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 for 12 months.

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 to include your company’s information in Cheshire East 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. This opportunity will run for a 1 year trial basis.

The advertisement will include your company logo, company name, strapline and contact information similar to the example below:

Also included within the Sponsorship is:

STRAPLINE

COMPANY NAME

& LOGO

To advertise on other roundabouts in Cheshire East, visit [www.ansa.co.uk](http://www.ansa.co.uk)

CONTACT INFORMATION

* 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 12 months unless otherwise advised.

Apply to Sponsor a Roundabout

To apply for this opportunity, simply return Appendix 1 ‘Sponsor a Roundabout’ document, completed, via procurement portal, The Chest (<https://www.the-chest.org.uk/>).

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

Award Process for a Roundabout

Businesses are expected to complete the Application Form in Appendix 1 and submit this through the relevant outlets on the Chest under reference DN308552.

The below indicative timetable is for the application process and award for the Sponsorship for Roundabout Signs in Cheshire East:

|  |  |
| --- | --- |
| **Stage** | **Date(s)/time** |
| Issue of Sponsorship Application | Monday 20th November 2017 |
| Deadline for Sponsorship Application  | Monday 11th December 2017, 12.00 noon |
| Evaluation of Submissions | Monday 11th December 2017 until Friday 5th January 2018 |
| Notification of Award of Sponsorship | Monday 8th January 2018 |

Ansa reserves the right to change the timetable at their discretion.

Ansa Environmental Services and Cheshire East Council will review the Sponsorship Applications as per the evaluation information below and reserve the right to remove sponsorships and advertisements at any time.

The sponsorship opportunity is subject to review, whereby roundabout sponsorship may not be able to be renewed. All future opportunities will be available through the North West Procurement Portal, the Chest.

Sponsors are not permitted to produce, erect and/or remove the sponsorship and advertisements.

The supplier 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 roundabout.

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 directed through the Chest.

In the event that a supplier 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 suppliers 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 supplier.

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 via the Chest by Monday 11th December 2017, 12.00 noon.

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:

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Information included on ‘awarded’ sign(s) 8:

|  |  |
| --- | --- |
| Company Name: |  |
| Company Web Address or Phone number: |  |
| Company Strapline: |  |
| Logo attached separately9 |  |

Roundabouts10:

| Ref. | Roundabout Location | Sign Size(Width x Height) | Number of Signs | Preference11 | Quoted Cost (£)12 |
| --- | --- | --- | --- | --- | --- |
| Alderly Edge |  |  |
| 17/0839M | A34 / Melrose Way / Pendleton Way / Alderley Road. | 1.0m x 0.45m | 4 |  |  |
| Bollington |  |  |
| 17/0904M | A523 / B5090 | 0.6m x 0.45m  | 4 |  |  |
| 17/0905M | A523 / B5091 | 0.6m x 0.45m | 4 |  |  |
| Crewe |  |  |
| 17/0903N | A532 / A5019 (Municipal Buildings roundabout) | 1.5m x 0.6m | 4 |  |  |
| 17/0205N | A534 / A532 Weston Rd (Crewe train station / B&Q roundabout)*No sign opposite Tommy’s Lane* | 1.5m x 0.6m | 4 |  |  |
| 17/0906N | A532 / A5020 University Way (Stuart Graham Honda Garage roundabout) | 1.5m x 0.6m | 5 |  |  |
| 17/0907N | B5472 / Old Park Rd ( Crewe Hall Hotel roundabout) | 1.0m x 0.6m | 3 |  |  |
| 17/0933N | Crewe Rd / Crewe green Rd / Electra Way ( MMU roundabout) | 1.5m x 0.6m | 4 |  |  |
| Handforth |  |  |
| 17/0830M | A34 / Coppice Way roundabout (Marks and Spencer / Total Fitness roundabout) | 1.0m x 0.45m | 4 |  |  |
| Macclesfield |  |  |
| 17/0888M | A537 / Ivy Road*No sign opposite Bishops Drive* | 0.6m x 0.45m | 3 |  |  |
| 17/0891M | A537 / Cumberland St / Oxford Rd*No sign opposite Oxford Road or Hospital Entrance* | 0.6m x 0.45m | 3 |  |  |
| 17/0894M | A537 Cumberland St / Westminster Rd *No sign opposite Sainsburys* | 0.6m x 0.45m | 3 |  |  |
| 17/0895M | A537 Cumberland St / Churchill Way | 0.6m x 0.45m | 3 |  |  |
| 17/0898M | A537 / A523 (Tesco roundabout) | 0.6m x 0.45m | 4 |  |  |
| 17/0899M | A523 / Brocklehurst Way (McDonalds roundabout)  | 0.6m x 0.45m | 4 |  |  |
| Nantwich |  |  |
| 17/0944N | Middlewich Rd / Whitehouse Lane (Sainsbury’s roundabout)*No sign opposite Sainsburys and Whitehouse Lane* | 1.0m x 0.6m | 2 |  |  |
| 17/0945N | A534 (Crewe Rd) / A51 (Nantwich Bypass) / Park Rd (The Peacock roundabout) | 1.0m x 0.6m | 5 |  |  |
| 17/0947N | A530 / A51 (Nantwich Bypass) / Middlewich Rd (Alvaston roundabout) | 1.5m x 0.6m | 5 |  |  |
| 17/0950N | A51 (Newcastle Rd) / A500 / Cheerbrook Rd (CheerBrook roundabout) | 1.5m x 0.6m | 5 |  |  |
| Wilmslow |  |  |
| 17/0836M | A34 / A538 (Ford Garage roundabout) | 1.0m x 0.45m | 3 |  |  |
| 17/0880M | A34 / A538 (Wilmslow High School Roundabout) | 1.0m x 0.45m | 4 |  |  |
| 17/0881M | A34 / Dean Row | 1.0m x 0.45m | 3 |  |  |
| 17/0886 | A538 (Waters Roundabout) | 0.6m x 0.45m | 3 |  |  |

Please note: A maximum of 20 roundabouts will be awarded through the trail.

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|  |

Indicate the maximum roundabouts to be awarded13?

Do you wish to be included on reserve lists for your chosen roundabouts14?

Yes [ ]  No [ ]

Please outline why you have selected these roundabouts15:

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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 here16:

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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 2017.

I/We confirm that the price quoted for per roundabout will be fixed for 12 month period

**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 each roundabout. The recommended minimum price per roundabout is £6,600.00.
13. Indicate the maximum number of roundabouts you wish to be awarded. Please note: Ansa/Cheshire East Council does not guarantee the award of any roundabouts.

For example: if you have indicated that you would like to be considered for 10 roundabouts, (ordered by preference), but only wish to be awarded 2 roundabouts out of the 10 applied for, please insert the number ‘2’ into this box.

1. 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.
2. 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
3. Please list any additional roundabouts which you would be interested in sponsoring which are not included within this list.

Appendix 2: Policy Guidelines

*******Draft –Subject to change*

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# 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.