2026
OPPORTUNITIES

ROUNDABOUT SPONSORSHIP

Trowbridge Town Council
Working for your Community

Trowbridge Town Council has 39 positions on roundabouts available for sponsorship.

Sponsorship is available yearly and runs for the length of the financial year, from the 1st April for 48 weeks*. Towards the end of the financial year, current sponsors are given the chance to renew, with any unoccupied positions made available for new sponsorship.

One sign costs £475 + VAT.

Please note that the maps and sign locations shown in this document are for illustration purposes only. Please ensure you check the sign number against the description of the sign location on the same page.

For more information or to apply for a roundabout sponsorship, please contact: info@trowbridge.gov.uk

*Please note: 48 weeks instead of 52 weeks is to cover any times where signs are damaged and need replacing. Any sign that is removed for longer than four weeks will receive a refund on a weekly basis.

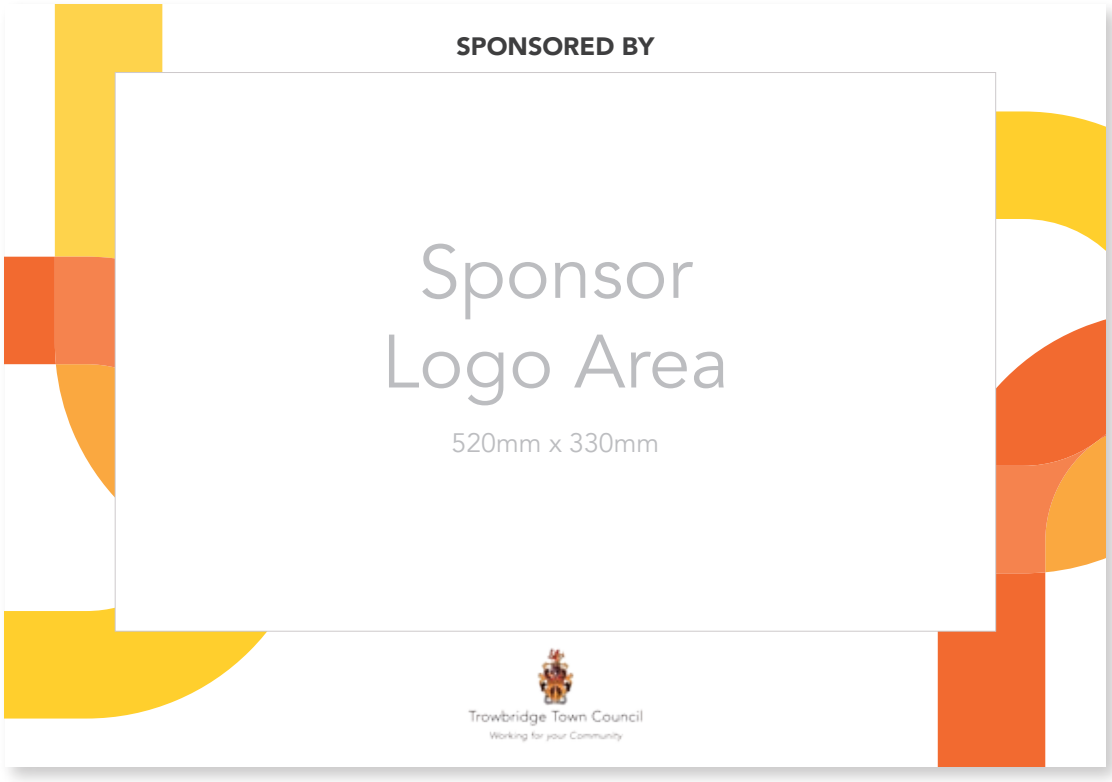
Signs

There are rules regarding the size, design and content of roundabout signs which are set by Highway Regulations. Please ensure you are aware of the key points below:

Roundabout Signs

- Cannot include business opening hours, website address, phone number or email address
- Cannot be in colours that closely resemble traffics signs or be of a reflective nature
- Cannot promote alcohol, tobacco, political parties or businesses of a sexual nature
- May only contain a maximum of 1 emblem, e.g., 1 logo or 1 crest (aswell as the Town Council logo)
- Should be discreet and respect its surroundings

