



## Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	Use of Council sites for Managed Flyposting
<b>Date:</b>	9 February 2012
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Rose Crozier, Assistant Director of Parks and Leisure

<b>1.</b>	<b>Relevant Background Information</b>
	<p>As part of the council's efficiency programme departments have been seeking more innovative ways to maximise their income which has included examining the potential for additional revenue from installing advertising hoardings on council owned sites.</p> <p>Following an initial procurement exercise CBS (Outdoor Advertising) were appointed by the council to undertake a review of all council sites and advise on the suitability of each site in terms of advertising potential; likelihood of obtaining planning; potential income return and form of advertising and advertising strategy. In response to the ongoing problem of illegal flyposting an internal working group (chaired by Sam Skimin, and attended by Estates, Development, Corporate Communications and Legal Services) was set up to develop proposals for managed fly poster sites in the city. CBS Advertising was also asked, as part of their wider review on advertising, to advise on the suitability of any sites as managed fly posting sites. The schedule of Parks and Leisure sites is listed at Appendix 1.</p> <p>In other cities legal fly posting schemes are operated by companies who specialise specifically in this on behalf of councils. These companies design, build, install and maintain the advertising sites across the city using a variety of formats – cylinder drums, boards, lamp post columns.</p> <p>This report is to advise committee of the Parks and Leisure sites on the schedule of council properties that have been deemed eligible for consideration for this purpose.</p>

<b>2.</b>	<b>Key Issues</b>
	<p>Further work will be undertaken to assess the suitability of sites on the boundaries of the Parks and Leisure facilities listed.</p> <p>The Health and Environmental Services Committee will consider the approach to managed fly posting sites at its March meeting.</p> <p>The Director of Property and Projects will be progressing the wider project regarding advertising on council properties to report to the Strategic Policy &amp; Resources Committee. A further report will be brought to Parks and Leisure Committee in due course to consider Parks and Leisure sites with potential to be considered for this initiative.</p>
<b>3.</b>	<b>Resource Implications</b>
	None at this stage.
<b>4.</b>	<b>Equality and good relations implications</b>
	None.
<b>5.</b>	<b>Recommendations</b>
	Committee is asked to note the report.
<b>6.</b>	<b>Decision Tracking</b>
	N/A
<b>7.</b>	<b>Key to Abbreviations</b>
	None.
<b>8.</b>	<b>Documents Attached</b>
	Appendix 1: schedule of Parks and Leisure eligible sites