



Report of The Director, City Development Department.

Report to South Inner Area Committee

Date: 24th June 2008

Subject: AREA MANAGEMENT INCOME FROM ADVERTISING ON LAMP POSTS

Electoral Wards Affected:
Beeston & Holbeck
City & Hunslet
Middleton Park

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Council
Function

Delegated Executive
Function available
for Call In

Delegated Executive
Function not available for
Call in Details set out in the
report

Executive Summary

The council has entered into a contract for advertising on street lighting columns for a minimum ten year period. On 14th May 2008 the Executive Board agreed income share proposals which will benefit the local communities where the lamp post adverts are located. This report advises of the implications for Area Committee.

1.0 Background Information.

- 1.1 The contract for advertising on lamp posts covers the whole of the city with the exception of the city centre area. The adverts will be the same size as those seen around the city on bus shelters but these will be mounted on panels fixed to the lighting columns.
- 1.2 Adverts will only be located where advertising consent has been granted through the planning process. The council's Advertising Design Guide limits the number of suitable locations. For example adverts will not be located in wholly residential areas or where there is a known poor highway safety record.
- 1.3 The contract has been let to a service provider called Streetbroadcast. They are responsible for identifying sites, obtaining advertising consent, installing panels to support the adverts and selling the advertising space. They will pay for a replacement column if a stronger column is required to carry the extra weight of the panel.

- 1.4 Income to the council is a fixed amount for each site with advertising consent. There is Retail Price Index linking built into the contract.
- 1.5 There are already 52 sites in the city which were installed as part of a trial. Additional sites will be installed, mainly over the next three years, and will be coordinated with the column replacement programme for the street lighting PFI. The Service Provider would eventually like to install 800 sites by 2012/13.

2.0 What Happens Next?

- 2.1 The Service Provider is identifying sites in batches of around 100. These are being checked by planning and highway officers and unsuitable sites are being eliminated. Ward Members will be consulted on the remaining sites by Streetbroadcast in advance of applications being submitted for advertising consent.
- 2.2 Once a site has advertising consent, the Service Provider will arrange for the panel to be fixed to a suitable column and will start selling the advertising space. Highways will start receiving income, quarterly and in arrears based on a schedule of sites.
- 2.3 Highways will split the sites down by ward and will arrange for the agreed proportion of the income to be transferred to the relevant Area Committees. The transferred amount will be £220 per column in the first year and £280 per column per annum thereafter.
- 2.4 This share of the income is to be spent at the discretion of the Area Committees to enhance local services in the wards where the advertising sites are located.
- 2.5 Wards which already have sites installed from the trial will receive immediate benefit.

3.0 Conclusion

- 3.1 The lamp post advertising income share arrangement provides an opportunity to enhance service provision in the wards where the adverts are located.
- 3.2 The financial benefits to a ward can be maximised by supporting and promoting applications for advertising consent.
- 3.3 Area Committees may wish to suggest sites for lamp post adverts. Such suggestions should be submitted to highways who will ensure they are considered. Sites will need to comply with the Advertising Design Guide and where possible will be coordinated with the street lighting PFI replacement programme. Streetbroadcast have the right to reject potential sites on the basis of commercial viability.

4.0 Recommendations

- 4.1 The Area Committee is requested to note and discuss the content of this report.