Sign Template Example

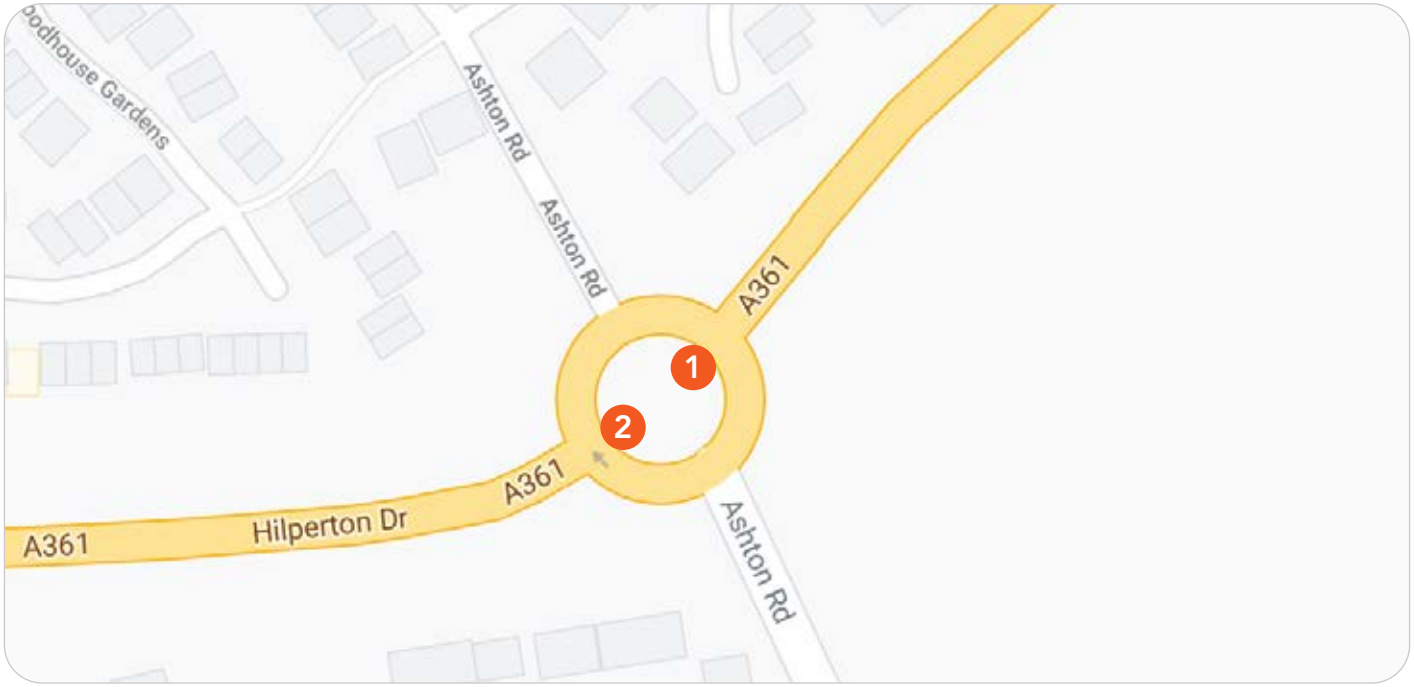


Technical Specification

The full size of each sign is 650mm wide x 450mm in height.
Your artwork must fit the boxed area, which is 520mm wide and 330mm in height.
Supply your file in full CMYK colour for print.
Files types accepted: PDF, EPS, TIFF, JPG. Embed all fonts or convert to outlines.
The resolution of your artwork should be 150dpi min / 300dpi max.
Safe zone should be at least 10mm away from each edge.

Please be aware this is a sponsorship and not an advertisement.

