

## Climate Change Committee

<b>Date of Meeting</b>	28 <sup>th</sup> November 2023
<b>Report Subject</b>	Roundabout Portfolio Sponsorship Policy update
<b>Cabinet Member</b>	Cabinet Member Climate Change & Economy
<b>Report Author</b>	Chief Officer (Planning, Environment & Economy)
<b>Type of Report</b>	Operational

### EXECUTIVE SUMMARY

Flintshire is a successful prime location for business. Flintshire has close links to all major road networks, rail links, airports and ease of access to North Wales and the North West Cheshire borders making it an ideal area to locate and promote businesses.

The Council has introduced a roundabout sponsorship scheme which is intended to:

- » raise the quality of the environment by improving the appearance of roundabouts;
- » improve the image of the County as a vibrant and high-quality location for business; and
- » promote the range of high quality businesses already located here.

Companies are able to sponsor a roundabout in the County and see their company promoted in these highly-visible locations as a result.

However, this policy does not currently reflect the Council's commitment to become a net zero Council by 2030, and support and influence decarbonisation across the wider county.

### RECOMMENDATIONS

1	To support the amendment to the Roundabout Portfolio Sponsorship policy in line with net zero carbon commitments.
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## REPORT DETAILS

<b>1.00</b>	<b>EXPLAINING THE REPORT</b>
1.01	<p>Flintshire has a strong economy which has weathered the economic downturn better than many other areas. This strength is derived from the range of high quality businesses operating in the County, the quality of its workforce and the excellent geographical location of the County.</p> <p>Flintshire is a successful prime location for business. Flintshire has close links to all major road networks, rail links, airports and ease of access to North Wales and the North West Cheshire borders making it an ideal area to locate and promote businesses.</p>
1.02	<p>Flintshire County Council has introduced a roundabout sponsorship scheme. This scheme is intended to:</p> <ul style="list-style-type: none"><li>» raise the quality of the environment by improving the appearance of roundabouts;</li><li>» improve the image of the County as a vibrant and high-quality location for business; and</li><li>» promote the range of high quality businesses already located here.</li></ul> <p>Companies will be able to sponsor a roundabout in the County and see their company promoted in these highly-visible locations as a result.</p> <p>Companies will be able to promote their company name, logo and website and highlight their particular service or product on one of our roundabouts. There are various locations around Flintshire which companies can choose from. Sponsorship funds will go towards the maintenance and development of the roundabouts and wider regeneration that will make a significant impact on the area.</p>
1.03	<p>FCC is seeking the best results for the County in terms of improving the environment and image. Some roundabouts are small and feature only a grass centre. Others are much larger and higher-profile and might be able to accommodate improved landscaping and the installation of visual features that reflect the character and economy of Flintshire. FCC wants to work with the business community to bring as many roundabouts as possible into the sponsorship scheme, upgrading their appearance wherever possible.</p> <p>Sponsorship will involve companies contributing to the improvement and upkeep of roundabouts in the County. Signs will be installed on sponsored roundabouts to acknowledge the role of the company and to enable the company to raise their profile locally.</p>
1.04	<p>The different roundabouts in Flintshire have been banded into two groups (A &amp; B) to reflect their location and traffic flows. The costs of a basic sponsorship package for each Band are shown below:-</p> <p><b>Band A - £2958.43 per annum</b> <b>Band B - £2958.43 per annum</b></p> <p>This basic package covers the costs of designing and installing signage on the roundabout to acknowledge the company providing sponsorship and covers the maintenance of those signs.</p>
1.05	<p>Currently, there is no reference within the policy, towards the Council's ambition and influence to decarbonise both the Council's assets and services and those of the wider county.</p>

1.06	<p>Within the 'Notes on Sponsorship' section, the policy details criteria around the selection of companies. This section gives the opportunity to detail the Council's position on company selection in line with carbon ambitions.</p> <p>A new bullet point could be added:</p> <ul style="list-style-type: none"> <li>- In line with FCC's ambition to decarbonise the Council's assets and services, and encourage and influence the wider county to decarbonise, the Council will not be supporting fossil fuel companies or companies that provide fossil fuel products.</li> </ul> <p>This allows the Council to show its support towards companies that share its ambitions towards climate change mitigation and adaptation.</p>
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<b>2.00</b>	<b>RESOURCE IMPLICATIONS</b>
2.01	No additional resource implications identified.

