

COMMITTEE:	Cabinet
MEETING DATE:	9 September 2025
BY:	Executive Director for Council Resources
REPORT TITLE:	Roundabout Sponsorship Policy 2025
REPORT STATUS:	Public

1 PURPOSE OF REPORT

- 1.1 To update the existing policy to include the use of third-party providers and to provide clear signage specifications.

2 RECOMMENDATIONS

Members are recommended to:

- 2.1 Approve the updated Roundabout Sponsorship Policy.

3 BACKGROUND

- 3.1 A Policy on Roundabout Sponsorship was approved by Cabinet in 2013 to provide the opportunity for advertising and sponsorship on East Lothian Council's (ELC) twenty-four roundabouts.
- 3.2 Following a 2023 review of commercialisation opportunities within ELC, the existing "Policy on Roundabout Sponsorship" has been updated.

A working group was established to shape and develop the revised policy consisting of:

- Alan Stubbs, Service Manager for Roads
- Eamon John, Head of Communities and Partnerships
- Ed Hendrickson, Service Manager for Sports, Countryside & Leisure

- Keith Dingwall, Head of Development
- Kellie Jewell, Senior Project Officer
- Neil Millar, Planner
- Tom Reid, Head of Infrastructure

3.3 Nine other Scottish local authorities currently have some form of roundabout sponsorship in place, including The Highland Council, Angus Council, Aberdeen City Council, Fife Council, North Lanarkshire Council, North Ayrshire Council, Renfrewshire Council, West Lothian Council and the City of Edinburgh Council.

4 POLICY IMPLICATIONS The additional option to include the use of third-party providers and to provide clear signage specifications are as follows:

- 4.2 Sponsorship and advertising on roundabouts will be managed through a third-party provider where East Lothian Council will receive a percentage of the income obtained.
- 4.3 Any potential third party provider will be required to sign a contractual agreement and will apply for advertising consent for all proposed installations. All applications should meet the specifications outlined in this policy.
- 4.4 There are 24 roundabout locations in East Lothian which are potentially suitable for sponsorship, which are listed in Appendix 1.
- 4.5 The proposed signs will be erected and maintained by a third-party provider and will contain information such as the name of the roundabout or name of the town/area in addition to the name of the Council and information on the sponsor.
- 4.6 All road signs must conform to the Traffic Signs and General Directions 2002 which regulate the size and dimensions for all traffic signs. Signage specifications are provided in Appendix 2.
- 4.7 A list of sponsorship that may be considered unacceptable is included in Appendix 3.
- 4.8 A typical arrangement of advertising signage is included in Appendix 4.

5 RESOURCE AND OTHER IMPLICATIONS

5.1 Finance: There is no cost to East Lothian Council in this policy. Any third-party provider is responsible for all costs associated with marketing, hardware, advertising consents and installations. Any income generated

comes at zero cost to East Lothian Council with the third-party provider carrying the burden of financial risk.

It is expected that the advertising on roundabouts will generate income for the Council. While it is difficult at this stage to quantify due to the number of variables, we commit to reporting back in 12 months as to the performance of this initiative.

- 5.2 Human Resources: Any additional work associated with roundabout sponsorship will be undertaken by existing staff.
- 5.3 Other (e.g. Legal/IT): None.
- 5.4 Risk: None. Third-party providers carry the burden of risk.

6 INTEGRATED IMPACT ASSESSMENT

- 6.1 ***Select the statement that is appropriate to your report by placing an 'X' in the relevant box.***

An Integrated Impact Assessment screening process has been undertaken and the subject of this report does not affect the wellbeing of the community or have a significant impact on: equality and human rights; tackling socio-economic disadvantages and poverty; climate change, the environment and sustainability; the Council's role as a corporate parent; or the storage/collection of personal data.

