



HASLEMERE TOWN COUNCIL

Report on Roundabout Sponsorship Agreements

Introduction

For the last eight years, Haslemere Town Council has taken part in a standard Roundabout Sponsorship Agreement (RSA) with Surrey County Council. This agreement enables the Council to enter into Partnership Agreements (PAs) with local businesses or schools to display advertising on the two Hazelgrove roundabouts at Hindhead on the A3.

The current RSA and PAs are due to expire later this year. Each PA runs for four years and generates income for the Council of £1,000 per roundabout per year. Currently, Amesbury School and St Edmunds School each sponsor one roundabout. Under the PA, the sponsors are responsible for maintaining the vegetation and ensuring that signage conforms to Surrey Highways regulations.

The first year of the PAs produced income of £750 per roundabout as the two sponsors had to produce a plan of planting, maintenance and pay for signage conforming to SCC Highways regulations. Subsequent years were charged at £1,000.

The Finance & Governance Committee requests members to review these agreements, confirm the renewal of both PAs, and determine the level of sponsorship to be charged.

Efforts to contact Surrey County Council for confirmation of a new RSA have been unsuccessful, with only a generic response from a chatbot indicating that the completed RSA be submitted in anticipation of agreement. As there appears to be no reason why Surrey County Council would refuse to renew a signed RSA was sent to them for approval on 18 July 2025. This should be capable of being rescinded if the committee does not wish to renew it as the current agreement has not yet expired.

Both schools have confirmed their wish to renew for a further four years at the current sponsorship level of £1,000 per roundabout per year.

RECOMMENDATION

It is recommended that:

- A new four-year Roundabout Sponsorship Agreement is entered into with Surrey County Council.
- New four-year Partnership Agreements are entered into with Amesbury School and St Edmunds School at £1,000 per roundabout per year.