Ashton

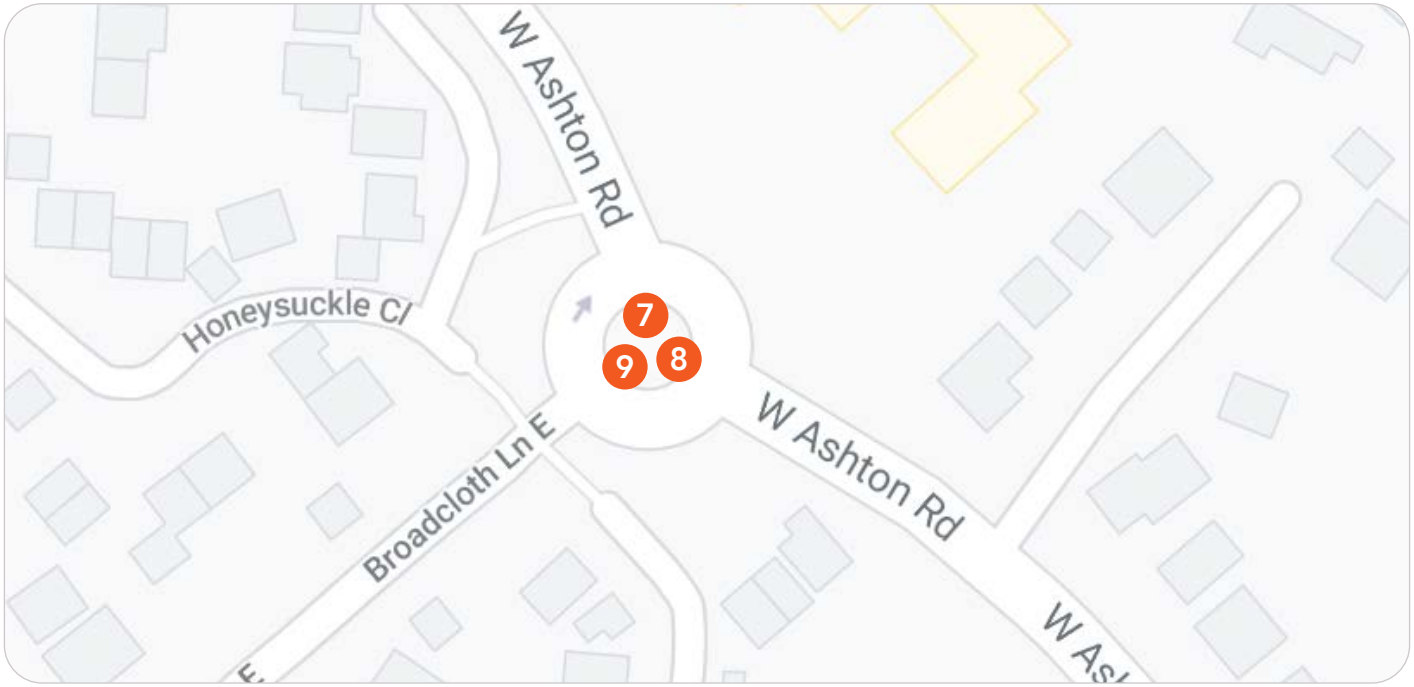


1. Entry Hilperton Drive Southbound
2. Entry Hilperton Drive Northbound

Bradley Road

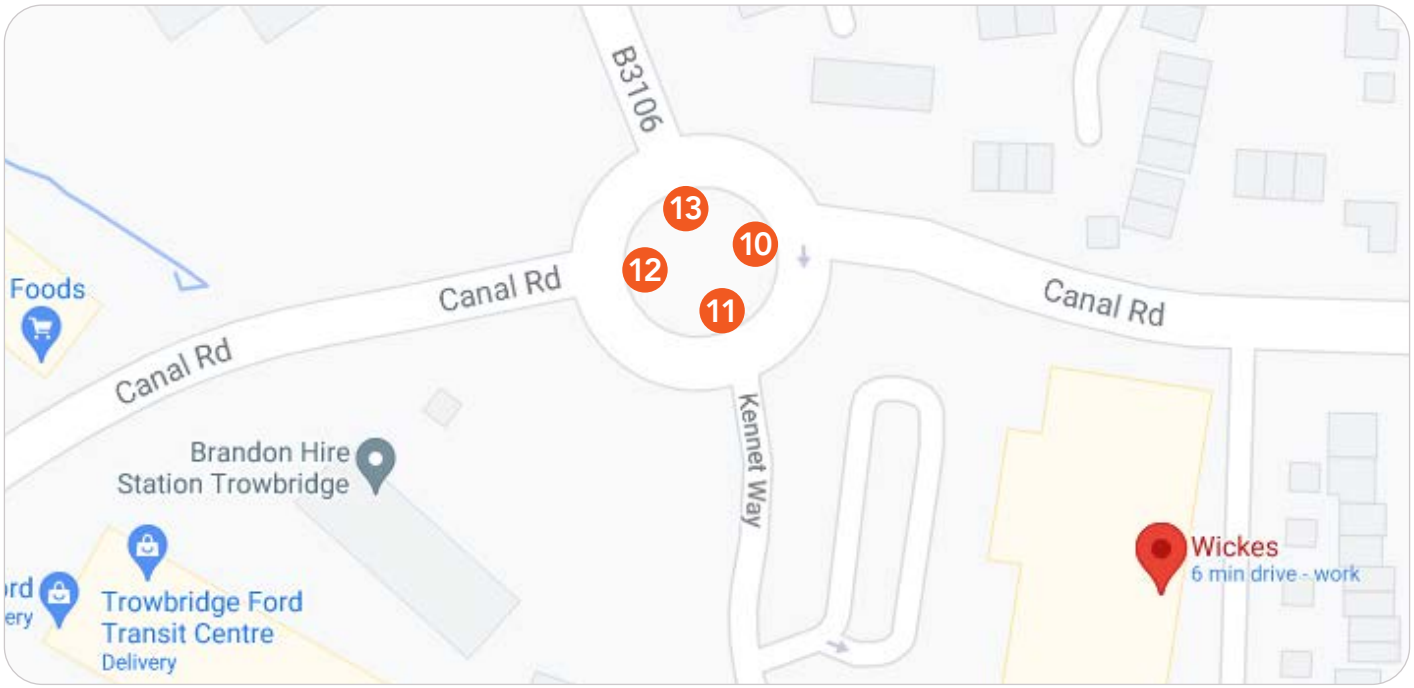
3. Bradley Road Eastbound
4. Entry from Drynham
5. Entry from Bradley Road
6. Entry from Woodmarsh

