
Sign artwork

From 1 May 2021, all new or replacement roundabout signage will need to follow the same format as below. This will ensure consistency across the road network but most importantly, it prevents roundabout signs from distracting drivers. No directional images may be used for this reason either such as an arrow. A sponsorship sign is not an advert so a crisp, clear sign showing your logo and company name will allow road users to recognise your brand every time they drive past.

Your plate design should only include:

1. Your logo - the largest part
2. Your company name
3. One contact piece of information ideally a web address rather than telephone number

Example:



Frequently asked questions

Why can't I put what I like on the signs?

These are sponsorship signs rather than advertising boards and as they are on the public highway, they mustn't be too distracting for drivers for safety reasons. Your sign should be clear, uncluttered and easy to read to have maximum impact as they go past.

Are there any other restrictions?

We reserve the right to refuse an application. Certain businesses will not be allowed to advertise such as gambling or tobacco products.

How many signs can I have?

Each roundabout will have either 3 or 4 signs allocated to it. These have been determined by a safety assessment. Your design will be replicated on each one. We do not allow different designs on one roundabout as this may be distracting to drivers.

What happens if a sign is damaged or destroyed?

If a plate is damaged, missing or has fallen off, we will repair or replace it within a month of it being reported to us. As part of the contract, we will carry out 1 repair or replacement on your sponsored roundabout per year. If the roundabout signs are frequently damaged, we may suggest an alternative location to you.

What if I want to change my design during the sponsorship period?

We can print a new design for all your signs but there will be an additional installation and artwork charge made. The cost will depend on the number of signs (3 or 4) and the type of roundabout.

Can I pay weekly?

No - payment must be made by bank transfer or direct debit either monthly or annually.

Can I make my own signs?

No - the signs are installed and produced to our approved highways standard.

What happens if I don't renew my sponsorship contract in time?

The roundabout will become available for other businesses to sponsor. If there is no new sponsor then the default 'Advertise Here' plate will be installed instead.

Can I share a sponsorship with another company?

No - the sponsorship plates are for one sponsor with one design on all 3 or 4 plates.

Who does the artwork?

We can put the artwork for the plate together for you and it is included in the deposit cost. You may supply us with your own artwork as a high res jpeg or eps file but it must comply with the conditions as set out on pages 2-3.

Roundabout Name	Roundabout Location	Annual Cost	Per month*	No of signs
KINGSTON	H8 STANDING WAY X A5130	£5,105	£425	4
NORTHFIELD	H5 PORTWAY X H6 CHILDS WAY	£5,105	£425	4
BRINKLOW	H8 STANDING WAY X V11 TONGWELL STREET	£5,105	£425	4
CHICHELEY HILL	A509 X A422	£5,105	£425	4
DENBIGH	H10 BLETCAM WAY X V7 SAXON STREET	£5,105	£425	5
MARSH END	A422 X MARSH END ROAD	£3,573.50	£298	4
DOWNS BARN	DANSTEED WAY H4 X MARLBOROUGH STREET V8	£3,573.50	£298	4
LODGE	H4 DANSTEED WAY X V5 GREAT MONKS STREET	£3,573.50	£298	3
CROWNHILL	H4 DANSTEED WAY X V4 WATLING STREET	£3,573.50	£298	4
KILN FARM	WATLING STREET V4 X MILLERS WAY H2	£3,573.50	£298	4
THE BOWL	H7 CHAFFRON WAY X V4 WATLING STREET	£3,573.50	£298	4
BROWNS WOOD	H10 BLETCAM WAY X V11 TONGWELL STREET	£3,573.50	£298	4
WALNUT TREE	H9 GROVEWAY X V11 TONGWELL STREET	£3,573.50	£298	4
BRUNEL	BUCKINGHAM ROAD X V7 SAXON STREET	£3,573.50	£298	3
MEDBOURNE	V3 FULMER STREET X H5 PORTWAY	£3,573.50	£298	4
WHITEHOUSE	V4 WATLING STREET X BARROSA WAY	£3,573.50	£298	
BOTTLEDUMP	A421 BUCKINGHAM ROAD X H8 STANDING WAY	£3,573.50	£298	3
TATTENHOE	H8 STANDING WAY X V1 SNELSHALL STREET	£3,573.50	£298	4
NORTH GRAFTON	H5 PORTWAY X V6 GRAFTON STREET	£3,573.50	£298	4
TILBROOK	V10 BRICKHILL STREET AND CALDECOTTE LAKE DRIVE	£3,573.50	£298	4
EMERSON	H8 STANDING WAY X V3 FULLER STREET	£3,573.50	£298	4

*The monthly cost is the direct debit amount as part of a 3, 4 or 5 year contract. Initially there is a deposit to cover the installation which is 3 months' of the annual charge.

Roundabout Sponsorship

Terms and Conditions

1. The full cost is payable in advance once your sponsorship has been agreed. There is a deposit equivalent to three months worth of advertising required to cover the set up costs including the manufacture and installation of the signs.
2. All signs are the property of the Council.
3. The Council reserves the right to refuse at any time any company for sponsorship that is considered inappropriate or contentious such as gambling or pay day loans, tobacco or related products.
4. Manufacture and installation costs are included as part of the sponsorship. If a sign has simply fallen off but is in good condition, we will reattach it however if the whole unit is damaged this repair will take longer. We aim to repair or replace any damaged signs within a 4 week period from the date of the reported damage.
5. There will be between 3-4 signs per roundabout depending on the location.
6. The sign design may not include advertising as it is a sponsorship sign. The design may only include a company logo, company name and one piece of contact information.
7. Any associated planting and maintenance is the responsibility and design of the Council's landscape team.
8. Sponsorship contracts run from the date of installation. The minimum term for a sponsorship contract is 36 months (3 years). You can also have 4 or 5 year contracts or for longer terms please get in touch to discuss your requirements.
9. One months' notice will be given before the sponsorship agreement is due to expire so the current sponsor will be offered the opportunity to renew the sponsorship. If they do not renew before the expiry date the roundabout location becomes available again. Default plates will be displayed until a new sponsor takes the location. We will not automatically renew a sponsorship contract.
10. The sign and the plates are the property of the Council.
11. Sponsors may not install their own signs or make any adjustments to them.
12. Contracts may be terminated in writing (email) no later than 1 month in advance of the stop date. No refunds will be given if the contract is terminated by the sponsor. If the Council terminate the contract the remaining months sponsorship fee will be refunded.
13. The Council is responsible for the removal of any signs which will be carried out by their approved service provider.
14. All signs on the roundabout will display the same design as approved by the Council with the sponsor.

