

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 18 DECEMBER 2001

ROADSIDE ADVERTISING

Report By Director of Development Services

1. PURPOSE OF REPORT

- 1.1 To recommend that the Council seek tenders for the installation of roadside advertising in East Ayrshire.

2. BACKGROUND

- 2.1 The successful tendering exercise for the provision of advertising bus shelters now generates substantial annual revenue for the Council. To build on this, a number of advertising agencies were contacted to assess the potential for free-standing panels, similar to those on the bus shelters, at suitable roadside locations.

3. PROGRESS TO DATE

- 3.1 Following the initial contacts, one of the agencies carried out a detailed site survey, focusing initially on the market potential in and around Kilmarnock Town Centre.
- 3.2 The locations considered are mainly adjacent to off-street car parks, but also on verges and paved areas within the highway boundaries. The panels are similar in size to the ones on the new bus shelters, but would be freestanding and internally lit. Some would be double sided; others single sided, depending on the location and visibility to passing traffic. Twenty five possible locations were identified. There are other possible sources of advertising income such as roundabouts and sponsorship of street signs.
- 3.3 If this first scheme is successful, it could then be extended to other communities in East Ayrshire although there would be a limit on the number of sites which the agencies could market to advertisers. The market potential for this type of advertising is dependent on good visibility to a steady flow of passing vehicular traffic.

4. PLANNING ISSUES

- 4.1 The erection of the advertising panels will require the benefit of consent under the Town and Country Planning (Control of Advertisements) (Scotland)

Regulations 1984. Control under these Regulations can be exercised only in the interests of amenity and public safety.

- 4.2** Although it is for the applicants to identify potentially suitable sites, it is considered that a number of sites in the Kilmarnock area do have the potential to accommodate such advertisement displays. Clearly that potential may be constrained at certain locations particularly in relation to Conservation Areas or Listed Buildings. The exercise of planning control will of course be a process entirely separate from any other considerations for the Council regarding the proposed advertisement panels.

5. PROPOSALS

- 5.1** Subject to the Committee's direction, interested advertising agencies could be invited to submit their proposals in a formal tendering exercise in accordance with the Council's standing orders relating to contracts.

6. LEGAL IMPLICATIONS

- 6.1** Full consideration will be given to the procurement implications to ensure compliance with the Council's standing orders relating to contracts.

7. FINANCIAL IMPLICATIONS

- 7.1** The Council would derive an income of at least £30,000 per annum if it were agreed to proceed with the proposal.

8. POLICY IMPLICATIONS

- 8.1** Nil

9. RECOMMENDATIONS

- 9.1** The Committee is requested to agree to invite tenders for roadside advertising of a form similar to that outlined in section 3.

Stephen Chorley
Director of Development Services
SG/YK
3 December 2001

LIST OF BACKGROUND PAPERS

Nil

For further information please contact Sandy Gillatt on 01563 576310

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AGENDA