

REPORT TO SCRUTINY COMMITTEE RESOURCES

Date of Meeting: 1 July 2015

Report of: Corporate Manager Property

Title: Car Park Estate Advertising Potential

Is this a Key Decision?

No

Is this an Executive or Council Function?

Not applicable.

1. What is the report about?

The Income Generating Measures Task & Finish Group requested that the Car Parks and Corporate Property units explore the income generating potential of advertising on the car park estate. This report updates the Committee on the progress made on this proposal.

2. Recommendations:

That the progress made to date be noted.

3. Reasons for the recommendation:

The work on the potential of the car parks estate is ongoing alongside a separate review of the wider advertising potential of City Council assets. Once we have some firm proposals on the car park opportunities and a clearer idea of what the portfolio-wide proposition entails a way forward can be recommended, but we are not yet in this position.

4. What are the resource implications including non financial resources.

The review of the advertising potential of the estate is progressing within the existing budget and establishment. It should be noted that the Estates Unit in Corporate Property is currently under strength which is impacting on project delivery. It is hoped that this will be successfully addressed by recruitment in the near future.

5. Section 151 Officer comments:

The contents of the report are noted.

6. What are the legal aspects?

The issue of planning consents will need to be considered in exploring the advertising potential of the car park estate.

Legal Services will advise on contractual arrangements moving forward.

7. Monitoring Officer's comments:

This report raises no issues of concern for the Monitoring Officer.

8. Report details:

Corporate Property has been exploring the advertising potential of the car park estate with a view to working up a package of sites that would prove to be attractive to advertising media companies. At this stage it would appear that a package of sites could be offered comprising a number of free-standing perimeter or board mounted poster sites; possible digital advertising sites; and smaller internal board advertising opportunities within both multi-storey and surface car parks.

Corporate Property are exploring these possibilities with an advertising media specialist with a view to working up a set of recommendations for generating new income streams from these sites. A further report with these recommendations will be forthcoming.

Alongside this work, there are other discussions under way concerning entering into a wider arrangement with advertising media procurement companies to roll out advertising more widely in the city, covering public realm, highway verge and operational assets beyond the car parks portfolio. This proposition will need to be considered further before we advance any recommendations specifically on the car park estate.

9. How does the decision contribute to the Council's Corporate Plan?

Not applicable at this stage.

10. What risks are there and how can they be reduced?

None at this stage.

11. What is the impact of the decision on equality and diversity; health and wellbeing; safeguarding children, young people and vulnerable adults, community safety and the environment?

None at this stage.

12. Are there any other options?

Options will be reviewed as part of the assessment of the possible schemes and recommendations.

Michael Carson
Corporate Manager Property
June 2015

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

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