Haringey

Business Planning / MTFS Options 2020/21 – 2024/25

20/25-EC08

Title of Option:	Income from Outdoor Media - Strand 2 (Rental payments from outdoor media companies)		
Priority:	Economy/Your Council	Responsible Officer:	Christine Addison
Affected Service(s) and AD:	Housing, Regeneration & Planning	Contact / Lead:	Bill Ogden

Description of Option:

•What is the proposal in essence? What is its scope? What will change?

•What will be the impact on the Council's objectives and outcomes (please refer to relevant Borough Plan 2019-23 objectives and outcomes, and Borough Plan Evidence Packs)

•How does this option ensure the Council is still able to meet statutory requirements?

•How will the proposal deliver the benefits outlined?

[Proposals will be mapped to the new Borough Plan Priorities/Objectives/Outcomes as they emerge – please take account of any likely changes when framing proposals]

This proposal comprises an opportunity to achieve new income potential by securing rental payments from outdoor media companies.

We estimate that in 2020/21 a new income of £100k per annum could be achieved from outdoor media including digital billboards and an innovative building wrap with a digital display for advertising purposes and council messages.

It will not be necessary to procure additional staff resources to secure this income. Any in-house legal costs would be met by the outdoor media company.

This proposal is in addition to the MTFS savings secured previously for 2019/20 – 2023/24.

Financial Benefits Summary

Savings	2020/21	2021/22	2022/23	2023/24	2024/25	Total
All savings shown on an incremental	£000s	£000s	£000s	£000s	£000s	£000s
New net additional savings	- 100	-	-	-	-	- 100

Capital Implementation Costs	2020/21	2021/22	2022/23	2023/24	2024/25	Total
	£000s	£000s	£000s	£000s	£000s	£000s
Total Capital Costs	-	-	-	-	-	-

Financial Implications Outline

How have the savings above been determined? Please provide a brief breakdown of the factors considered.
Is any additional investment required in order to deliver the proposal?
If relevant, how will additional income be generated and how has the amounts been determined?

This proposal comprises an opportunity to achieve new income potential by securing rental payments from outdoor media companies:

1. The additional income would be generated by agreeing to 3 no. firm offers from advertising agents a 50% expectation of 2 no. further offers and a 50% expectation of planning consent to a firm offer from 2 no. companies to fix an advertising wrap on one of the main office buildings.

2. 2 no. other advertising agents are discussing potential locations and a regularisation of advertising billboards on council land are being investigated

3. We would thus offer up and expected £100,000 income to be set against the ongoing budget deficit of the SPU team.

Delivery Confidence

At this stage, how confident are you that this	4
option could be delivered and benefits	
realised as set out?	
(1 = not at all confident;	
5 = very confident)	

Indicative timescale for implementation

	N/A		01/07/2020
Est. start date for consultation DD/MM/YY		Est. completion date for implementation DD/MM/YY	
	Yes		
Is there an opportunity for implementation			
before April 2020? Y/N ; any constraints?			

Implementation Details

•How will the proposal be implemented? Are any additional resources required? •Please provide a brief timeline of the implementation phase.

•How will a successful implementation be measured? Which performance indicators are most relevant?

No additional resources would be required to implement this proposal. It is the consequence of previously invested time by staff and the outcome of a consultants review of the outdoor media potential undertaken last year.

The implementation phase is from July 2020 to March 2021.

Success will be measured by achieving signed licences with the projected income target met.

Impact / non-financial benefits and disbenefits

What is the likely impact on customers and how will negative impacts be mitigated or managed? List both positive and negative impacts. Where possible link these to outcomes (please refer to relevant Borough Plan 2019-23 objectives and outcomes)

Positive Impacts

N/A

Negative Impacts

N/A

What is the impact on businesses, members, staff, partners and other stakeholders and how will this be mitigated or managed? How has this been discussed / agreed with other parties affected?

List both positive and negative impacts.

Positive Impacts N/A

Negative Impacts

N/A

How does this option ensure the Council is able to meet statutory requirements?

N/A

Risks and Mitigation

What are the main risks associated with this option and how could they be mitigated?(Add rows if required)

	Impact	Probability	
Risk	(H/M/L)	(H/M/L)	Mitigation
Planning consent	м	м	Mitigate risk by early discussion with planning team and
			agreement to work to civic benefit.
Has the EqIA Screening Tool been completed for this proposal?			Yes
EqIA Screening Tool			
Is a full EqIA required?			No