



## Report of The Director of Environment and Neighbourhoods Directorate

Meeting: Inner South Leeds Area Committee

Date: 18<sup>th</sup> September 2008

Subject: Income from advertising on lamp posts

<p><b>Electoral Wards Affected:</b></p> <p>Beeston &amp; Holbeck City &amp; Hunslet Middleton Park</p> <p><input checked="" type="checkbox"/> Ward Members consulted (referred to in report)</p>	<p><b>Specific Implications For:</b></p> <p>Equality and Diversity <input type="checkbox"/></p> <p>Community Cohesion <input type="checkbox"/></p> <p>Narrowing the Gap <input type="checkbox"/></p>
<p>Council Function <input type="checkbox"/></p> <p>Delegated Executive Function available for Call In</p>	<p><input checked="" type="checkbox"/> Delegated Executive Function not available for Call In Details set out in the report <input type="checkbox"/></p>

### EXECUTIVE SUMMARY

This report outlines two options for the Area Committee to consider for ring fencing the income they will receive from advertising on street lighting columns. Members have been initially consulted via email and suggested two possible options – In Bloom groups and repainting cast iron street name plates. This report provides details on both these options and requests the Area Committee consider how they might like to ring fence the income in light of this information.

#### 1.0 Purpose of this report

1.1 The Area Committee received a report at the last meeting advising them of the income share that they will receive from advertising on street lighting columns. This report provides the Area Committee with options for consideration for how this income can be allocated to benefit local communities.

#### 2.0 Income

2.1 The report to the last meeting gave details of the contract arrangements with Streetbroadcast. To remind the Area Committee, these are as follows.

2.2 Income to the council is a fixed amount for each site with advertising consent. There is a Retail Price Index linking built into the contract. Once a site has advertising consent, Streetbroadcast 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 transfer the agreed proportion of the income to be transferred to the Area Committee at this point. The transferred amount will be £220 per column in the first year and £280 per column per annum thereafter.
- 2.4 It is not easy to say at this stage what the total income to the Area Committee will be. Currently there are 23 in Beeston & Holbeck, 9 in City & Hunslet and none in Middleton Park ward. Additional sites will be installed over the next three years, co-ordinated with the column replacement programme for the street lighting PFI.
- 2.5 Projected income based on the current provision for the first year (2008/09) is £5,060 Beeston & Holbeck, £1,980 for City and Hunslet and none for Middleton Park ward.

### 3.0 Options

- 3.1 Ward members in affected wards have been consulted on the idea of ring fencing the income to fund the in bloom groups in the area and those who have responded have been generally in favour. Another suggestion is to spend the money on repainting cast iron street name plates.

#### In Bloom Groups

- 3.2 There are four In Bloom groups that operate in the inner south area – Beeston in Bloom, Holbeck in Bloom, Cottingley in Bloom and Middleton in Bloom. They vary in size in terms of operation, with Beeston in Bloom being by far the largest in terms of income and expenditure. Beeston in Bloom operates in both City & Hunslet and Beeston & Holbeck wards.
- 3.3 It has been suggested by Members that if the advertising income is to be ring fenced for In Bloom groups, it should be primarily aimed at covering the costs of hanging basket schemes.
- 3.4 The Area Committee is requested to consider allocating the advertising income to the In Bloom groups to be spent in the first instance on hanging basket schemes. To avoid making the split of income overly complicated, it is suggested that the money is divided equally amongst the groups according to their area of operation, as per the table below. Please note this is based on current projected income and the amounts could therefore change:

In Bloom group	Ward they operate in	Income share from Beeston & Holbeck ward	Income share from City & Hunslet ward
Beeston	B&H, C&H	1,686.66	1,980
Holbeck	B&H	1,686.66	0
Cottingley	B&H	1,686.66	0
<b>Total</b>		<b>£5,060</b>	<b>£1,980</b>

#### Cast Iron Street Name Plates

- 3.5 A second option for the Area Committee to consider is ring fencing the income to repaint cast iron street name plates in the area. In City & Hunslet ward a significant amount of work has already taken place to repaint the cast iron street name plates,

particularly in Hunslet. However, there will always be more to do and members in other wards may wish to consider ring fencing the income for this in their area.

3.6 The cost of repainting cast iron street name plates is approximately £165 per plate.

3.7 At the moment there are no implications for Middleton Park ward. However, it is expected that over the next three years sites will be identified in the ward that are considered suitable for lamp post advertising. The Area Committee is requested to consider the principle of ring fencing any future income to that ward with the same options outlined in this report.

#### **4.0 Implications for Council Policy and Governance**

4.1 The decision to proceed with advertising on lamp posts and to allocate some of the income to be specifically spent in the wards where the adverts are located has been made by the Executive Board.

#### **5.0 Legal and Resource Implications**

5.1 The sharing of lamp post advertising income will enhance the financial resources available to the Area Committee to benefit the local community where the adverts are located.

#### **6.0 Recommendations**

6.1 The Area Committee is requested to:

a) consider the two options outlined in this report and indicate if they are supportive of either for ring fencing the income received from lamp post advertising

Background papers – There are no background papers.