

Roundabout Sponsorship Application Form

Sponsor a Roundabout

Ansa Environmental Services and Cheshire East Council have an exciting Service Concession Contract opportunity for businesses and communities to promote and advertise on roundabouts throughout Cheshire East.

Ansa and Cheshire East Council are keen to work with communities to support the local economy, support businesses and help Cheshire East thrive.

The opportunity to sponsor a roundabout is available to all businesses and communities (subject to authorisation by Ansa and Cheshire East Council and compliance to the Advertising Policy located in Appendix 2), alongside the relevant Ansa / Cheshire East Council message.

The advertisement will include your company logo, company name, strapline and contact information similar to the example below: The yellow area indicates the available space and the Ansa logo is included as an example.



Also included within the Sponsorship is:

- One Free mock design including your Company information
- One Free Refreshed Mock Sign Design at design stage.
- Production of the Sign(s)
- Delivery and Installation of the signs to your awarded Roundabout
- Final removal of the sign(s) after the Contract Period unless otherwise advised.

Apply to Sponsor a Roundabout

To apply to sponsor a roundabout, simply complete and return Appendix 1 'Sponsor a Roundabout' document to commercial@ansa.co.uk.

The Council and Ansa will then review all applications and will award Sponsorship Agreements to the highest bidder. Further information including the Sponsorship process can be found within the Sponsorship Agreement.

Award Process for a Roundabout

Applicants are expected to complete the Application Form in Appendix 1 and submit this to commercial@ansa.co.uk.

Applicants will be able to view and apply for all new roundabout sponsorship opportunities for a one month period following which Ansa will review applications and determine the successful applicants. An opportunities that are not sold during this period will remain available.

Ansa Environmental Services and Cheshire East Council will review the Sponsorship Applications to ensure suitability and compliance with the Roundabout Sponsorship Policy. Ansa reserves the right to remove sponsorships and advertisements at any time.

The sponsorship opportunity is subject to review, whereby roundabout sponsorship may not be renewed. All future opportunities will be advertised through the Ansa website (<https://www.ansa.co.uk/homepage.aspx>).

Sponsors are not permitted to produce, erect and/or remove the sponsorship and advertisements. The Applicant is advised to review the Sponsorship Agreement prior to submitting an application.

Please note, any incomplete applications will not be considered. A guide for completing the Application Form is included within Appendix 1. Further information regarding the Sponsorship Process, can be found within Schedule 2 of the Sponsorship Agreement.

Policy Evaluation

Advertisements should be suitable to a wide range of residents across Cheshire East, therefore must be compliant to the Advertising Policy included within Appendix 2. Ansa and Cheshire East will review all submissions to ensure that the Sponsorship Application is compliant to the policy, suitable advertisement to all residents of Cheshire East and meets the contractual requirements within the Sponsorship Application.

Pricing Evaluation

Applications which are compliant to the Policy Evaluation will be submitted to the second phase of the evaluation whereby applications will be evaluated based on individual roundabouts.

Roundabouts will be awarded to the Applicant who offered the highest value (ex VAT). Unsuccessful applicants are able to advise whether they wish to be placed on a reserve list should the initial successful supplier withdraw from the process.

Full instructions on how to complete the application form can be found within Appendix 1. Any queries in relation to the Sponsorship Application should be emailed directly to commercial@ansa.co.uk. If an Applicant submits a Sponsorship Agreement which is incorrect or incomplete, the application will be rejected.

Sponsorship Process

Following the successful application for Sponsorship, Ansa will issue the notification of award to all Applicants of their successful or unsuccessful application for each roundabout applied for following the Sponsorship Process within Schedule 2 of the Sponsorship Agreement. The Confirmed Order including all awarded roundabouts will be issued to the successful Applicant.

Appendix 1 – Application Form

Sponsor a Roundabout

Thank you for your interest in sponsoring one of Cheshire East's Roundabouts. Please complete this Application Form (Appendix 1) and submit your responses to commercial@ansa.co.uk

From the list below please identify your preference to which roundabout you would most like to sponsor, the price you are willing to pay (excluding VAT) for this sponsorship and your company information to be included on the roundabout. Please ensure that a copy of your logo is also included as an attachment.

Please ensure that you read and fully understand the instructions for completing the application, policy guidelines and Sponsorship Agreement before completing the application form.

