



Comhairle Cathrach & Contae Phort Láirge  
Waterford City & County Council

## **ROUNABOUT SPONSORSHIP SCHEME 2017**

### **- Kilmeaden Village Roundabout**

Waterford City & County has implemented a scheme for the sponsorship of roundabouts around the city and county, to engage with businesses and organisations who wish to enhance the city and county's built environment, while benefiting from advertising opportunities.

The Council is now seeking sponsors for the advertisement and maintenance of the **Kilmeaden Village Roundabout**.

#### **Location and Description of Roundabout.**

The Kilmeaden Village roundabout is located on the R680/L4020 in the village of Kilmeaden.

#### **Advertising and Maintenance**

The sponsor will be required to maintain the roundabout for the duration of the sponsorship scheme, i.e. 3 years.

#### **Duration of Sponsorship**

The sponsorship duration will be for a period of **three years** commencing in **July 2017**. Subject to satisfactory maintenance of the roundabout the Council may at its discretion extend the sponsorship period by up to **three years**.

#### **Sponsorship Fee**

The sponsorship fee is per annum for three years and is payable within one month of the anniversary of commencement of the sponsorship. Part payments will not be accepted.

#### **Advertising Signs Proposed Signage Specification**

Sponsors will be allowed to erect discreet signs on the roundabout to be located beneath the existing chevron signs on the roundabout. These signs, which will be subject to the approval of Waterford City & County Council, will

show brief details of the name and logo of the Sponsor.

Each advertising sign will be appropriate to the size of the roundabout and will follow the following format:

The overall dimensions of the advertising sign shall not exceed the dimensions of the chevron sign beneath which it is to be attached. The signs will be attached in the available space below the chevron signs and attached to the poles carrying the chevron signs. **Sizes of individual signs may vary due to the characteristics of the roundabout.** **NOTE: Sponsors should check the dimensions of the chevron signs on the roundabout prior to the design and manufacture of the advertising signs as chevron signs may vary.** Overall dimensions will require Council approval prior to manufacture.

Signage must be of 2.5mm aluminium panel with 2 channel fixing rails to rear, to fix to poles. The signs are to be manufactured from aluminium composite material.

***No alternative or additional advertising signs will be allowed without the prior written approval of the Council.***

It will be the responsibility of the successful tenderer to have their signage fabricated at their own expense. The successful tenderer will submit the precise details of the design and lettering etc. which they wish to have placed on the sign and this will need to be agreed with the Council. The signs will be erected by Council staff.

The signs will remain the property of the sponsor and will be returned to the sponsor at the end of the sponsorship duration.

### **Products for which Advertising is not allowed**

Please note that advertising for the following types of products, services, businesses and 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.
- Any other type of advertising deemed inappropriate by Waterford City & County Council.

### **Damaged / Vandalised Signs**

The Council will not be responsible for damage to signs regardless of how it occurs. The sponsor will be responsible for providing a replacement for any sign which may be vandalised or damaged. The Council will endeavour to

erect the replacement sign as soon as possible. The Council will not be responsible for ensuring that signs are in place throughout the period of sponsorship.

### **Roundabout advertising and maintenance**

The sponsor will be responsible for the maintenance of the landscaping of roundabouts for a period of three years. The sponsor will be required to engage the services of a suitably experienced and competent landscape maintenance contractor who will be required to adhere to appropriate Health & Safety requirements for working in a live traffic environment. The Council has estimated the annual cost of maintaining the roundabout to the required standard. This sum is entered in the pricing document.

The sponsor will be required to keep the roundabout clean and tidy at all times. The sponsor will ensure that all signs and poles are kept clean 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 one month from the date of the notice, the Council may at its discretion terminate the sponsorship agreement.