X

or

The subject of this report has been through the Integrated Impact Assessment process and impacts have been identified as follows:

Subject	Impacts identified (Yes, No or N/A)
Equality and human rights	
Socio-economic disadvantage/poverty	
Climate change, the environment and sustainability	
Corporate parenting and care-experienced young people	
Storage/collection of personal data	
Other	

The Integrated Impact Assessment relating to this report has been published and can be accessed via the Council's website:

https://www.eastlothian.gov.uk/info/210602/equality_and_diversity/12014/integrated_impact_assessments

7 APPENDICES

- 7.1 Appendix 1: Preapproved Roundabout Sites
- 7.2 Appendix 2: Suitable Sign Specification
- 7.3 Appendix 3: Sponsorship considered to be unacceptable for the type of products, services, businesses and organisations.
- 7.4 Appendix 4: Signage examples
- 7.5 Appendix 5: 2013 Policy on Roundabout Sponsorship

8 BACKGROUND PAPERS

- 8.1 None

9 AUTHOR AND APPROVAL DETAILS

Report Author(s)

Name	Kellie Jewell
Designation	Senior Project Officer
Tel/Email	kjewell@eastlothian.gov.uk
Date	15 August 2025

Head of Service Approval

Name	Tom Reid
Designation	Head of Infrastructure
Confirmation that IIA and other relevant checks (e.g. finance/legal) have been completed	Completed
Approval Date	15 August 2025

Appendix 1 Preapproved Roundabout Sites

REF No.	Roundabout Description
1	Bankton North Roundabout
2	Bankton South Roundabout
3	Gladsmuir North Roundabout
4	Gladsmuir South Roundabout
5	Oaktree North Roundabout
6	Oaktree South Roundabout
7	Newhailes Industrial Estate Roundabout
8	Olivebank Roundabout, Musselburgh
9	Levenhall Roundabout, Musselburgh
10	Wallyford Toll Roundabout
11	A6094/A6124 Whitecraig Roundabout
12	A198/B6371 Meadowmill Roundabout
13	A199/B6363 Roundabout, Gladsmuir
14	A199/A6137 Vert Roundabout, Haddington
15	A6137/B1377 Ballencrieff Roundabout
16	A198 Heugh Roundabout, North Berwick
17	A1087 Cement Works Roundabout
18	Alder Road Roundabout, Port Seton
19	A199 Dunbar Road Roundabout, Haddington
20	Abbots View, Haddington
21	A199 Phantassie Roundabout East Linton
22	A199 Beltonford Roundabout Dunbar
23	B1361 Mid Road Roundabout Prestonpans
24	Station Road Roundabout Musselburgh

