



**Policy, Finance and
Development
Committee**

**Tuesday 27th
October 2015**

Matter for Decision

Title: Digital Display Screen – Discounts

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1. Introduction

- 1.1 The public realm in Oadby and Wigston town centres has 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 provided in Wigston town centre.
- 1.3 At its meeting on Tuesday 21st July 2015, this Committee approved the fees and charges scale for advertising on the digital display boards. This report seeks an amendment to the fees and charges scale to allow a discount for advertisers who place an advert for a longer period of time.

2. Recommendations

- 2.1 It is recommended that Members approve:
 - i) a discounting scheme for advertising on the digital display screen as set out in paragraph 3.3 of this report.

3. Information

- 3.1 The fees and charges scale has been set up for advertising on the digital display boards. Following some research into advertising costs, the following tariffs are in place:

Community Groups/Charity	Free
Borough Business	£20 per week per slot
Business outside of Borough	£40 per week per slot

- 3.2 Since the Council has made the digital display screens available for commercial bookings a number of businesses have shown an interest in using the screens to advertise their services. Several businesses have expressed an interest in advertising for a number of months which had not been anticipated. Having businesses to advertise for a longer period is of benefit to the Council in terms of securing a source of income that can be used to offset the costs of running the screens.

3,3 It is therefore proposed that a discount scheme is put in place that will encourage businesses to advertise for a longer period of time, as follows:

Business advertising for 3 months + = 5% discount
Business advertising for 6 months + = 10% discount
Business advertising for up to 12 months = 20% discount

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Implications	
Legal	None
Financial	The digital display screens bring in income into the authority and having discounts should secure funding for longer periods.
Equalities	An Equalities Impact Assessment was been carried out during the preparation of the Policy.
Risk (AT)	CR1 Decreasing Financial Resources – A discounting scheme will encourage businesses to advertise for a longer period of time thus securing income to the Council