### **Transfer of Sponsorship**

No advertising other than that approved under this sponsorship scheme will be allowed on the roundabout. The successful sponsor cannot transfer or "sub-let" the advertising space on the roundabout. In the event that the sponsor ceases to trade or fails to pay the annual sponsorship fee the Council may remove the advertising and seek an alternative sponsor for the roundabout.

### **Communications**

Any communications in connection with the Tender or requests for clarification should be addressed to:

**Aideen Jacob, A/Administrative Officer, Roads Department, Waterford City & County Council. E-mail: [ajacob@waterfordcouncil.ie](mailto:ajacob@waterfordcouncil.ie)**

The latest date for receipt of communications in connection with the tender is **16th June 2017**. All queries and resulting replies will be posted on the Council's website.

### **Completion of Documents**

All entries on the Pricing Document and the Tender Form shall be made legibly in ink.

## **Tenders**

Tender must be submitted strictly in accordance with the Tender Documents. Tender must not be accompanied by any statement that could be construed as rendering the Tender equivocal and/or placing it on a different footing than any other Tender.

**The decision of the Director of Services – Roads, Water and Environment on whether or not any tender is acceptable will be final.**

## **Form of Tender**

The Tender must be made on the Tender Form below and submitted in a sealed envelope to:

**TENDER BOX**  
**WATERFORD CITY & COUNTY COUNCIL**  
**Customer Services,**  
**Bailey's New Street,**  
**Waterford X91XH42**

and be clearly endorsed on the outside

**"Roundabout Sponsorship Scheme 2017 – Kilmeaden Village, Co. Waterford"**

## **Date and Time**

Closing date for receipt of tenders is **16:00hrs on Tuesday, 16th June 2017**

## **Award of Tender**

Tenders will be evaluated as follows:

### **Advertising and Maintenance**

Tenders will be evaluated on the basis of the **Comparative Lifetime Cost (CLC)** of the tender. The CLC is calculated as follows:

Comparative Lifetime Cost = (Estimated Cost of Annual Maintenance x 3) + (Tendered Annual Sponsorship Fee x 3)

Tenders will be awarded marks as follows:

CLC of tender being assessed x 1,000  
CLC of Highest Tender

The sponsorship of the roundabout will be offered to the tender with the highest marks. In the event of equality of highest marks, the tenderers will be invited to submit their best and final offers. The revised tenders will be scored again using the method above and the tender with the highest mark will be offered the sponsorship of the roundabout. If there is still equality of marks the tender to be awarded the sponsorship of the roundabout will be drawn by lot.

### **Highest Tender Qualification .**

***Waterford City & County Council does not bind itself to accept the highest or any tender.***

### **Notification of Successful Tender**

Waterford City & County Council will notify the successful Tenderer as soon as possible after the closing date for receipt of Tenders.

### **Acceptance of Sponsorship/Receipt of Payment**

#### **Advertising and Maintenance**

The successful sponsor will be required to notify the Council of the proposed maintenance contractor for the roundabout, accept sponsorship offer and make payment for year 1 in full within fourteen days of being notified of the success of their tender.

On acceptance of the offer of sponsorship of a roundabout the sponsor shall enter into an agreement with the Council. A copy of the agreement is set out below.

#### **Submission of Signage Details**

The successful tenderer will, be required to submit the precise lettering etc. they propose for their advertisement sign within fourteen days of being notified of the success of their tender.

#### **Submission of Landscape Design Plan**

The successful tenderer will, be required to submit a detailed landscape design plan for the approval of the Council within 14 days of being notified of the success of their tender.

#### **Freedom of Information**

All responses to this invitation to tender will be treated in confidence and no information contained therein will be communicated to any third party without the written permission of the tenderer except insofar as is specifically required for the consideration and evaluation of the response or as may be required under law, including the Freedom of Information Acts 1997 and 2003. Tenderers are asked to consider if any of the information supplied by them in response to this request for tenders should not be disclosed because of its sensitivity. If this is the case, tenderers should specify the information that is sensitive and the reasons for its sensitivity. Waterford City & County Council cannot guarantee that any information provided by tenderers, either in response to this tender 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 and 2003. Waterford 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.