Broadcloth Lane



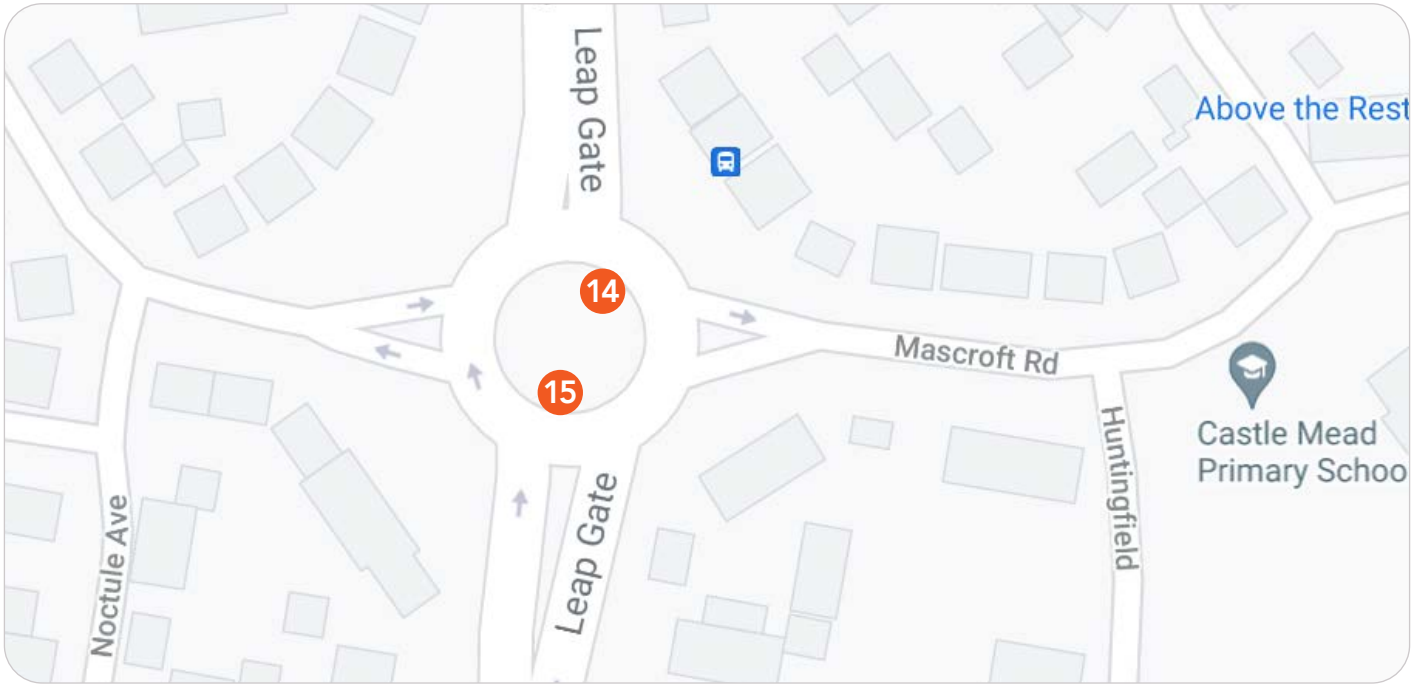
7. Entry West Ashton Road Southbound
8. Entry West Ashton Road Northbound
9. Entry from Broadcloth Lane East

Canal Road



10. Entry from Canal Road Westbound
11. Kennet Way Northbound
12. Entry from Canal Road Eastbound
13. Entry Hammond Way Southbound

