

EAST SUSSEX COUNTY COUNCIL

LEAD MEMBER – TRANSPORT AND ENVIRONMENT POLICY SUMMARY

ROADSIDE SPONSORSHIP	PS8/6
<u>Purpose of Policy</u> To permit planting, landscaping and sponsorship of roadside features with appropriate recognition of sponsors.	
<u>Specific Policies</u> 1. The Director of Transport & Environment is authorised to agree planting, landscaping and installation of other features on the highway through sponsorship with appropriate recognition notices. 2. The County Council will secure the design, implementation and maintenance of planting, landscaping or public art schemes on the highway. The applicant or sponsor will enter into an agreement to sponsor the scheme for a period of up to five years, and have this recognised on a sponsorship notice erected on the site. 3. Schemes shall be in accordance with the Code of Practice for roadside sponsorship taking into account the following factors; road safety, maintenance of the feature, future highway Works, the appropriateness of the proposals within the local environment, layout and number of sponsorship notices (normal notice size not to exceed 0.2 square metres), and any other relevant matters. 4. The procedure for designing schemes shall provide for taking into account the views of the local Member and the Town or Parish Council. 5. Proposals will need to satisfy current legislation concerning Public Utilities' apparatus.	
<u>Supporting Statement</u> Roadside sponsorship has been regulated by the provisions of the Highways Act 1980. This policy is designed to allow sponsoring organisations to improve the aesthetic appearance of the highway.	
<u>References – Further Information</u> H&T Committee– Agenda item 9.1 Transport & Environment Committee Cabinet Committee - Agenda Item 11 Lead Cabinet Member for Transport & Environment – Agenda Item 5	<u>Date of Approval</u> 16.09.1992 30.09.1997 19.04.2005 07.11.2005