

Environment and Safe Communities
Committee
22 October 2019

ADVERTISING IN CAR PARKS -FEES AND CHARGES

Head of Service/Contact: Ian Dyer, Head of Operational Services

Urgent Decision?(yes/no) No

If yes, reason urgent decision required:

Annexes/Appendices (attached): None

Other available papers (not attached): None

Report summary

This report asks Committee to agree the proposed fees and charges for commercial advertising within the Ashley Centre Car Park.

Recommendation (s)

- (1) That the Committee agrees to commercial advertising being introduced on boards within the car parks at the Ashley Centre and Hook Road.
- (2) That the fees in proposal 3.2 are agreed for the remainder of 2019/20.

1 Implications for the Council's Key Priorities, Service Plans and Sustainable Community Strategy

- 1.1 The proposal would create links with some of our local businesses and provide an opportunity to advertise within our primary town centre car park. It would also could provide a small revenue income to cover costs and aid other Council services.

2 Background

- 2.1 There is huge potential to advertise products and services in our multi-storey car parks. Used by both residents and visitors to the borough, the Ashley Centre and Hook Road often receive over 17,000 visitors a week.

Environment and Safe Communities

Committee

22 October 2019

- 2.2 Various departments across the council could also benefit from such advertising boards, including Venues, Home Improvement agency, Community and Wellbeing, Leisure Development, Waste and Recycling, Communications and Marketing.
- 2.3 In August 2019 eighteen advertising boards were erected within the Ashley Centre car park. Thirteen of these boards are A1 in size, the other five are A2. In Hook Road car park two A2 boards have been erected.
- 2.4 These boards are located on Levels 1 – 4 of the Ashley Centre car park and within the lobby at Hook Road car park and are currently used to promote Council messages and events.
- 2.5 At least ten frames within the Ashley Centre car park and one within Hook Road will be reserved for Council-own advertising.
- 2.6 Normal advertising restrictions would apply such as non-political messages and with the Council reserving the right as to whether to display any messages which may contravene values and guidelines or which may conflict with Council services.
- 2.7 The Planning Department have been consulted regarding consent for advertising rights.
- 2.8 The Council would state that it is not responsible for any of the products or services being offered in commercial advertisements.
- 2.9 Advertising Boards would be updated every four weeks, or sooner if required in exceptional circumstances, by a member of the Communications or Marketing team.
- 2.10 The Council print room facility could be utilised if necessary to print the posters at additional cost to the advertiser.

3 Proposals

- 3.1 That an online form be created to enable interested Commercial parties to book an available board, submit their proposed advertisement and pay the necessary fee.
- 3.2 That the Council charge the advertiser in accordance with the following packages for the remainder of 2019/20.

Environment and Safe Communities

Committee

22 October 2019

	Bronze	Silver	Gold
No. of posters	1	3	3
Per floor	1	1	1
Duration	4 weeks	4 weeks	8 weeks
Price	£60	£180.00	£350.00
Including printing	£70	£195.00	£365.00

- 3.3 That any unused boards be utilised for further Council messages or to display posters stating 'Advertise here' with details signposted to the Council website.

4 Financial and Manpower Implications

- 4.1 The boards have been purchased and erected using funds within existing Council budgets.
- 4.2 A member of the Communications or Marketing team would be required to update the signs on a four-weekly basis or as necessary (the proposed date for change being a Friday). This would be undertaken within existing roles and responsibilities and therefore not incur additional cost.
- 4.3 An online form and booking system would need to be devised or adapted to facilitate requests. This work will be undertaken within existing IT infrastructure and teams and therefore not incur additional cost.
- 4.4 An advertising consent application would need to be made to planning, usually costing £462.
- 4.5 **Chief Finance Officer's comments:** once income streams have been established, these will be built into the car park income budget.

5 Legal Implications (including implications for matters relating to equality)

- 5.1 An application for advertising consent will have to be made to the Council in the usual way. Normal restrictions on advertising rules would apply as with other Council advertising platforms.
- 5.2 **Monitoring Officer's comments:** none arising from the content of the report

6 Sustainability Policy and Community Safety Implications

- 6.1 None

7 Partnerships

- 7.1 The Council would be working with other local businesses to promote their products and services.

Environment and Safe Communities

Committee

22 October 2019

8 Risk Assessment

- 8.1 There is a small risk that the boards could become targets for vandalism or graffiti although this has not been evidenced in the first month.

9 Conclusion and Recommendations

- 9.1 That the Committee agrees the fees and charges

Ward(s) affected: (All Wards);