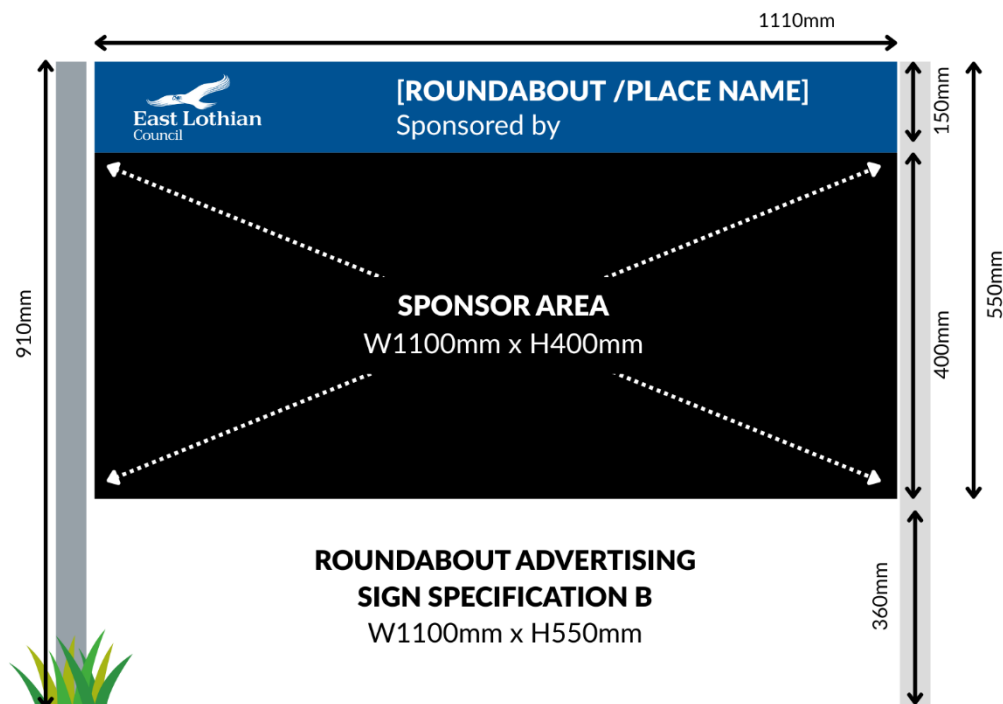
Appendix 2: Suitable Sign Specification

Sign artwork details:

- Ensure all custom fonts are supplied with the document or outlined.
- Artwork should be supplied as a high resolution PDF at the size of the sign
- Do not put details close to the edge of the sponsor area unless it is meant to be cropped. We recommend adding a 5mm bleed all around.
- Final image resolution should be at least 150dpi at 100%.
- Use vector graphics where possible to ensure optimum print quality.

The Roundabout artwork may have the following details:

- Logo + business name + web address + strapline + telephone number. Avoid using the www. in the web address. To reduce clutter and improve readability, do not include all of the permitted elements on one sign.
- Address and location information are permitted.
- Do not use arrows or direction messages.
- Political/Religious messages, promotion of gambling, alcohol or tobacco and any content considered offensive or socially controversial, WILL NOT be permitted.
- Any artwork supplied MUST NOT breach the Council's Brand Guidelines.



- Artwork should be supplied as a high-resolution PDF file at 100% (1100mm x 550mm).
- The overall sign size is 1100mm wide x 550mm high. The background colour and graphics should fill this area.
- The sponsor area is 1100mm wide x 400mm high.

Appendix 3 Sponsorship considered to be unacceptable for the following type of products, services, businesses and organisations.

- Political parties or where the content is considered to be of a political nature;
- Trade Unions or Employers Federations;
- Advertising contraceptives and associated products and services, except relating to health promotion;
- Sponsorship which may be construed as offering or promoting services of a sexual nature;
- Religious organisations or of a religious nature;
- Sponsorship which may be construed as showing or encouraging any type of prejudice (e.g. racial, sexual or religious);
- Sponsorship which is not considered to comply with the guidelines set down from time to time by the Advertising Standards Authority;
- Sponsorship for products of, or companies dealing in, the Tobacco industry
- Sponsorship for alcohol or alcoholic drinks;
and
- Any other sponsorship type deemed inappropriate by East Lothian Council.

Appendix 4: Signage examples

Example of roundabout *without* advertising signage



Example of roundabout *with* advertising signage



Real life example of Sign with 'Heritage' furniture (finials etc.).



REPORT TO: Cabinet

Appendix 5

MEETING DATE: 11 June 2013

BY: Executive Director (Services for Communities)

SUBJECT: Policy on Roundabout Sponsorship

1 PURPOSE

- 1.1 To inform Cabinet of the development of a Policy on Roundabout Sponsorship.

2 RECOMMENDATIONS

- 2.1 That Cabinet approves the adoption of this policy.