### **Cancellation of Agreement**

The Council reserves the right to cancel or suspend the sponsorship agreement at one months notice should any situation arise resulting in damage to the roundabout by a third party or for infrastructural improvement works. The Sponsor will be entitled to a reimbursement for the cancelled /suspended period.

### **Invalidation of Tender**

***Intending applicants should carefully note the foregoing instructions as failure to comply with them may lead to invalidation of the tender.***

## **Roundabout Sponsorship Agreement (this document is not required for submission with tender documentation)**

**Waterford City & County Council** (hereinafter referred to as "the Council") City Hall, The Mall, Waterford will enter into an agreement with **COMPANY NAME**, (hereinafter referred to as "the Sponsor") **COMPANY ADDRESS**, for the sponsorship of the **Kilmeaden Village Roundabout**.

The Sponsor agrees to sponsor the roundabout at **Kilmeaden Village** for a period of three years from the date of this agreement subject to the following terms and conditions:

1. The Sponsor is responsible for the ongoing maintenance of the landscaping of the roundabout and shall maintain the roundabout in a clean and tidy manner at all times.
2. Annual payments will fall due on this date each year for the remainder of the agreement. the Council reserves the right to terminate this agreement if payments are not made within one month of the anniversary of the date of this agreement
3. It will be the responsibility of the Sponsor to have all signage constructed at their own cost.
4. The Sponsor shall submit precise details of lettering etc. he / she wishes to have placed on the sign to the Council for approval prior to manufacture.
5. The sign will be erected on site by Council staff once the agreement is signed and fees are paid.
6. The signs shall remain the property of the Sponsor and shall be returned to the Sponsor on termination or at the end of the contract.
7. The Sponsor shall pay the cost for replacing vandalized / damaged signs. The Council shall not be liable for the periods of replacement. The Council will not be responsible for ensuring that the signs are in place throughout the year.
8. The Council reserves the right to cancel or suspend the sponsorship agreement at one months notice should any situation arise resulting in damage to the roundabout by a third party or for infrastructural improvement works. The Sponsor will be entitled to a reimbursement for the cancelled /suspended period.

I have read the above conditions and agree to abide by them:

**Signed** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Sponsor**

**Signed** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Waterford City & County Council**

# Roundabout Sponsorship Scheme 2017 - Kilmeaden Village Roundabout

## TENDER FORM

(To be completed by Tenderer)

I/We \_\_\_\_\_ submit my/our Tender for the sponsorship of roundabout(s) in accordance with Waterford City and County Council conditions outlined in this document in respect of the location/ each of the various locations which I/We have **priced** in the Pricing Document attached .

I/We will, if successful, submit payment in full within fourteen days of receiving notification from Waterford City and County Council that my/our tender has been successful, failing which I/We understand my/our tender will be deemed to be withdrawn.

I/We accept all of the Terms and Conditions of the Roundabout Sponsorship Scheme 2017 and agree to be bound by the terms if allocated the sponsorship of a roundabout.

**Signed** \_\_\_\_\_

**Address** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Company Name (if applicable)** \_\_\_\_\_

**Email** \_\_\_\_\_

**Tel. Nos ( incl mobile no.)** \_\_\_\_\_

**Date** \_\_\_\_\_



**PRICING DOCUMENT**

**Roundabout Sponsorship Scheme 2017 - Kilmeaden Village Roundabout**

**Advertising and Maintenance**

The sponsors will be required to maintain the roundabouts for the duration of the sponsorship scheme, i.e. 3 years.

<b>Description</b>	<b>Estimated Maintenance Cost per Annum</b>	<b>Tender Amount Sponsorship Fee per Annum</b>
Kilmeaden Village Roundabout (R680/L4020)	<b>€2,000</b>	<b>€</b>

**Signed:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_