

REPORT TO SCRUTINY COMMITTEE RESOURCES/EXECUTIVE

Date of Meeting: 16 March 2016/12 April 2016

Report of: Corporate Manager Property

Title: Advertising within Car Parks & Public Realm

Is this a Key Decision? No

Is this an Executive or Council Function? Executive

1. What is the report about?

The report updates Members on the potential for earning advertising income within car parks and some public open space

2. Recommendation:

If Members are happy with the principle of advertising within car parks and some public realm areas it is recommended that the Corporate Manager Property market the identified sites in consultation with the Assistant Director Public Realm.

3. Reasons for the recommendation:

The Income Generation Task and Finish Group requested that the potential for advertising income within car parks be investigated. Corporate Property have discussed potential sites with an expert advisor. As a result the following sites have been identified to have potential to earn advertising income, subject to any necessary advertising consents:

Belmont Road Car Park
Cathedral & Quay MSCP
Guildhall MSCP,
Harlequins MSCP
Heavitree Road, advertising Panel adj. 5
Howell Road
John Lewis MSCP
KGV Playing Fields on Bridge Road
King William Street car park
Livestock Centre,
Ludwell Valley Park as it fronts on to Topsham Road
Magdalen Street car park,
Magdalen Road car park
Mary Arches MSCP
Northbrook Golf Course as it fronts on to Topsham Road
Okehampton Street car park
Parr Street car park
Smythen Street car park and Triangle car park

Please refer to the attached illustrations indicating the nature of the advertising which could be deployed on these sites.

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

Officer time and press marketing.

5. Section 151 Officer comments:

If approved an income budget will be included from 2017/18.

6. What are the legal aspects?

No legal issues identified

7. Monitoring Officer's comments:

It is recommended that Legal Services are instructed to prepare an Agreement to regulate the nature and content of any advertisement. In addition planning services will need to be consulted for a view as to whether there are any relevant planning considerations in relation to any proposed structure. Otherwise this report, raises no issues for the Monitoring Officer.

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

Although there are no specific objectives in the Corporate Plan for the development of advertising hoardings/displays within the Council's operational property and Public Open Space, the potential income would contribute towards improving the Council's financial position.

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

At this stage of analysis and assessment there are no significant risks.

10. 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?

No such impacts have been identified at this stage. We will need to have regard to the need for restrictions on advertising certain types of products and services.

11. Are there any other options?

We could choose to do nothing in this regard, however the income potential would not be realised.

Michael Carson
Corporate Manager Property

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

Background papers used in compiling this report:-

None

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