

# REPORT TO THE EXECUTIVE

Report No. 12

Date of Meeting	09 November 2006
Title of Report	Car Park Advertising
Portfolio	Car Parking and Decriminalisation
Link to Corporate Priorities	
Key Decision	Yes
Executive Workplan Ref	B136
Public Report	Yes

## Summary of Report

To consider a proposition to install outdoor advertising within the public car parks to create revenue generation.

## Officer Recommendations

**That authority be delegated to the Asset, Design and Regeneration Team Leader to agree the terms of the contract to secure outdoor advertising within any or all of the Council's public Car Parks subject to planning permission and an evaluation of a pilot at Emery Gate car park, Chippenham.**

Other than those implications agreed with the relevant Officers and referred to below, there are no other implications associated with this report.

Financial Implications	Legal Implications	Community & Environmental Implications	Human Resources Implications	Equality & Diversity Implications
Yes	Yes	Yes	No	No

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## 1. Introduction

- 1.1 Tisplay, a company which has recently developed media boards for placement within car parks, approached the District Council with a proposal to generate new revenue stream from private advertising on t-boards within the car parking bays.

## 2. Options and Options Appraisal

- 2.1 Option 1: **Do Nothing**. Reject the proposition
- 2.2 Option 2: **Agree to the Proposal for one or two car parks**. For example Emery Gate Chippenham which has a large turnover and where any advertising boards would have minimal visual impact. Potential revenue £16,000 pa.
- 2.3 Option 3: **Agree to the Proposal for several car parks in the District**. To permit the Company to seek planning permission for several car parks in the District. Potential revenue £49,500 pa.

## 3. Background Information

- 3.1 The product is a 3 piece modular A3 sized advertising board like a high bollard which is positioned within the front part of the parking bay. It may include lighting where required. Details are attached at Appendix 1.
- 3.2 The company Tisplay is thought to be the sole provider of the product. Tisplay provide a full service involving gaining planning permission where required, installation and maintenance. The advertising is expected to provide a revenue stream which is projected in Appendix 2.
- 3.3 There appears to be no financial risk to the Council. However consideration needs to be given to the terms of the contract to ensure that both installation is safe, not visually detrimental to the local area; and, any redundant boards will be removed at no cost to the Council.
- 3.4 The Emery Gate car park is thought to be a good location and the Executive may consider an initial pilot at this location and monitoring appropriate before progressing with additional car park sites.
- 3.5 It is felt that there are opportunities at the car parks at Calne, Corsham and Wootton Bassett although on fewer bays and subject to any covenants the main store has with the Council over alteration to the car park.

## 4. Financial Implications

- 4.1 Revenue income of £16,000 to £49,500 pa.
- 4.2 The Contract Procedure Rules require at 3.3, at least four written quotations for contracts estimated to have a value between £20,000 - £50,000, except where, at 4.2.2, an Officer is of the opinion that the goods are of a special character for which it is not possible to obtain competitive prices. Officers advise that because Tisplay is the only known provider of this type of advertising Rule 4.2.2 applies and that contact can be awarded to the named supplier.

## 5. Legal Implications

- 5.1 Any contract with the provider would need to ensure the Council receives the revenue payments and has rights to remove and terminate the arrangements at reasonable notice.

## 6. Community and Environmental Implications

- 6.1 The appearance to the advertising boards may felt to be inappropriate by some users; whilst others may find the product useful and informative.

## 7. Risk Analysis

- 7.1 The risks associated with the proposal are the adverse environmental impact of multiple advertising boards.

<b>Appendices:</b>	<ul style="list-style-type: none"><li>• Appendix 1 - Tisplay Brochure</li><li>• Appendix 2 - Tisplay Proposal</li></ul>
<b>Background Documents Used in the Preparation of this Report:</b>	<ul style="list-style-type: none"><li>• Tisplay Introductory Proposal</li></ul>

### Previous Decisions Connected with this Report

Report	Committee & Date	Minute Reference
<ul style="list-style-type: none"><li>• none</li></ul>		