



**Report of The Director, City Development Department.**

**Report to Inner North West Area Committee**

**Date: 25<sup>th</sup> September 2008**

**Subject: ADVERTISING ON LAMP POSTS**

**Electoral Wards Affected:**  
Headingley  
Hyde Park & Woodhouse  
Kirkstall  
Weetwood

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 14<sup>th</sup> May 2008 the Executive Board agreed income share proposals which will benefit the local communities where the lamp post adverts are located. This arrangement was reported to this Area Committee on 3<sup>rd</sup> July. This report is in response to Members' requests for details of the Inner North West sites to be included in the contract.

**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.

## 2.0 Sites Proposed for Inner North West

- 2.1 At the Inner North West Committee meeting on 3<sup>rd</sup> July concern were expressed that not many locations within the area would be suitable for this type of structure. The Committee asked for a further report to be submitted to their 25th September meeting detailing any sites identified by either Highways or Streetbroadcast.
- 2.2 52 Sites were installed in 2005-06 as part of a trial. None are in Inner North West.
- 2.3 Since commencement of the current contract in April 2008, the Service Provider has identified 374 sites in 4 batches. These are or have been checked by planning and highway officers and unsuitable sites will be eliminated. Of the ones identified, the following are in Inner North West:

Site Reference	Road Name	Ward	Comment
LCC063	Meanwood Road	Hyde Park & Woodhouse	Due to install end of September 2008
LCC494	Otley Road	Weetwood	Subject to pre- application assessment
LCC495	Savins Mills Road	Kirkstall	As above
LCC496	Savins Mills Road	Kirkstall	As above
LCC497	Savins Mills Road	Kirkstall	As above
LCC498	Bridge Road	Kirkstall	As above
LCC499	Bridge Road	Kirkstall	As above
LCC500	Savins Mills Road	Kirkstall	As above
LCC501	Savins Mills Road	Kirkstall	As above
LCC525	Commercial Road	Kirkstall	As above

- 2.4 In total 54 new sites have been put forward for consent. Only LCC063 is in Inner North West which could suggest that there may be fewer suitable or financially viable sites in these wards when compared with some other areas of the city. However these four wards are more likely to be included in latter applications to tie in with the street lighting replacement programme.
- 2.5 Streetbroadcast believes the city can sustain up to 800 sites and applications will continue to be processed over the term of the contract. However most should be identified in the period to July 2011 to tie in with the end of the street lighting PFI column replacement programme.
- 2.6 Inner North West ward Member are therefore likely to receive notice of advertising applications for sites LCC 494 to LCC 501inc. and LCC 525 in October 2008, subject to these not being eliminated at pre-application stage.
- 2.7 Ward Members will be consulted on the sites identified by Streetbroadcast in advance of applications being submitted for advertising consent. Highways are not identifying any sites but are assessing those proposed by Streetbroadcast.

- 2.8 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.

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

- 3.1 The decisions 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 were made by the Executive Board.

### **4.0 Legal and Resource Implications**

- 4.1 The sharing of lamp post advertising income as described will enhance the financial resources available to Area Committees to enhance services in the wards where the adverts are located.

### **5.0 Conclusion**

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

### **6.0 Recommendations**

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

### **7.0 Background Papers**

1. Report to Executive Board, 14 May 2008 "Advertising on Lamp Posts - Proposals for Distribution of Income"
2. Report to Executive Board, 19 December 2007 "Advertising on Lamp Posts" (Approval to award the advertising contract)
3. Report to Executive Board, 15 December 2007 "Advertising on Lamp Posts" (Results of the advertising trial and approval in principle to a policy of advertising on lamp posts).