Economy & Environment Overview & Scrutiny Committee

12th November 2026

Member Questions and Responses

Question from Councillor Thomas Clayton:

Could the Task and Finish Group explore whether Shropshire Council could introduce a sponsorship scheme for highway verges and other roadside green spaces, including grass verges, roundabouts, hedges and shrubbery, traffic islands, flower beds, planters, gateway areas, street trees and other areas of highway landscaping?

Under such a scheme, local businesses could contribute towards the cost of more regular maintenance in return for a small, appropriately designed sponsorship sign. The aim would be to secure additional funding to improve the appearance and maintenance of these areas without placing the full additional cost on the Council.

There is precedent elsewhere. North Yorkshire Council offers roundabout and verge sponsorship, allowing businesses to advertise at locations across the county while supporting public amenities and services. Lincolnshire County Council has a specific policy covering sponsorship and advertising on roundabouts and verges, where sponsorship funding can support maintenance and planting. Its policy allows licences of up to five years, subject to highway safety standards and the necessary planning approval. Leeds City Council also offers sponsorship opportunities across parks and green spaces, with businesses acknowledged through signage.

Could the Group therefore investigate whether a similar model could work in Shropshire, including the potential income, likely demand from local businesses, administration costs, planning and highway safety requirements, and whether money raised could be ring-fenced to provide additional or more frequent maintenance of the sponsored area.

Question from Councillor Dawn Husemann:

What formal mechanism will be put in place to ensure that local members' knowledge of their divisions and residents' priorities genuinely influences the prioritisation of highway repairs and other works, rather than members simply being informed after priorities have already been decided?

Question from Councillor Peter Husemann:

Members deal directly with residents' frustration about pothole and patching repairs, including poor-quality repairs, repeat visits and concerns about value for money. Yet I understand the procurement process for the new contract is already under way without meaningful member input into the specification.

What specific opportunity will members have, before detailed tenders are invited, to influence the quality standards, durability requirements, inspection regime and performance measures in the new contract?

And will you guarantee that this happens early enough for our input to actually change the specification, rather than simply being a consultation after the important decisions have already been taken?