

Meeting	Full Council Meeting
Date	28 th April 2026
Report Title	Roundabout Advertising Income Report 2025/2026
Agenda Reference	12
Author(s)	Georgina Morgan-Denn, Chief Officer/Clerk & RFO

Chief Officer's Recommendation: To note the report.

Background

This report sets out the advertising income due to Haydon Wick Parish Council (HWPC) for the 2025/2026 financial year, explains how the figures have been calculated, and provides clarification on administrative charges and future management of roundabout advertising.

1. Advertising Income Summary

Swindon Borough Council (SBC) manages all advertising agreements on roundabouts across the borough, with income shared 50/50 with the relevant parish—minus an agreed administrative charge.

For 2025/2026, the income relating to the three roundabouts within Haydon Wick Parish is as follows:

• Akers Way

- **Advertising revenue:** £0.00
- **Reason:** Although the roundabout did feature an advert last year, the advertiser paid in March of the previous financial year and did not renew in the current period. Therefore, no income has been received by SBC for 2025/26, and consequently no income is due to HWPC.

• Asda Walmart South

- **Advertising revenue:** £1,998.00
- **HWPC share:** 50% of £1,998.00 = £999.00
- **Less SBC admin charge:** £517.00
- **Income due to HWPC:** £740.50

• Woodhall

- **Advertising revenue:** £1,260.00
- **HWPC share:** 50% of £1,260.00 = £630.00
- **Less SBC admin charge:** £517.00
- **Income due to HWPC:** £371.50

2. Total Income Payable to HWPC for 2025/26:

✓ **£1,112.00 and received by 31st March 2026.**

3. Explanation of the £517 Administrative Charge

The £517 deduction applied to each advertising site is an administrative fee retained by SBC. This charge was originally agreed between SBC and parish councils in December 2017 (as confirmed by a previous Clerk) and covers:

- Creation and installation of advertising boards
- Maintenance and any required repairs



- Contractor/supplier liaison
- Contract management and renewals
- Processing applications, invoicing, and general administration

Note: SBC has indicated that these figures may be reviewed to reflect increases in supplier and operational costs.

4. Why the Parish Cannot Manage Advertising Directly

We have previously asked whether the Parish Council could take ownership of the advertising process in future to reverse the existing arrangement. SBC has confirmed that:

- The roundabout assets are owned by Swindon Borough Council, not the Parish.
- As the asset owner, SBC must retain responsibility for advertising, installation, compliance, and administration.
- Therefore, the Parish cannot independently manage or contract advertising on these roundabouts.

The upcoming SBC review will additionally factor in the borough-wide costs incurred by SBC, reinforcing the need for the arrangement to remain with the Borough Council.