3 BACKGROUND

- 3.1 At the Cabinet meeting on 15 January 2013, it was agreed to continue to investigate the feasibility of the sponsorship of roundabouts and develop a policy for Cabinet approval.
- 3.2 Following this meeting in association with Economic Development, articles were published in the spring edition of 'Living East Lothian', 'The Buzz' magazine and an article also appeared in the East Lothian Courier on 18 January 2013. These provided details of the proposed policy following which 10 businesses registered an interest in advertising as part of this policy.
- 3.3 Potential sponsors will be required to sign an agreement and apply for advertising consent and both the impact on amenity and road safety will be taken into account as part of this application process.
- 3.4 There are 24 roundabout locations in East Lothian which are potentially suitable for sponsorship, which are listed in Appendix 1.
- 3.5 Eight other Scottish local authorities currently have some form of roundabout sponsorship in place, including The Highland Council, Angus Council, Aberdeen City Council, Fife Council, North Lanarkshire Council, Renfrewshire Council, West Lothian Council and the City of Edinburgh Council.
- 3.6 The proposed signs will be erected by the Council and will contain information such as the name of the roundabout or name of the town / area in addition to the name of the Council and information on the sponsor.

- 3.7 All road signs must conform to the Traffic Signs and General Directions 2002 which regulate the size and dimensions for all traffic signs. An indication of the type and size of sponsorship signage is provided in Appendix 2.
- 3.8 A list of sponsorship that may be considered unacceptable is included in Appendix 3.
- 3.9 It is intended that costs for advertising will be in the region of £100 per sign per month for a minimum of six months. In addition potential sponsors will be required to pay for the costs of production, erection and removal of these signs, payable in advance, at approximately £250 and an additional £192 for the application for advertising consent. Any applicable non- domestic rates will be paid as part of the monthly charge.
- 3.10 A typical arrangement of advertising signage is included in Appendix 4.

4 POLICY IMPLICATIONS

- 4.1 None

5 EQUALITIES IMPACT ASSESSMENT

- 5.1 This report is not applicable to the well being of equalities groups and Equalities Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

- 6.1 Financial – There are no financial Implications, initial costs will be recovered from potential sponsors. Income generated will be used to enhance the roundabout maintenance programme.
- 6.2 Personnel - Any additional work associated with roundabout sponsorship will be undertaken by existing staff.
- 6.3 Other - None

7 BACKGROUND PAPERS

- 7.1 None

AUTHOR'S NAME	Stuart Baxter
DESIGNATION	Senior Area Officer (West)
CONTACT INFO	Stuart Baxter – Ext 7669
DATE	27 May 2013

Ref. No.	Roundabout Description
1	Bankton North Roundabout
2	Bankton South Roundabout
3	Gladsmuir North Roundabout
4	Gladsmuir South Roundabout
5	Oaktree North Roundabout
6	Oaktree South Roundabout
7	Newhailes Industrial Estate Roundabout
8	Olivebank Roundabout, Musselburgh
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23	B1361 Mid Road Roundabout Prestonpans
24	Station Road Roundabout Musselburgh

