

## **London Borough of Haringey**

### **MTFS: Strategic Property Unit**

#### **Progress Report on Outdoor Media – Billboard Advertising**

1. The MTFS seeks to increase the income generated by the Council from advertising. Early in 2018 a review of income from advertising was undertaken. A list of advertising 'rights' was obtained from the gazetteer team to get an idea of the borough-wide advertising market. Currently, certain advertising rights are managed by the Communications Team eg: street screens and lamppost banners. The Comms. Team pay/paid for business rates on the assets as set out in legacy contracts. The Comms Team and SPU jointly developed a tender for digital street screens which was won by Clear Channel after a 25 year residency by JC Decaux. Clear Channel has just been invoiced £100,000 for a contract start-up fee.
2. The billboards listed in the commercial portfolio have reduced from a dozen or so to just one over the last ten years. This single asset attracts a fee of £2,500 pa. Another billboard in Station Road adjacent to the taxi office was removed in the last couple of years.
3. From a desk top review of commercial estates it was apparent that there have been or still are unregulated billboards on Council land that attract no income. For example, Garman Road has a large illuminated board with a JC Decaux label. It was anticipated that the commercial tenant had arranged and secured the agreement and a draft agreement was found that indicated that it would be agreed if the tenant paid over 50% of the income. It was not possible to establish if this agreement was implemented.
4. To develop a strategy to maximise Council income from unregulated income it was evident that specialist advice was required. A short list of consultants was prepared. After interview and examination of a scoping document and fee proposal, Out of Home Media Consultancy was appointed on the basis of a £10,000 fee to examine all available documentation, survey all potential sites for new opportunities and to identify potentially unauthorised sites.
5. The Out of Home Media consultant report has been submitted for review and queries arising have been returned for consideration of responses to be included in the final report due to be presented to the Council by end of January 2019.
6. The report suggests that major additional income may not be possible due to a downturn in the market and an emphasis on digital advertising eg: TfL contract for digital displays at bus stops. There are only a couple of potential sites for large digital billboards in the borough.
7. The draft report suggests income of £20,000 to £40,000 from regularisation of potentially unauthorised sites and £35,000 to £70,000 income from a relatively small number of high quality large format paper, vinyl and digital large screens. There needs to be a period of negotiation, planning consents and mobilisation to realise income in 2019-20 under MTFS.