Castle Mead

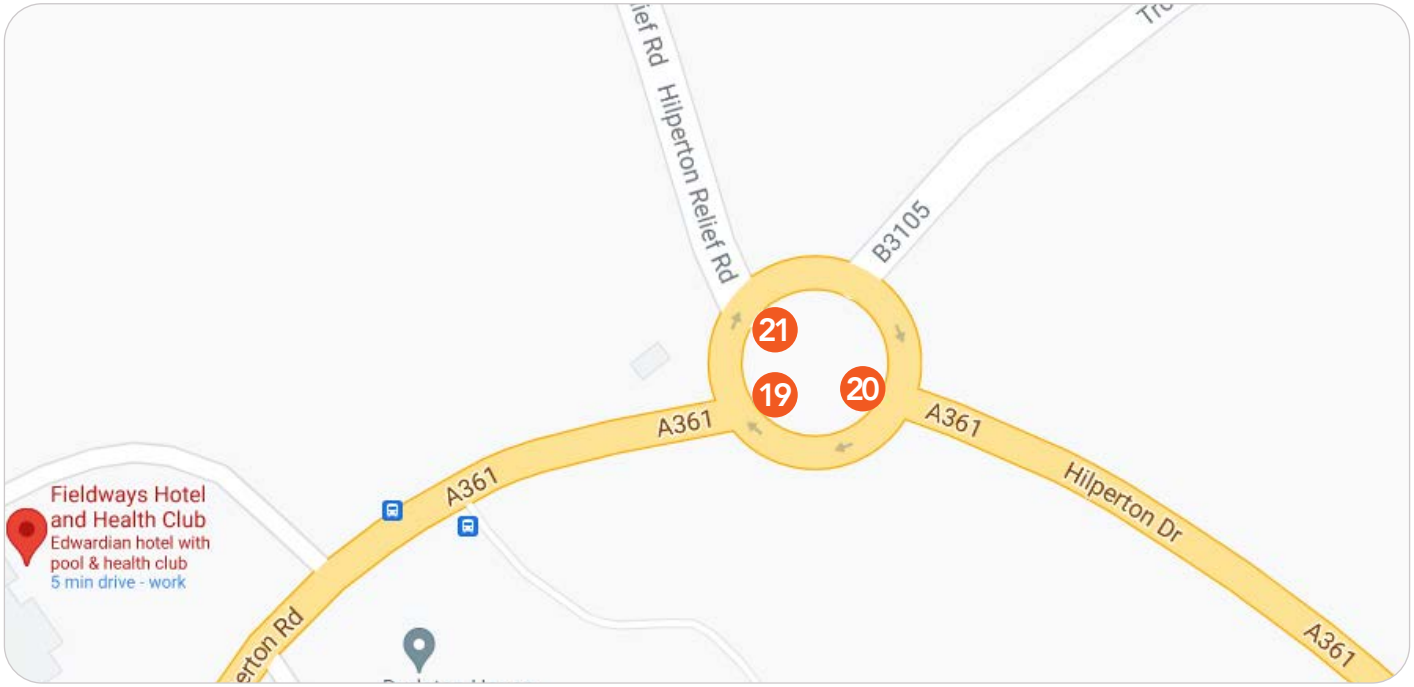


14. Leap Gate Southbound
15. Leap Gate Northbound

West Ashton/County Way

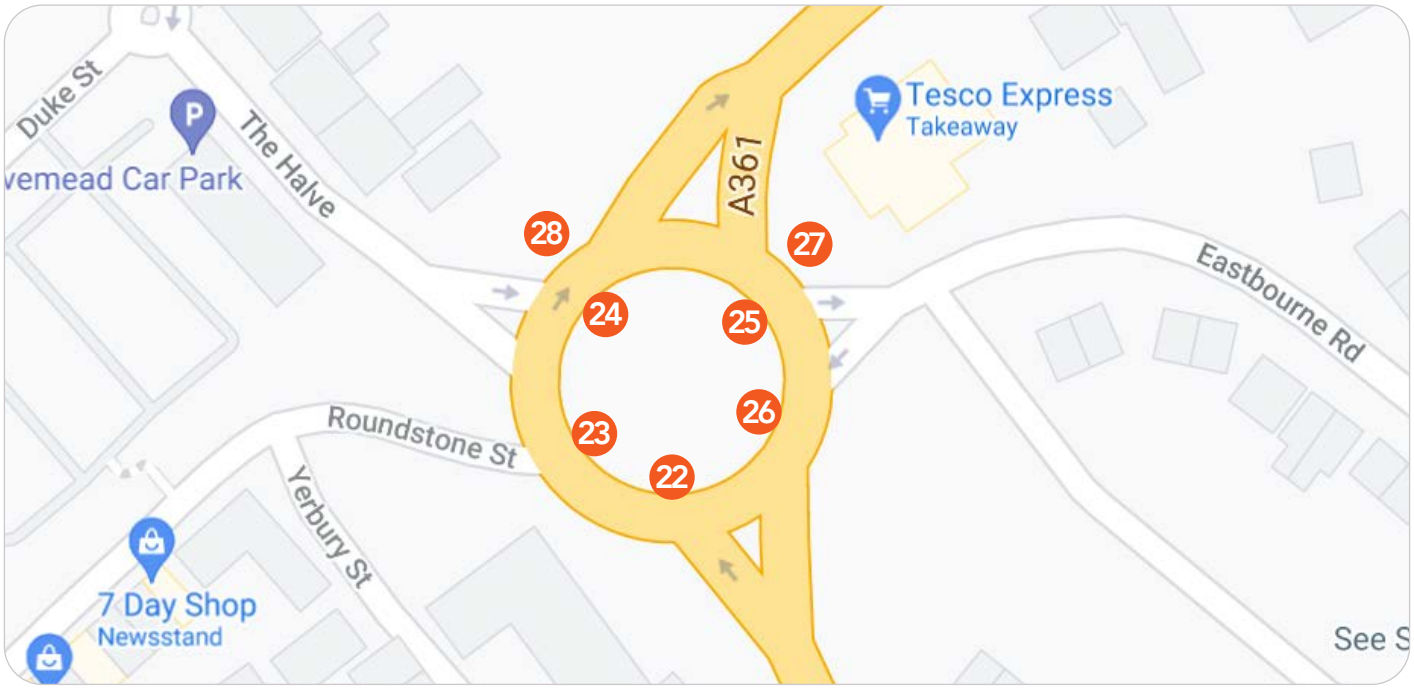
16. County Way Northbound
