

PUBLIC INTEREST TEST – CHECKLIST

Schedule 12A Local Government Act 1972

Name of Report: Proposed advertising site- University Road West

Committee: Property & Regeneration Briefing

Date: Monday 8th August 2022

Category of exemption applied (from list below): Para 3 -Information relating to the financial or business affairs of any particular person (including the Authority holding that information)

FACTORS WHICH SUPPORT DISCLOSING INFORMATION	
Will disclosure help people to understand and participate in public debate about current issues?	No
Will disclosure help people to understand why the Council has taken certain decisions?	No
Will disclosure give the public information about the personal probity (or otherwise) of elected members or council staff?	No
Will disclosure encourage greater competition and better value for money for council taxpayers?	No
Will disclosure allow individuals and companies to understand decisions made by the Council that have affected their lives?	No
Is the information about factors that affect public health and public safety? (NB you should be careful if considering the release of information which might adversely affect public health and safety)	No
Will disclosure reveal incompetent, illegal or unethical decision-making or examples of malpractice?	No
Will disclosure reveal that such maladministration has not in fact occurred?	No

FACTORS WHICH SUPPORT WITHHOLDING INFORMATION	
Will disclosure damage the Council's interests without giving the public any useful information?	Yes
Will disclosure damage another organisation or person's interests, without giving the public any useful information?	Yes
Will disclosure give an unfair, prejudicial or inaccurate view of a situation?	Yes
Will disclosure prevent the effective delivery of services without giving the public useful information?	Yes
Will disclosure put the health and safety of any group or individuals at risk?	No
Is there a clear and coherent reason why the community in general would benefit more from information being withheld?	Yes

Justification of decision

To manage outdoor advertising and the relationship with the advert developers a framework was established in July 2018 for a five-year period. The flexible Procurement Solution (FPS) enables the Council to work in partnership with the advert developers to develop advert structures on Council land.

All of the advert developers appointed to the framework are encouraged to put forward proposals for consideration, at which point the Council's nominated officer will undertake a pre-application exercise to establish whether that proposal can be supported by the Council.

When the pre-application process has been completed and it has been agreed that an advert site can be taken forward for development, the heads of terms (HOTs) are agreed with the advert developer for that individual site.

There is a market rate for each format of billboard in Salford however each individual site is negotiated with the individual advert developer and this annual rent will be dependent on locality, the scale of the development, and the value that the advert developer is prepared to pay for a particular site in Salford, therefore these HOTs are managed via a contractual arrangement through a formal executed lease or license arrangement.

It is essential to the integrity of the FPS framework that these site values remain confidential between the two parties.

Other documents:

Public Briefing report submitted to Property/Regen Briefing on 8 August 2022

Name of Author: Jonathan Till

Title: Project Manager

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