

To: PLANNING AND ENVIRONMENT COMMITTEE	SUBJECT:	
From: DIRECTOR OF PLANNING AND ENVIRONMENT	LAMPPOST ADVERTISING	
Date: 30 June 2004	Ref: N/TL/03/02	

### 1. Purpose of Report

- 1.1 The purpose of the report is to seek approval from Committee to negotiate with a sole supplier in regard to proposals for lamppost advertising.

### 2. Background

- 2.1 An advertising firm has approached the department with proposals in relation to advertising on street lighting columns. The main elements of the proposal are as follows: -
- The organisation would pay the full costs of erecting a new more robust street lighting column at each proposed location. A contractor nominated by this department would carry out the works.
  - The organisation would be responsible for securing advertising for each location and the department would receive a 20% share of the net income generated by each site, which equates to 50% of the gross profits.
  - The organisation would be responsible for all administrative arrangements and costs in relation to obtaining planning approval
  - The organisation would be responsible for erecting and maintaining the display units
  - The agreement would be for a 25 year period
- 2.2 The firm has already carried out a survey of potential sites in North Lanarkshire and Planning and Transportation officials have checked the suitability of the proposed locations.
- 2.3 Enquiries have established that the firm concerned is the only organisation offering such a comprehensive package in relation to lamppost advertising and a number of local authorities in both England and Scotland have already entered into such an agreement.
- 2.4 Legal Services has checked the draft agreement supplied by the organisation and has suggested a number of amendments that should be incorporated in any agreement.
- 2.5 It is anticipated that the proposed agreement will generate income in the order of £100,000 per annum and this will make a significant contribution towards the department's income and savings target.

### 3. Recommendations

- 3.1 It is recommended that Committee approve the proposal to negotiate with Messrs Streetbroadcast Limited in relation to the lamppost advertising proposals.



**David M. Porch**  
**DIRECTOR OF PLANNING AND ENVIRONMENT**  
 14<sup>th</sup> May 2004

Local Government Access to Information Act: for further information about this report, please contact Jim Watson, Service Manager (Roads and Transportation) on 01236 616401