17. County Way Southbound
18. West Ashton Northbound

Fieldways



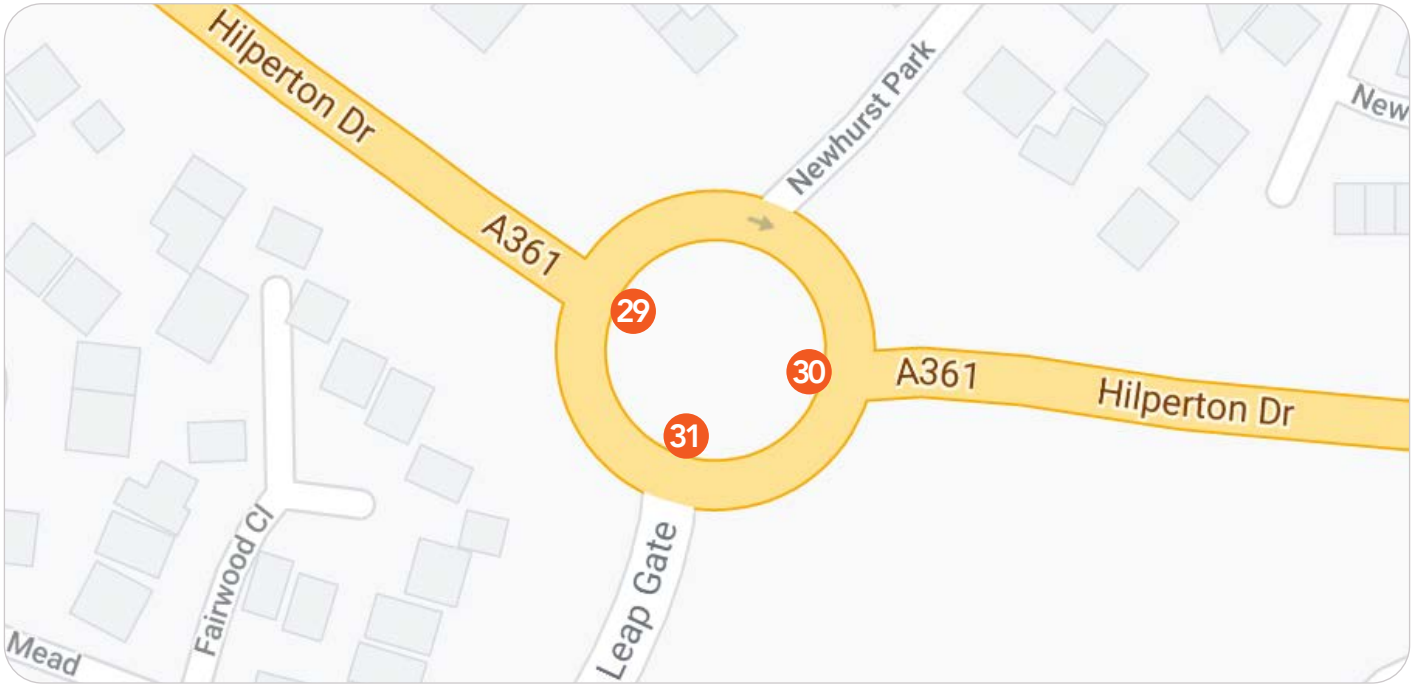
19. Entry Trowbridge Road Northbound
20. Entry Trowbridge Road Westbound
21. Entry Hilperton Road Southbound

