

**BRIDGNORTH TOWN COUNCIL
TOWN COUNCIL MEETING**

16th AUGUST 2022

RW/2022

10th AUGUST 2022

REPORT TO TOWN COUNCILLORS

AGENDA ITEM 11 – BRIDGNORTH ROUNDABOUTS

AIM

1. To agree the procedure with regards to the ongoing maintenance of the 4 following roundabouts in Bridgnorth that are owned by Shropshire Council:
 - Bandon Island (A442)
 - Wolverhampton Island (B4363)
 - Ludlow Island (A458)
 - Kidderminster Island (A442)

BACKGROUND

2. The Town Council have for many years maintained the above 4 roundabouts on behalf of Shropshire Council at a minimal charge.
3. The agreement allowed the Town Council to allow companies to advertise on the roundabouts and keep the revenue from this activity.
4. The agreement was originally signed in 2002 for a period of 5 years.
5. A new agreement was not entered into although the mutual arrangement still stood.
6. Shropshire Council are entering into a Countywide initiative with regards to the roundabouts.

DISCUSSION/ COMMENT

7. The Town Council recently received a planning application (22/01698/AVD):

Proposal: Erect and display four sponsorship signs placed on the roundabout
Site Address: Roundabout Junction A442 Cann Hall Road, Mill Street and B4363
Wolverhampton Road.

8. A meeting was held between the Interim Town Clerk, Interim RFO, Shropshire Council and CP Media to better understand the situation.
9. The current arrangement between Bridgnorth Town Council and Shropshire Council is to come to an end.
10. Shropshire Council, through CP Media, are to start offering sponsorship.

11. Shropshire Council wish for the Town Council to continue maintaining the roundabouts to the above average standard level as previous years.

FINANCIALS

12. There is currently a verge maintenance agreement between us and Shropshire Council for certain areas within town which includes the 4 said roundabouts. This amounts to £16,747.50 for FY 2022/2023.
13. The agreement only provides for a basic maintenance plan although the traffic islands are maintained to a much higher standard to include; bedding plants, hanging baskets, trees and shrubs.
14. A costing calculation has been carried out by the Outdoor & Property Manager for the extra charges that would apply for the enhanced maintenance above and beyond the existing agreement; £3,287.50 plus 10% admin costs.
15. This would bring the total charge to £20,363.75.
16. Bridgnorth Town Council currently receive income from advertisements on the roundabouts; anticipated £7,168 for FY 2022/2023.
17. The loss of this income is, in part, off set against the reduction in administration costs surrounding the advertising element.

OPTIONS

18. 'Hand back' all 4 roundabouts to Shropshire Council but continue with low level maintenance.
19. 'Hand back' all 4 roundabouts to Shropshire Council but continue with the enhanced level of maintenance.
20. Hand back all 4 roundabouts to Shropshire Council along with all future maintenance.

RECOMMENDATION(s)

21. It is recommended that the Town Council **RESOLVES:**

To 'hand back' all 4 roundabouts to Shropshire Council but continue with the enhanced level of maintenance at a of £3,287.50 plus 10% admin costs.

Ros Williams
Interim Town Clerk