Typical sign design and sizes



Sign dimensions : 1500mm wide by 200mm high



Sign dimensions : 1400mm wide by 400mm high

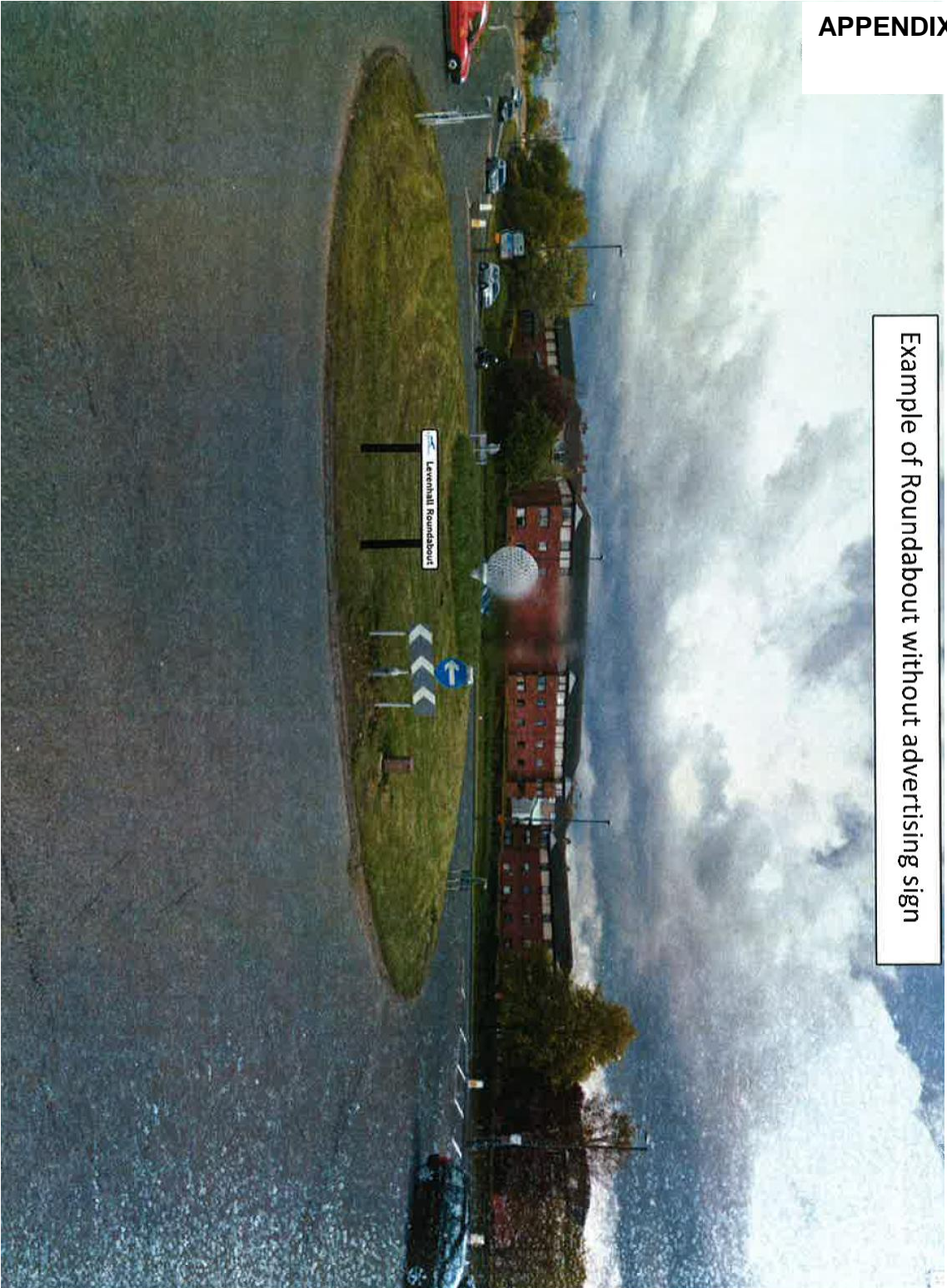


Sign dimensions : 1500mm wide by 400mm high

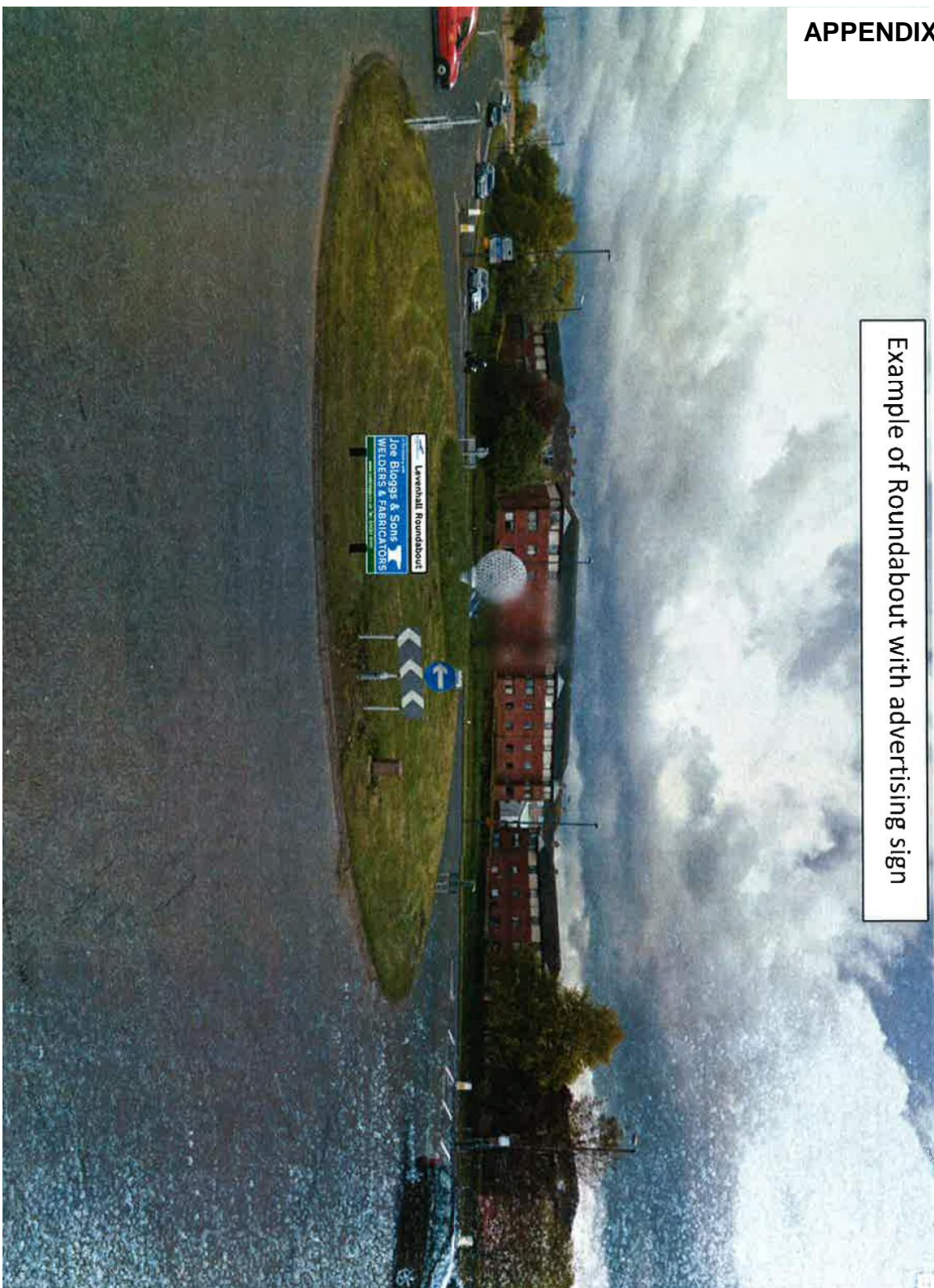
SPONSORSHIP CONSIDERED TO BE UNACCEPTABLE FOR THE FOLLOWING TYPE OF PRODUCTS, SERVICES, BUSINESSES AND ORGANISATIONS.

- Political parties or where the content is considered to be of a political nature;
- Trade Unions or Employers Federations;
- Advertising contraceptives and associated products and services, except relating to health promotion;
- Sponsorship which may be construed as offering or promoting services of a sexual nature;
- Religious organisations or of a religious nature;
- Sponsorship which may be construed as showing or encouraging any type of prejudice (e.g. racial, sexual or religious);
- Sponsorship which is not considered to comply with the guidelines set down from time to time by the Advertising Standards Authority;
- Sponsorship for products of, or companies dealing in, the Tobacco industry
- Sponsorship for alcohol or alcoholic drinks;
and
- Any other sponsorship type deemed inappropriate by East Lothian Council

Example of Roundabout without advertising sign



Example of Roundabout with advertising sign



Example of Roundabout with advertising information sign

