

# TiSPLAY

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## Overview

### Outdoor Advertising

Over £242 Million was spent on outdoor advertising during the first half of 2006. This was spent on billboards and poster sites throughout the UK.<sup>1</sup>

### Tisplay

Provide new revenue streams to surface, underground and multi-story car park owners through the installation of an innovative outdoor media board, the T-Board. This offers a vivid media option to the outdoor and ambient advertising markets on a local, regional and national basis.

### T-Board

A new illuminated communication medium that has been designed to be functional, aesthetically pleasing and provide benefits to the car park owner, car park user and advertisers.

The installation of the T-Board within the car park environment and its central location at the nose of the bay ensures that the T-Board is hosted in the interest of local amenities and respects the interest of public safety.

#### Innovative

- In both concept and design
- Market leading communication medium
- Strategically positioned at the front of each parking bay
- Space efficient
- Illuminated

#### Informative

- Both an advertising and information medium
- Eye-line height
- Standard A3 format
- Bay number reference system
- Reflective parking aid

#### Durable

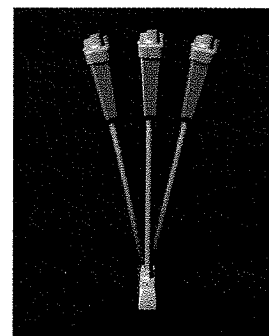
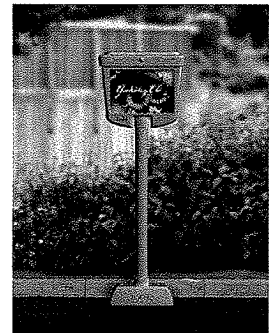
- Heavyweight polycarbonate composition
  - Providing strength
  - Long-term usage
  - Ability to withstand knocks
- Modular assembly
  - Easy installation and replacement

#### Flexible

- Concealed rubber spring
- Flexible construction to protect T-Board if bumped

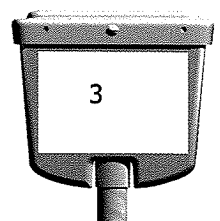
#### Creative

- Colouring of the T-Board can be adapted to meet car park owners requirements
- Evolving and adaptable advertising platform
- You're only limited by your imagination!



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<sup>1</sup> Outdoor Advertising Association figures

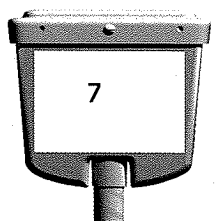
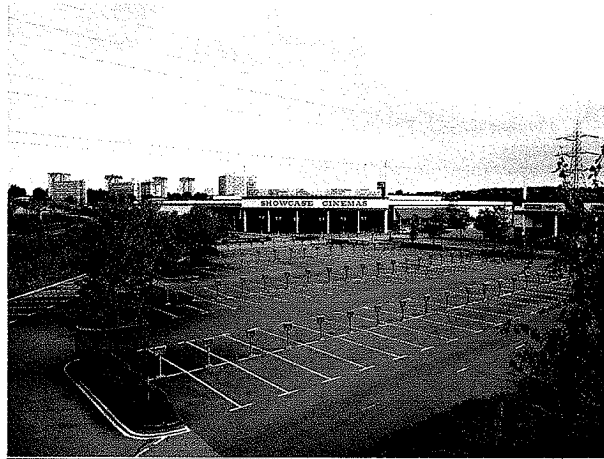


## Key to Choosing a Car Park

The Car Park Owner will identify possible sites under its auspice which could host the T-Board and would provide a return.

Tisplay will survey each of these sites and indicate suitability of the site with the following detail:

Location	Physical address
Size	Number of bays (mother and child, disabled, standard)
Layout	Detailed diagram of structures and
Type	Surface, underground, multi-storey, decked
Construction	Tarmac, concrete, paved, pebbled, blocked etc
Security	CCTV, gates, fencing, security presence
Risk Analysis	Vandalism, graffiti issues, crime rate, local youth culture
Planning Permission	Identify if and what planning permission may be required
Health and Safety	Ensure the function of the car park will not be compromised
	Ensure the car park user will not be compromised
	Ensure that T-Boards will not distract road users
	That the T-Boards will not obscure any relevant parking, road, information or directional signage
	Installation and service site safety
Local Community	Identify the possible impact on the local community
Use	The sites primary and secondary functions
Environment	Residential, retail, town centre,
Users	Demographics of local community and users
Advertising Potential	Determine the attraction to local and regional advertisers



## Returns

Return on investment is always of high priority when weighing up the opportunities and threats of any project and in this case it is of importance that the opportunities far outweigh any threats.

The success of the returns identified depend on numerous factors with the main being that a positive business relationship is tied in with good customer service obtained through excellent communication channels and transparency to provide the long term results.

### Tangible

- No COSTS to the car park host
- Medium and long term revenue streams
- Saving budgets on maintenance lines
- More car park users

### Property

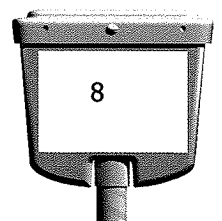
- Increased value of the property
- Enhancement of the site
- Improved aesthetics
- Less vandalism
- Less damage to the sites

### Users

- Enhanced users experience
- Better value for money
- Peace of mind
- Better usability
- Improved functionality

### Intangible

- Strengthen the commercial environment
- Foster a marketable information channel
- Raise awareness of local community issues



## Service and Maintenance

As a company, Tisplay has implemented a quality management system and all our staff are trained in the understanding and implementation of the system.

Tisplay is an associate member of the Outdoor Advertising Association (OAA) and maintains media in accordance with their Terms and Conditions of business and advocate the Standards of Best Practise Policy.

All of our staff and sub-contractors are certified holders of the industry recognised Health and Safety Passport scheme.

All media boards will be maintained in a good state of repair and kept reasonably clean

### **Installation**

During approved times<sup>4</sup>

### **Service**

Checks to coincide with posting schedule

Ensuring the site is clean and free from related debris or rubbish

### **Repair and Maintenance**

48 hour response time from notification

24 hours a day 7 days a week

Removal of fly posting or graffiti within 3 working days

### **Quality Check**

Monthly total quality check

### **Posting**

Weekly or fortnightly advertising posting

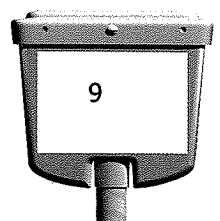
### **Copy Content**

Without in anyway diminishing the obligations to the advertisers, Tisplay will use their best endeavours to ensure that the copy and illustrations depicted within the media boards will comply with all statutory and other legal requirements and with the provisions of the British Code of Advertising Practice.

Should there be any local regulations or issues of concern these should be brought to the attention of Tisplay as quickly as possible to avoid any possible negativity.

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<sup>4</sup> Subject to contract terms and conditions



## Opportunity

Tisplay is offering the North Wiltshire District Council the opportunity to:

- **Increase** the revenue streams from existing car parks
- **Improve** the car park users experience
- **Enhance** the car park sites
- **Augment** the existing users

## Recommended sites

Chippenham	Emery Gate	342
Calne	Sainsburys (A & B)	100
Calne	Town Centre	120
Wootton Bassett	Sainsburys	200
Corsham	Post Office Lane	118