<b>3.00</b>	<b>IMPACT ASSESSMENT AND RISK MANAGEMENT</b>					
3.01	<p>It is possible that officers evaluating applications will need guidance from Climate change team with regards to matching the new criteria point specified.</p> <p>There is a risk that the Council could lose potential investment from fossil fuel companies as a result of this amendment.</p>					
3.02	<p><b>Ways of Working (Sustainable Development) Principles Impact</b></p> <table border="1" data-bbox="328 1267 1388 2089"> <tr> <td data-bbox="328 1267 743 1890">Long-term</td> <td data-bbox="750 1267 1388 1890"> <p>Positive: Decarbonisation of the Council's activities and services will require long term planning and a long term vision to ensure systems and services are fit for purpose as the climate changes as well as reducing the impact of harmful climate change through mitigation.</p> <p>Decarbonisation activities such as planting trees and developing renewable energy will have long lasting impacts over tens to hundreds of years. These activities also contribute to the climate change targets set by Welsh Government particularly Wales generating 70% of its electricity demand from renewable energy by 2030 and becoming a net zero carbon nation by 2050.</p> </td> </tr> <tr> <td data-bbox="328 1899 743 2089">Prevention</td> <td data-bbox="750 1899 1388 2089"> <p>Positive: In order to avoid the harmful effects of climate change it is necessary for the Council to reduce its carbon emissions and increase the amount of carbon sequestered in its land assets. Carbon emissions caused by human</p> </td> </tr> </table>		Long-term	<p>Positive: Decarbonisation of the Council's activities and services will require long term planning and a long term vision to ensure systems and services are fit for purpose as the climate changes as well as reducing the impact of harmful climate change through mitigation.</p> <p>Decarbonisation activities such as planting trees and developing renewable energy will have long lasting impacts over tens to hundreds of years. These activities also contribute to the climate change targets set by Welsh Government particularly Wales generating 70% of its electricity demand from renewable energy by 2030 and becoming a net zero carbon nation by 2050.</p>	Prevention	<p>Positive: In order to avoid the harmful effects of climate change it is necessary for the Council to reduce its carbon emissions and increase the amount of carbon sequestered in its land assets. Carbon emissions caused by human</p>
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Prevention	<p>Positive: In order to avoid the harmful effects of climate change it is necessary for the Council to reduce its carbon emissions and increase the amount of carbon sequestered in its land assets. Carbon emissions caused by human</p>					

	<p>activities are the main cause of climate change.</p> <p>Mitigating climate change will help to reduce impacts such as extreme weather causing flooding / extreme heat, loss of wildlife and habitats, increased pests and diseases, etc.</p> <p>Adapting to the impacts of climate change now will improve sustainability of our communities as the climate changes.</p>
Integration	<p>Positive: Becoming net zero carbon integrates with the following priorities under the Council Plan; Green Council, Ambitious Council and Supportive Council. It integrates with the public service board objectives in the Environment priority of the Wellbeing Plan as well as the Smart Access to Energy project in the North Wales Growth Deal. It also integrates with the Environment (Wales) Act 2016 and Welsh Government's decarbonisation of the public sector agenda.</p>
Collaboration	<p>Positive: The climate change programme offers multiple opportunities to work collaboratively both internally and externally – and this collaboration will determine the success of the programme. Collaboration with the following groups is needed to ensure decarbonisation is integrated into everything that the Council and the wider region does and plans for:</p> <ul style="list-style-type: none"> <li>- Welsh Government</li> <li>- Other public sector organisations such as local authorities, NRW, health boards, universities.</li> <li>- Private sector</li> <li>- Regional groups such as the North Wales Economic Ambition Board</li> <li>- Local Town and County Councillors</li> <li>- the local communities</li> </ul>
Involvement	<p>Positive: If decarbonisation is to succeed and harmful climate change is to be avoided then everyone at a professional and personal level will need to be involved</p>
<p><b>Well-being Goals Impact</b></p>	
Prosperous Wales	<p>Positive: Reducing the Council's carbon emissions should enable strategic investment in projects and ways of working</p>

		that could deliver savings or generate new income streams, therefore supporting delivery of local services. It should also facilitate the development of the low carbon economy through infrastructure projects, sustained tree planting, land management etc which can support local businesses and communities.
	Resilient Wales	Positive: Decarbonisation of the Council's activities and services will promote resilience through actions such as: investment in renewable energy infrastructure which helps to reduce reliance on imports from across Europe and the World and the associated price fluctuations, and increasing ecological resilience through enhancing biodiversity particularly on land with low ecological value. By planning for climate change adaptation the Council's services and its communities will also be resilient.
	Healthier Wales	Positive: Decarbonisation requires a shift to active travel, investment in green infrastructure, support for local and sustainable food sources, and development of renewable energy which are likely to promote healthier lifestyles, improved wellbeing and reduced health impacts from poor air quality.
	More equal Wales	Neutral; No impact identified
	Cohesive Wales	Neutral; No impact identified
	Vibrant Wales	Neutral; No impact identified
	Globally responsible Wales	Positive: Reducing the Council's carbon emissions to net zero helps to mitigate climate change and therefore contributes to the achievement of Welsh Government, UK Government and international climate goals.
3.03	Not anticipated to be any negative anti-poverty, equalities or environmental impacts of the scheme.	
3.04	<p><b>The Council's Well-being Objectives</b></p> <p>Decarbonisation of the Council's activities will support the Green Council objective with a key impact of reducing carbon emissions mitigating climate change, for example, through the development of alternative and renewable energy production, promoting active travel, shifting to electric</p>	

	<p>fleet vehicles, engaging with the supply chain and promoting a low carbon economy through the goods and services purchased.</p> <p>It can also contribute towards the success of other Council Wellbeing objectives such as 'An Ambitious Council' and 'A Caring Council' through providing local job creation and apprenticeships and therefore potentially reducing poverty through maximising residents' income and employability.</p>
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<b>4.00</b>	<b>CONSULTATIONS REQUIRED/CARRIED OUT</b>
4.01	

<b>5.00</b>	<b>APPENDICES</b>
5.01	1. Current Roundabout Portfolio Sponsorship Policy Oct 2023

<b>6.00</b>	<b>LIST OF ACCESSIBLE BACKGROUND DOCUMENTS</b>
6.01	

<b>7.00</b>	<b>CONTACT OFFICER DETAILS</b>
7.01	<p><b>Contact Officer: Alex Ellis – Programme Manager</b>  <b>Telephone: 01352 703110</b>  <b>E-mail: <a href="mailto:alex.ellis@flintshire.gov.uk">alex.ellis@flintshire.gov.uk</a></b></p>

<b>8.00</b>	<b>GLOSSARY OF TERMS</b>