

**REPORT OF THE STRATEGIC DIRECTOR PLACE**

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**TO THE PROPERTY & REGENERATION BRIEFING**

**ON**

**9<sup>th</sup> January 2023 (FOR DECISION)**

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**TITLE: NEW TERMS FOR AN ADVERTISING SITE - Junction of Blackfriars Road and Chapel Street, Salford.**

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**RECOMMENDATIONS:**

It is recommended that Lead Member:

Note's the proposals detailed below on the terms as set out in the body of this report and on the detailed terms set out in an accompanying Part 2 report for approval elsewhere on the agenda.

To enter into an agreement with Global to renew the existing contract for three advertising panels located on land at the junction of Blackfriars Street and Chapel Street, Salford.

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**EXECUTIVE SUMMARY:**

The current agreement with Primesight, for the three existing billboards located on land at the corner of Blackfriars Road and Chapel Street, is due to expire on 18<sup>th</sup> September 2024.

Global (formally Primesight) have put forward a proposal to renew the agreement for a further ten-year period, the rent offered has been benchmarked and is deemed to be acceptable.

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**BACKGROUND DOCUMENTS:**

Location plan.

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## KEY DECISION: No

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### DETAILS:

#### Introduction and background

The Property Management team have the responsibility for generating income through the management and development of all outdoor advertising on Council land, the net target for 2022/23 stands at £900,000 in year.

To achieve this level of revenue a number of advertising initiatives have been developed:

- Roundabout sponsorship.
- Boundary sign sponsorship
- Advertising on bridges A580/A6
- Lamp column banner advertising.
- The development and roll out of six sheet digital displays (FSU)
- The development of digital billboards.

#### Procurement framework

To manage outdoor advertising and the relationship with 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.

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

As part of the pre-application process colleagues within the Place Directorate are consulted to establish whether the advert proposal can be supported. Colleagues from Planning, Road Safety, Regeneration, Highway Maintenance, Property, Infrastructure and Highways design, are included within this consultation exercise.

#### Proposal

Global (formally Primesight) currently operate three billboards on land at the corner of Chapel Street and Blackfriars Road, the existing agreement is due to end on 18<sup>th</sup> September 2024.

The billboard site is comprised of the following advert formats, please see the accompanying site plan.

- Billboard (1) 1 x Paper & paste display

- Billboard (2) 1 x Digital 48 sheet display
- Billboard (3) 1 x Backlit 48 sheet display



Junction of Blackfriars Street and Chapel Street

Global (formally Primesight) have put forward a proposal to renew the agreement for a further ten-year period, the rent offered has been benchmarked and is deemed to be acceptable.

Other formats of advertising displays were considered for this location, however after a number of discussions with potential partners, it was confirmed that the preferred format for this site would remain as digital 48 sheet display(s).

A step rent increase has been factored into the agreement.

The Regeneration team have confirmed that a ten-year agreement for this site can be supported. Planning consent is in place.

The existing billboards are all 48 sheet displays (D48) with a display size of 3.5m (Height) x 6.5m (Width). The height to underside of display is 2.5m. The total height of the unit is 6.0m.

#### Planning consent

Planning consent is in place.

#### Social Value

To support the social value agenda the Council will benefit from some free screen time on the digital display. In total the Council will be entitled to 14 weeks of airtime in any twelve-month rolling period delivered through 7 x 2-week marketing campaigns.

The campaigns will be managed and administered by the Council's Communication team.

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### **KEY COUNCIL POLICIES:**

The scheme will contribute to Salford's Great Eight priorities by supporting improvements to our streets and transport infrastructure and is particularly relevant to priority 6, Promoting transport and digital connectivity.

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### **EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS:**

It is considered that there are no adverse impacts associated with this proposal.

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### **ASSESSMENT OF RISK:**

Low: all development costs will be met by the advert developer, there will be no liability on the Council.

A break clause has been established within the heads of terms to support the regeneration agenda for the Crescent area.

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### **LEGAL IMPLICATIONS Supplied by:**

Tony Hatton: Principal Solicitor x2904

The procurement of all large format advertising sites are managed through the Flexible Procurement Solution.

Individual sites are managed through a lease or license arrangement which controls the roles and responsible of each party within a legal framework.

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### **FINANCIAL IMPLICATIONS Supplied by:**

Supplied by: Alison Woods, Senior Accountant (Planning & Transport)

The Place service group has set a challenging Highways advertising target of £900,000 net income for the 2022/23 financial year and the development of this digital advertising screen will contribute towards the achievement of this target and targets agreed for future years.

There will be no cost to the Council, as all development costs will be met by the advert developer.

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## **PROCUREMENT IMPLICATIONS Supplied by**

Christine Flisk: Procurement Manager.

The development of all outdoor digital displays on Council land are managed through the Flexible Procurement Solution framework (FPS), a five-year procurement arrangement that was put in place in July 2018.

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## **HR IMPLICATIONS Supplied by: N/A**

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## **CLIMATE CHANGE IMPLICATIONS Supplied by:**

Jonathan Till: Project Manager

Comments:

The billboard has a very limited impact on the climate and utilises low energy LED lighting panels that consume very small amounts of electricity. Visual impact on the local area has been assessed through the planning application process.

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## **OTHER DIRECTORATES CONSULTED: N/A**

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## **CONTACT OFFICER:**

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**WARDS TO WHICH REPORT RELATES: Blackfriars and Trinity**