

# SPONSORED ROUNDABOUT APPLICATION FORM

**Southend-on-Sea Borough Council are pleased to offer businesses and organisations the opportunity to sponsor a roundabout.**

In doing so you can raise your profile and promote your organisation to thousands of residents and visitors. In addition sponsorship is a way of making a positive contribution to the local community and supporting Make Southend Sparkle.

All prices quoted include the manufacture and installation of the signs and the landscape maintenance.

## PERSONAL DETAILS

**NAME OF ORGANISATION**.....

**ADDRESS**.....

.....

..... **POSTCODE**.....

**CONTACT NAME**.....

**CONTACT NUMBER**.....

**E-MAIL CONTACT**.....

### DATA PROTECTION ACT 1998

Under the Data Protection Act 1998, we have a legal duty to protect any personal information we collect from you.

- We will only use personal information you supply to us for the reason that you provided it for.
- We will only hold your information for as long as necessary to fulfil that purpose.
- We will not pass your information to any other parties (including other Council departments) unless this is made clear to you at the time you supplied it.
- All employees and contractors who have access to your personal data or are associated with the handling of that data are obliged to respect your confidentiality.

### FAIR PROCESSING NOTIFICATION

This authority is under a duty to protect the public funds it administers, and to this end may use the information you have provided on this form for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes.

**PLEASE COMPLETE THE FORM ON THE FOLLOWING PAGES**

## PLEASE CHOOSE ONE OF THE FOLLOWING

We have 4 packages available to sponsors. All prices are per annum and dependent upon location. The cost of sponsorship is divided into a pricing structure of bronze, silver, gold and platinum based upon the amount of traffic that passes it on a daily basis.

**Please indicate which roundabout(s) you are interested in sponsoring (refer to map on next page). All choices are subject to availability.**

### BRONZE: £1000

<b>2</b>	Rectory Grove	
<b>3</b>	Elm Road, Leigh	
<b>4</b>	Broadway West	

<b>31</b>	Eagle Way	
<b>32</b>	Vanguard Way	
<b>33</b>	Constable Way	

### SILVER: £1500

<b>1</b>	Blenheim	
<b>16</b>	Chandlers Way	
<b>17</b>	Fossetts Way A	
<b>18</b>	Fossetts Way B	
<b>19</b>	Fossetts Way C	

<b>26</b>	Woodgrange Drive	
<b>27</b>	Maplin Way North	
<b>28</b>	Poynters Lane	
<b>29</b>	North Shoebury Road	
<b>30</b>	Elm Road, Shobouyryness	

### GOLD: £2000

<b>5</b>	Eastwoodbury A	
<b>6</b>	Eastwoodbury B	
<b>9</b>	Thanet Grange	
<b>10</b>	St Lawrence	
<b>14</b>	East Street	

<b>21</b>	Queensway/ Chancellor Way	
<b>22</b>	Queensway/ Southchurch Ave	
<b>24</b>	Thorpe Hall Avenue	
<b>25</b>	Bournes Green	

### PLATINUM: £3500

<b>7</b>	Nestuda Way	
<b>8</b>	Prince Avenue	
<b>11</b>	Harp House	
<b>12</b>	Cuckoo Corner	

<b>13</b>	London Road	
<b>15</b>	Jones/Victory Sports Grd	
<b>20</b>	Eastern Ave	
<b>23</b>	Garon Park	

# SPONSORED ROUNDABOUT LOCATIONS IN SOUTHEND



## key

1. Blenheim
2. Rectory Grove
3. Elm Road - Leigh-on-Sea
4. Broadway West
5. Eastwoodbury A
6. Eastwoodbury B
7. Nestuda Way
8. Prince Avenue (Tesco)
9. Thanet Grange
10. St Lawrence
11. Manners Way
12. Cuckoo Corner
13. London Road (Sainsburys)
14. East Street
15. Jones/Victory Sports Ground
16. Chandlers Way
17. Fossefitts Way A
18. Fossefitts Way B
19. Fossefitts Way C (B&Q)
20. Eastern Avenue (Waitrose)
21. Queensway/Chancellor
22. Queensway/Southchurch Ave
23. Garon Park
24. Thorpe Hall Avenue
25. Bournes Green Chase
26. Woodgrange Drive
27. Maplin Way North
28. Poynters Way (Angel Inn)
29. North Shoebury Road (Asda)
30. Elm Road Shoebury
31. Eagle Way
32. Vanguard Way
33. Constable Way



# TERMS AND CONDITIONS

1. The full cost is payable in advance once your sponsorship has been agreed.
2. All signs are the property of the Council.
3. The Council reserves the right to refuse at any time any sponsorship or advertisement which are of the following nature:
  - (a) Which may be construed as offering services of a sexual nature.
  - (b) Which may be construed as showing or encouraging racial or sexual prejudice.
  - (c) Which are considered not to comply with the guidelines set down from time to time by the Advertising Standards Authority; or
  - (d) of such types as may be specified by the Council from time to time.
4. Manufacture and installation costs are included as part of the sponsorship. The cost includes 1 replacement sign, per roundabout if a sign is damaged beyond repair. Subsequent replacements will be charged to the sponsor.
5. There will be up to 1 sign per access of a roundabout dependent upon location.
6. Roundabout signs will display up to 1 business and 1 strap line plus 'Supporting Make Southend Sparkle' and the Southend-on-Sea Borough Council logo.
7. Planting and maintenance will be designed, created and managed as considered appropriate by The Council.
8. Sponsorship will run for a contract period for up to 12 months and expire on 30th March each financial year.
9. One month prior to the expiration of the sponsorship agreement the current sponsor will be offered the opportunity to renew the sponsorship.
10. Both parties may at any time terminate this Agreement by providing 1 months' notice in writing. No refunds will be given if terminated by sponsor. The council will be responsible for the removal of any signs.

**I CONFIRM I HAVE READ AND UNDERSTOOD ALL OF THE TERMS AND CONDITIONS REGARDING SPONSORED ROUNDABOUTS AND ACCEPT THEM IN THEIR ENTIRETY.**

**AS AN AUTHORISED SIGNATORY AND ON BEHALF OF:**

.....

**PRINT NAME:**.....

**DATE:**.....

**ONCE THIS FORM IS COMPLETE PLEASE RETURN IT BY EMAIL TO:  
[culturebusinesssupport@southend.gov.uk](mailto:culturebusinesssupport@southend.gov.uk)**

**OR ALTERNATIVELY YOU CAN POST IT TO:**

**SOUTHEND BOROUGH COUNCIL  
PO BOX 6  
CIVIC CENTRE  
SOUTHEND ON SEA  
ESSEX  
SS2 6ER**

