



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

ROUNDAABOUT SPONSORSHIP SCHEME 2022

1. Introduction

Roundabouts have the potential to be so much more than traffic control features. They can also be attractive greenspaces, which greatly enhance the appearance of our cityscape and provide havens for biodiversity.

Limerick City and County Council are seeking expressions of interest from businesses and organisations who wish to sponsor biodiversity-friendly roundabouts in the city and county of Limerick. The Council are looking to hear from businesses and organisations who wish to enhance the local environment while benefiting from the advertising opportunities that are being offered. The scheme shall provide businesses and organisations an excellent opportunity to promote themselves through their association with the landscaping and maintenance of roundabouts.

The sponsoring company will be responsible for having a biodiversity friendly design created for their roundabout of choice. These designs should reflect the character of their settings, with the more rural roundabouts incorporating wildflowers and native species, while more formal designs, based on pollinator friendly perennials, are encouraged for the roundabouts in more urban locations.

2. Sponsorship

The sponsorship period will be for a duration of 3 years, commencing on completion of the planting. Subject to satisfactory maintenance of the roundabout(s), the Council may, at its discretion, extend the sponsorship for a specified period. Each applicant can tender for one or more roundabouts. Joint applications will also be accepted where a maximum of two businesses or organisations wish to sponsor a roundabout jointly.

3. Roundabout Maintenance

The sponsors will be responsible for implementation of the initial landscaping works and the ongoing maintenance thereafter for a period of 3 years. The sponsor will be required to engage the services of a suitably experienced and competent landscape contractor who will be required to adhere to the appropriate Health & Safety requirements for working in a live traffic environment.

The sponsor will be required to keep the roundabout clean, tidy and well maintained at all times. If, in the opinion of the Council, the maintenance of the roundabout falls below an acceptable standard, detracts from the visual amenity of the area or becomes a traffic hazard, the council will give notice to the sponsor setting out improvements required. If the sponsor fails to implement the improvements within 4 weeks of the date of the notice, the council may, at its discretion, terminate the sponsorship agreement.

The Sponsor will be responsible for any and all damage to the soft landscaping for the duration of the agreement, regardless of how it occurs, and will be required to repair and replace as necessary for the duration of the agreement.

4. Services

There are a number of services passing through each roundabout (Water, Storm, Sewers) with associated manholes that LCCC staff will require access to at all times. Further details will be provided at implementation stage.

5. LCCC Indemnity

The successful candidate will be required to provide evidence of indemnity to Limerick City & County Council for the duration of the agreement.

6. Signage

Sponsors will be allowed to erect discreet signs at their respective roundabouts. These signs and their locations will be subject to the approval of Limerick City & County Council and will show brief details of the company name and logo, as well as the name of the roundabout along with the logo of Limerick City & County Council. Each advertising sign will be appropriate to the size of the roundabout. Signs will not be retro-reflective or externally illuminated in the interest of traffic safety. No alternative or additional advertising signs will be allowed other than the approved signs. The overall dimension of the sign shall not exceed the dimensions of the chevron sign beneath which it is attached. It is envisaged that the signage will be placed beneath the black and yellow chevron signs at each roundabout. Overall dimensions will require council approval prior to manufacture. Signage must be 2.5mm aluminium panel with fixing rails to rear to fix to poles. The signage shall be attached to the fixing poles via channel fixing rails to the rear of the signs. It will be the responsibility of the sponsor to have their signage fabricated and erected at their own expense. They shall submit the precise details of the design etc. to be agreed with the Council. The maximum number of signs will be agreed with the council, post tender. The signs will remain the property of the sponsor and shall be returned to them at the end of the agreement. The sponsor will be responsible for any and all damage to signs regardless of how it occurs, and will be required to repair and replace as necessary for the duration of the agreement. If the sign becomes faded and/or untidy in appearance, the Council reserves the right to request a new sign. Please note that advertising for the following types of products, businesses, services or organisations is not allowed on roundabouts under this sponsorship scheme.

- Advertising that may be construed as showing or encouraging any type of prejudice e.g. racial, sexual or religious.
- Advertising which is considered not to comply with the guidelines set down from time to time by the Advertising Standards Authority for Ireland.
- Advertising for products of, or companies dealing in the Tobacco Industry.
- Advertising for alcohol or alcoholic drinks.
- Advertising related to gambling.

- Any other type of advertising deemed inappropriate by Limerick City & County Council.

7. Expressions of Interest

Expressions of interest should be submitted by email as detailed in section 10 below. It will be the responsibility of the company to commission a design for the roundabout that they wish to sponsor. This design will need to be approved by Limerick City and County Council before any agreement for sponsorship can be entered into. The company shall then be responsible for obtaining the services of a landscape contractor to implement and maintain their design. Where more than one company expresses interest in the same roundabout, sponsorship will be allocated on a first come basis subject to compliance with the other conditions of the scheme. The Council's decision on whether or not any EOI is acceptable will be final.

8. Joint Expressions of Interest

Joint applications will also be accepted where a maximum of two businesses or organisations wish to sponsor a roundabout jointly. One of the companies must be nominated as the primary company for the agreement. The primary company will be the point of contact for the duration of the agreement.

9. Communication:

Any communication in connection with this Expression of Interest (EOI) or requests for clarification should be emailed to roundabouts@limerick.ie

10. Submission of EOI

To submit an expression of interest, please email roundabouts@limerick.ie using the subject line: "Expression of Interest for Roundabout Sponsorship". Your email should provide details of the company name, contact person and indicate which roundabout in Limerick city or county that you are interested in sponsoring.

11. Closing Date & Time

This is an ongoing call and there is no closing date.

12. Notification of Applicants

Limerick City & County Council will contact interested companies to say whether or not their chosen roundabout is available and to provide feedback on their design as soon as possible after receipt of expressions of interest.

13. Freedom of Information

All responses to this invitation will be treated in confidence and no information contained therein will be communicated to any third party without the written permission of the applicant except in so far as is specifically required for consideration and evaluation of the response or as may be required under law, including the Freedom of Information Acts 1997 & 2003. Applicants are asked to consider if any of the information supplied by them in response to this request for EOI should not be disclosed because of its

sensitivity. If this is the case, applicants should specify the information that is sensitive and the reasons for its sensitivity. Limerick City & County Council cannot guarantee that any information provided by applicants, either in response to this EOI or in the course of any sponsorship awarded as a result thereof, will not be released pursuant to the Council's obligations under law, including the Freedom of Information Acts 1997 & 2003. Limerick City & County Council accepts no liability whatsoever in respect of any information provided which is subsequently released or in respect of any consequential damage suffered as a result of such disclosure.

14. Cancellation of Agreement:

The Council reserves the right to cancel or suspend the sponsorship agreement at one month's notice.