Hilperton



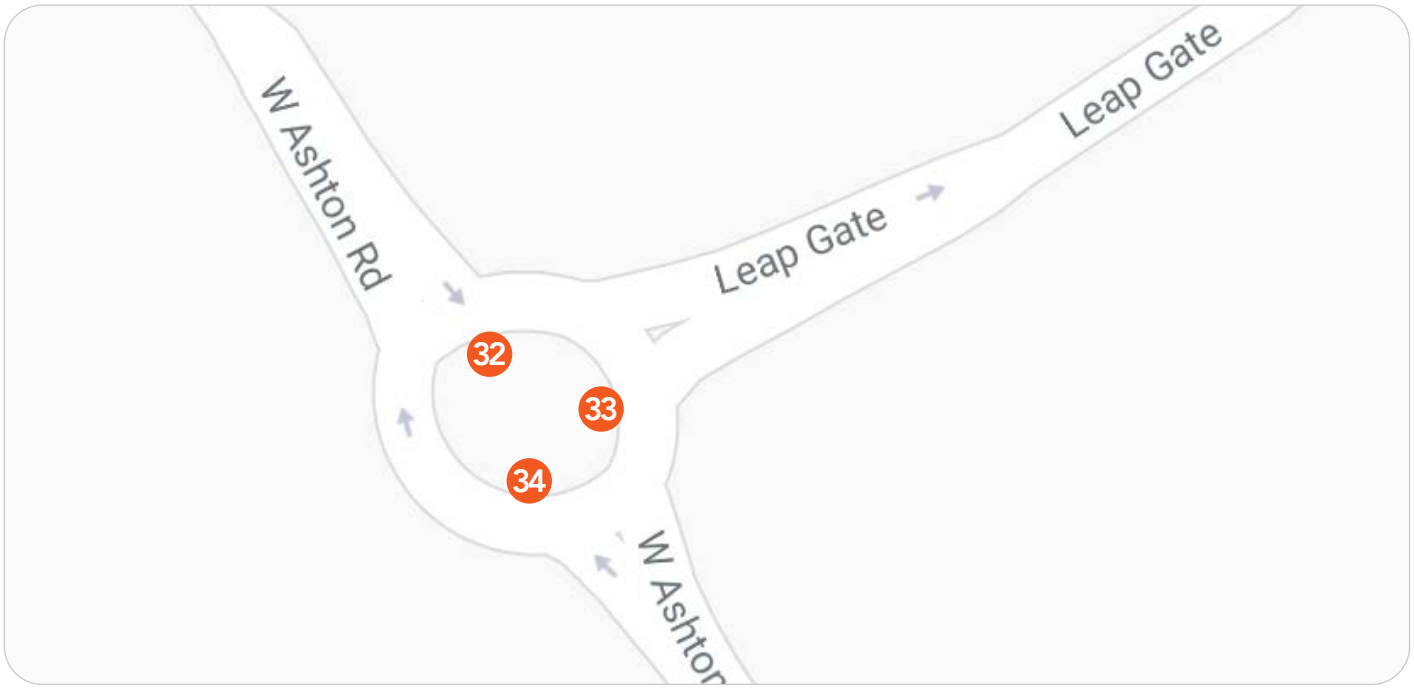
22. County Way Northbound
23. Roundstone Street Eastbound
24. Halve Southbound
25. Hilperton Road Southbound
26. Eastbourne Road Westbound
27. Tesco's Grass Verge
28. The Halve Grass Verge