Your Company Information⁶:

Details of your company:

Applicant Name:

Position in Company:

Company Name:

Correspondence Address:

Operating Address:

(if different from above)

Applicant Phone Number:

Applicant Email:

Please provide a brief description of your company⁷:

Information included on 'awarded' sign(s):

Company Name:

Company Web Address or Phone number:

Company Strapline:

Logo attached separately

Roundabouts:

Ref:	Roundabout	Town	Sign Size	No. Signs	Min Price for 12 months	Additional Info
001	A532 / A5019 (Municipal Buildings roundabout)	Crewe	1500mm x 600mm	4	£5,000	
002	A532 / A5020 University Way (Stuart Graham Honda Garage roundabout)	Crewe	1500mm x 600mm	5	£5,500	
003	A534 / A532 Weston Rd (Crewe train station / B&Q roundabout)	Crewe	1500mm x 600mm	4	£5,000	No sign opposite Tommy's Lane
004	B5472 / Old Park Rd (Crewe Hall Hotel roundabout)	Crewe	1000mm x 600mm	3	£4,750	
005	Crewe Rd / Crewe green Rd / Electra Way (MMU roundabout)	Crewe	1500mm x 600mm	4	£5,000	
007	A537 / Cumberland St / Oxford Rd	Macclesfield	600m x 450mm	3	£3,500	No signs opposite Oxford Rd or Hospital entrance
008	A537 / Ivy Road	Macclesfield	600m x 450mm	3	£3,500	No sign opposite Bishopton Drive
009	A537 Cumberland St / Westminster Rd	Macclesfield	600m x 450mm	3	£3,500	No signs opposite Sainsbury
010	A534 (Crewe Rd) / A51 (Nantwich Bypass) / Park Rd (The Peacock roundabout)	Nantwich	1500mm x 600mm	5	£5,500	
011	Middlewich Rd / Whitehouse Lane (Sainsbury's roundabout)	Nantwich	1000mm x 600mm	2	£3,000	

Roundabout Selected (Ref):

Price offered for 12 months (£)

Do you wish to be included on reserve lists for your chosen roundabout?

Yes No

Please outline why you have selected this roundabout:

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If there are any roundabouts not listed that you would be interested in applying for in the future, please detail their location here:

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I/We confirm that the information provided is done so to the best of our knowledge

I/We confirm that we have read and agree to the Policy and Sponsorship Agreement 2021.

I/We confirm that the price quoted for per roundabout will be fixed

Authorised Signatory

Name of Organisation:	
Name:	
Position in Organisation:	
Date:	

Instructions:

1. Please ensure that all elements of the application are completed fully. Any incomplete applications will not be accepted.
2. Before submitting the application form, please ensure that you have thoroughly read through all associated documents including: the Sponsorship Agreement, policy and guidance and the instructions to complete the application form.
3. Applications that are non-compliant with the Sponsorship Agreement, policies and instructions will be rejected.
4. Should an applicant become non-compliant after the award of a roundabout, their order(s) will be cancelled and the Sponsorship terminated with immediate effect.
5. Where you see this grey box, please double click the grey box and select 'checked' to indicate your answer. Try it here
6. Please provide information about your company, including applicants name and contact details for Ansa and Cheshire East Council to contact you regarding your application.
7. Please provide a brief description of your company, its size, industry and activity, including any relevant information to assist with your application.
8. Include the relevant information that will be included on 'awarded' signs. Upon the award of a successful application, Ansa will confirm this information with you, to share with the Sign manufacturer to create a mock design. If you do not have confirmed information, for example, 'strapline', please indicate this with 'TBC' (To Be Confirmed) or 'NYK' (Not Yet Known).
9. Please ensure that you have attached a copy of your company logo with this application. At this stage, the logo will be used for Ansa's and Cheshire East Council's information purposes only. Upon the award of a successful application, you will be required to send a high resolution logo to be included on your sign(s).
10. Please ensure that you are only completing the information for roundabouts that you wish to be considered for. Any roundabout which has incomplete and/or no information will not be taken into consideration for your application.
11. From the roundabouts which you wish to be considered for, please identify your preference to the ones you would most like to be awarded. Please ensure every roundabout listed has a preferred number with 1 being the most preferred roundabout.
12. Please indicate the total annual cost, excluding VAT, which you will be willing to pay for the roundabout.
13. Please indicate whether you wish to be included on the reserve list for your selected roundabouts, you will be included on this list for the first 3 months from installation. For further information see the Sponsorship Agreement, Schedule 2.
14. Please outline a brief summary of why you have chosen your selected roundabouts, please include what you hope to achieve from sponsoring your selected roundabouts
15. Please list any additional roundabouts which you would be interested in sponsoring which are not included within this list.

Appendix 2: Policy Guidelines



Interim Roundabout Advertising Policy

Cheshire East Council is developing a policy document regarding advertising across the borough. This interim policy is in place until the final policy is released when it will supersede this interim policy.

Sign specification

All signs will conform to planning and highways safety regulations.

Placing of sign

All necessary planning consents and highways safety audits will be completed prior to erection of the signs.

Sponsors will not erect their own signage or advertisements at any time.

Approval of advertisers

All proposed advertisers will be approved by Cheshire East Council prior to signing an advertising contract.

Certain industry sectors will not be allowed to advertise on Cheshire East roundabouts. For example: tobacco, alcohol, gambling, pornography, adult content, political organisations etc. In order to ensure new sponsors are reputable clients, Ansa will ensure that Cheshire East Council have no on-going issues or historical incidents with the organisation. This will include checks with the following Cheshire East Council teams:

- Trading Standards
- Planning
- Business Rates
- Economic Development

Policy Amendments

Cheshire East Council reserves the right to amend the policies and guidance at any time.