



REPORT OF THE DIRECTOR OF CITY DEVELOPMENT

AREA MANAGEMENT COMMITTEE

Date: June / July 2008

Subject: AREA MANAGEMENT INCOME FROM ADVERTISING ON LAMP POSTS

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 Committees.

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 as shown in the attached appendix A.
- 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 RPI 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.

3.0 WHAT HAPPENS NEXT

- 3.1 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.

- 3.2 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.
- 3.3 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.
- 3.4 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.
- 3.5 Wards which already have sites installed from the trial will receive immediate benefit. A schedule of these is attached as Appendix B.
- 3.6 Area Committees may wish to suggest sites for lamp post adverts. Such suggestions should be submitted to highways who will ensure that 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 CONCLUSION

- 4.1 The lamp post advertising income share arrangement provides an opportunity to enhance service provision in the wards where the adverts are located.
- 4.2 The financial benefits to a ward can be maximised by supporting and promoting applications for advertising consent.

5.0 RECOMMENDATIONS

- 5.1 The Area Committee is requested to note the content of this report.

Appendix A



Appendix B

Existing Advertising Sites

Column Id	Panel ID/Location	Erected Date	Ward
A247	1002/01 Gelderd Road	20/10/2005	Beeston & Holbeck
A252	1003/01 Gelderd Road	20/10/2005	Beeston & Holbeck
A251	1004/01 Gelderd Road	05/01/2006	Beeston & Holbeck
A267	1005/01 Gelderd Road	21/10/2005	Beeston & Holbeck
A269	1006/01 Gelderd Road	21/10/2005	Beeston & Holbeck
A285	1007/01 Gelderd Road	04/01/2006	Beeston & Holbeck
A287	1008/01 Gelderd Road	05/01/2006	Beeston & Holbeck
3	1009/01 Elland Road	18/10/2005	Beeston & Holbeck
13	1136/02 Elland Road	16/01/2006	Beeston & Holbeck
A23	1013/01 Elland Road	18/10/2005	Beeston & Holbeck
A22	2014/01 Elland Road	19/10/2005	Beeston & Holbeck
A42	2015/01 Elland Road	05/01/2006	Beeston & Holbeck
A41	2016/01 Elland Road	21/10/2005	Beeston & Holbeck
A76	2019/01 Dewsbury Road	08/11/2005	Beeston & Holbeck
A79	1020/01 Dewsbury Road	08/11/2005	Beeston & Holbeck
A248	2029/01 Lower Wortley Ring Road	19/10/2005	Beeston & Holbeck
A250	2030/01 Lower Wortley Ring Road	19/10/2005	Beeston & Holbeck
A252	2031/01 Lower Wortley Ring Road	19/10/2005	Beeston & Holbeck
A257	2032/01 Lower Wortley Ring Road	19/10/2005	Beeston & Holbeck
A255	2033/01 Lower Wortley Ring Road	19/10/2005	Beeston & Holbeck
A253	2034/01 Lower Wortley Ring Road	19/10/2005	Beeston & Holbeck
A94	1039/01 Whitehall Road	11/11/2005	Beeston & Holbeck
A96	1040/01 Whitehall Road	11/11/2005	Beeston & Holbeck
9	1108/01 Barrack Road	20/03/2006	City & Hunslet
8	1109/01 Barrack Road	20/03/2006	City & Hunslet
A142	1142/01 Bruntcliffe Road in front of Skanska	07/03/2006	Morley South
A174	1144/01 Britannia Road column opposite house No 113	23/03/2006	Morley South
A39	1159/01 Elland Road column in front of Booker Cash & Carry	10/03/2006	Morley North
A21	1160/01 Wakefield Road	13/03/2006	City & Hunslet
A20	1161/01 Wakefield Road	13/03/2006	City & Hunslet
32	1167/01 The Oval	22/03/2006	City & Hunslet
31	1168/01 The Oval	22/03/2006	City & Hunslet
27	1169/01 The Oval	22/03/2006	City & Hunslet
25	1170/01 The Oval	22/03/2006	City & Hunslet
A11	1172/01 Balm Road	06/04/2006	City & Hunslet
167	1179/01 Stanningley Road	29/03/2006	Armley
166	1180/01 Stanningley Road	29/03/2006	Armley
177	1181/01 Stanningley Road	28/03/2006	Armley
179	1182/01 Stanningley Road	28/03/2006	Armley
185	1183/01 Stanningley Road	26/06/2006	Armley
88	1184/01 Stanningley Road	29/03/2006	Armley
193	1185/01 Stanningley Road	31/03/2006	Armley
83	1218/01 Wellington Road	31/03/2006	Armley
47	1223/01 Armley Road	11/04/2006	Armley
57	1186/01 New Road Side column in front of Tesco	06/04/2006	Horsforth
33	1209/01 Roseville Road in front of Fox Hayes Property Transfers Co	15/02/2006	Gipton and Harehills
32	1210/01 Roseville Road opposite Bun on the run	15/02/2006	Gipton and Harehills
31	1211/01 Roseville Road in front of LSUK	15/02/2006	Gipton and Harehills
30	1212/01 Roseville Road opposite Sagoo Fashions	15/02/2006	Gipton and Harehills
A13	1213/01 Roseville Road in front of MSF Kia	17/02/2006	Gipton and Harehills
A15	1214/01 Roseville Road in front of Yes Car Credit	10/03/2006	Gipton and Harehills
A16	1215/01 Roseville Road in front of Partco	17/02/2006	Gipton and Harehills
A14	1216/01 Roseville Road in front of Total Garage	17/02/2006	Gipton and Harehills