Leap Gate



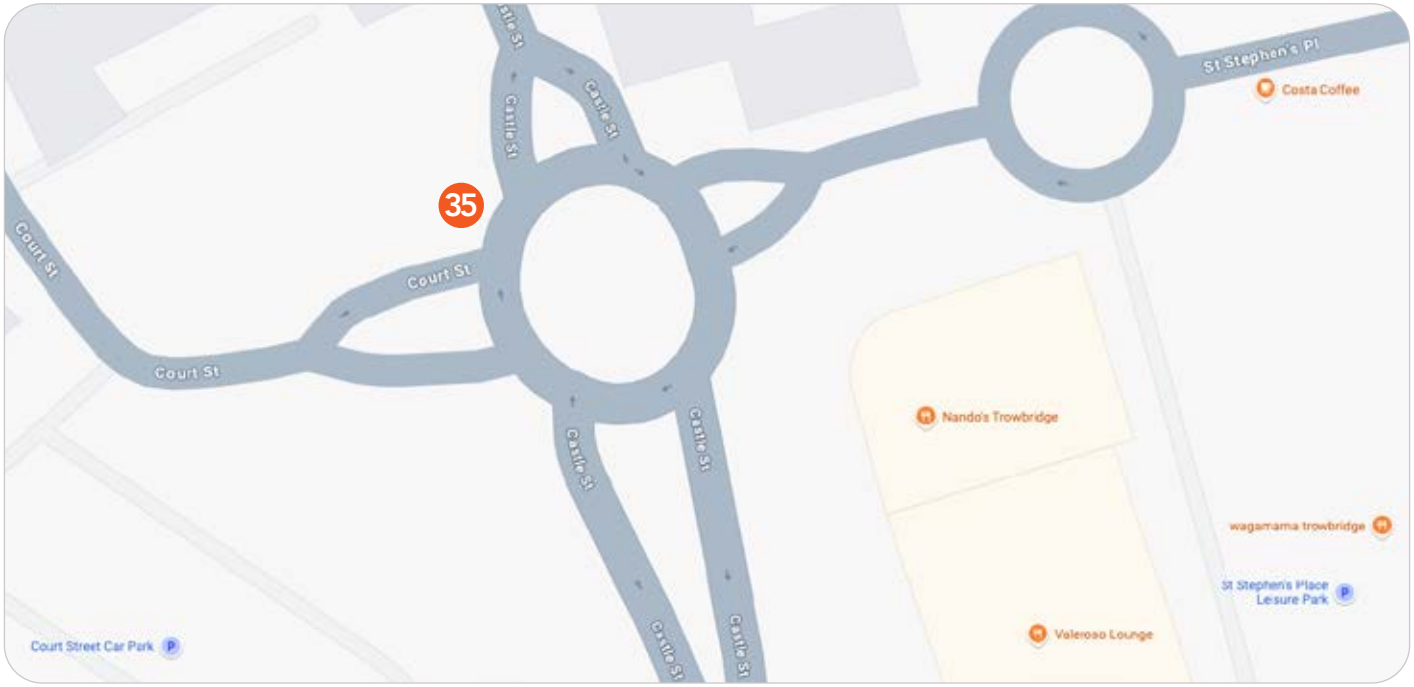
29. Hilperton Drive Southbound
30. Hilperton Drive Westbound
31. Leap Gate Northbound

West Ashton



32. West Ashton Road Southbound
33. Leap Gate Westbound
34. West Ashton Road Northbound

St Stephen's Place



35. Bottom of Castle Street Grass Verge

North Bradley/Yarnbrook

36. White Horse Business Park Southbound
37. Westbury Road Westbound
38. Phillips Road Northbound
39. Westbury Road Eastbound

Terms & Conditions

All sponsorship signs must follow the sign template example and be in line with the rules set out by Highway Regulations. Signs that do not follow these rules and/or do not follow the template will not be accepted.

Sponsorships run on a yearly basis for the length of the financial year, from the 1st April for 48 weeks. 48 weeks instead of 52 weeks is to cover any times where signs are damaged and need replacing. Any sign that is removed for longer than four weeks will receive a refund on a weekly basis.

Towards the end of the financial year, currents sponsors will be contacted, either via telephone or email, to check if they would like to renew their sponsorship. If current sponsors do not reply within 1 week, their position will be made available for sponsorship by other organisations and the current sign will be removed on 1st April.

If current sponsors confirm their renewal, or a new sponsor confirms a sponsorship, an invoice will be sent from our finance department with payment required within seven days. If Trowbridge Town Council does not receive payment within seven days, the sponsorship will be cancelled and the position made available for sponsorship by other organisations.

Once payment is made, no refunds will be issued. The sponsor can request for their sign to be removed however the location would then be made available for another organisation to sponsor.

Trowbridge Town Council
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