

Appendix B

Additional Information

Housing & Regeneration

EC08 – Income from Outdoor Media – Strand 2 (Rental payments from outdoor media companies)

- a) The Panel requested details of Haringey Council's advertising policy.

RESPONSE:

Provided as **ATTACHMENT A** (Haringey Council's Advertising and Sponsorship Policy 2019)

- b) The Panel requested details of the number and type of buildings to be used for the outdoor advertisements that are proposed.

RESPONSE:

Outdoor Media comprises a variety of types;

Street screens are part of an exclusive contract with Clear Channel which has seen in 2019 the replacement of paper backlit screens (which have been located along the Wood Green High Road for the last 20+ years) by digital screens. Fewer digital screens are installed as media can be changed frequently so offering access to more advertisers.

The content of the advertisements is controlled by a policy that is incorporated into the contract to enable the Council to utilise the technology for its own messages and to control the type of advertisement to prevent unacceptable advertisements as well as preventing the promotion of unhealthy foods and beverages.

It is intended that larger billboard and other property-based opportunities' advertising is subject to a concessions contract tender to be placed in the near future. As such no sites are identified except for a single paper billboard site that already exists near the Leaside Industrial Estate. The successful tenderer(s) would need to identify potential sites and obtain town planning consent. The content of advertisements would be controlled by a policy that is already in use for street screens, although it may be updated to reflect the larger sizes and impact of the installations.