



**Policy, Finance and
Development
Committee**

**Tuesday 3
February 2015**

Matter for Decision

Title: Advertising on Digital Display Boards

**Author: Anne Court (Director of Services)
Adrian Thorpe (Planning Policy and Regeneration Manager)**

1. Introduction

- 1.1 The public realm in Oadby and Wigston town centres has recently been renewed as a result of joint funding from Oadby and Wigston Borough Council, Leicestershire County Council and the European Regional Development Fund (ERDF).
- 1.2 As part of the improvement works the multicultural sign in Oadby was removed. Members agreed that this should be replaced with a digital display screen and that additionally, a digital display screen should also be installed in Wigston town centre. As a result, two digital display screens have been purchased and are currently awaiting installation.
- 1.3 Advertisement consent has been sought for both screens in order to enable them to be used for advertising by businesses and community groups. Consent has been approved for the screen in Wigston town centre and is currently pending for the screen in Oadby town centre.

2. Recommendations

- 2.1 It is recommended that:
 - i) Approval is given to enable the Council to sell advertising space on the digital display screens
 - ii) That a Policy is prepared with the involvement of Place Shaping Working Group prior to the formal approval of this Committee.
 - iii) That a proportion of the income generated is set aside to cover the electrical costs, routine maintenance and repairs of the digital display screens.

3. Advertising

- 3.1 There is evidence that businesses would use the digital display screens commercially to advertise their services. Several businesses have already expressed an interest.
- 3.2 The Council could also allow a certain number of advertising slots to be made available for community use, whereby giving organisations space to advertise events or services that are available in the area.

- 3.3 The display screens will also be available for the use of the Borough Council and its partners to advertise events and community information as well as multi-cultural events that would have previously been displayed on the multi-cultural sign.

4. Financial

- 4.1 If a charge is made to advertise on the digital display screens it is anticipated that this would generate an income to the Council.
- 4.2 A charging schedule would need to be agreed that would result in a competitive rate compared to other forms of advertising (such as advertising on bus shelters).
- 4.3 Although the display boards are inexpensive to run, a budget is required to cover the electricity costs of running them, as well as routine maintenance and repairs. Therefore it is proposed that some of the income generated through advertising is put aside to cover these costs.

5. Development of a Policy

- 5.1 A Policy would need to be formulated, that prescribes a number of matters, including:
- the type of information that could be advertised
 - the costs of advertising and any variable rates
 - the amount of time that an advert would be shown
 - the period of time that adverts would remain in place
 - the types of business/organisation that would be able to advertise
 - use by the Borough Council itself
- 5.5 It is proposed that the management of the digital display screens and the operation of the Policy would be undertaken by the Town Centre Manager within the Planning Policy and Regeneration Team.

Email: mark.hryniw@oadby-wigston.gov.uk

Implications	
Legal (KG)	The involvement of the Legal team would be sought, where appropriate, during the preparation of the Policy.
Financial (PL)	Operation of the Policy would likely generate an income for the Council, as well as covering operational costs.
Equalities (KG)	An Equalities Impact Assessment will be carried out during the preparation of the Policy.
Risk (AT)	CR4 Reputation Damage – The purpose of the policy is to set out clear guidelines that will serve to protect the Council's reputation.