

1 LAMPPOST ADVERTISING CONTRACT (AN527-2003)

Following the issue of tenders for advertising opportunities on land and buildings in the ownership of the City Council, a unique offer in the form of illuminated advertising on lampposts, was received from Streetbroadcast plc.

Following consultation with the Director of Planning & Transportation, Streetbroadcast's original proposals for 100 lampposts, has been limited to an initial 36 lampposts with the option to look at additional sites at a later date. These sites will be subject to applications for planning consent and advertising consent in due course.

Streetbroadcast are seeking a 15-year contract and the revenue accruing annually to the City Council is estimated at a minimum of £1,000 per site although it is expected that this figure will be closer to £1,500 per site. This is based on the City Council receiving 20% of advertising revenues received (50% of expected profits). In return, Streetbroadcast will provide new lampposts at each of the agreed sites to match those currently used by the City Council but engineered to safely accommodate the new advertising structure. Streetbroadcast will also fully maintain the advertising unit, including any vandalism repairs, and pay for all non-domestic rates, electricity, poster changing and capital installation costs.

The Committee is therefore asked to remit to the Director of Economic Development to conclude a contract with Streetbroadcast plc on the above terms noting however, that the final number of sites will be dependent on the results of the applications for planning consent and advertising consent which will be made for each site.