

STOCKPORT COUNCIL
EXECUTIVE REPORT – SUMMARY SHEET

Subject: Proposed Highway Digital Advertising displays on the Main Road Network throughout the Town Centre

Report to: (a) Central Stockport Area Committee **Date:** Thursday, 1st Oct 2020
Heatons and Reddish Area Committee **Date:** Wednesday 30th Sep 2020
Cabinet Member for Economy and Regeneration

Report of: (b) Corporate Director for Place, Management and Regeneration

Key Decision: (c) **NO / YES** (Please circle)

Forward Plan General Exception Special Urgency (Tick box)

Summary:

To seek comments and approval from members regarding the proposed twelve potential locations for new Highway Digital Advertising displays on the Main Road Network throughout the Town Centre.

Recommendation(s):

The Corporate Director for Place Management and Regeneration requests members comment on this report and recommend the Cabinet Member for Economy and Regeneration approves the Council entering into a tender process for the twelve potential locations for new Highway Digital Advertising displays on the Main Road Network throughout the Town Centre.

Relevant Scrutiny Committee (if decision called in): **(d)**

Economy and Regeneration Scrutiny Committee

Background Papers (if report for publication): **(e)**

There are none.

Contact person for accessing
background papers and discussing the report

Officer: Nick Whelan
Tel: 0161 474 4907

'Urgent Business': (f) **YES / NO** (please circle)

Certification (if applicable)

This report should be considered as 'urgent business' and the decision exempted from 'call-in' for the following reason(s):

The written consent of Councillor and the Chief Executive/Monitoring
Officer/Corporate Director for Corporate and Support Services for the decision to be
treated as 'urgent business' was obtained on /will be obtained before
the decision is implemented.

Proposed Highway Digital Advertising displays on the Main Road Network throughout the Town Centre

Report of the Corporate Director for Place Management and Regeneration

1. MATTER FOR CONSIDERATION

- 1.1 To seek comments and approval from members regarding the proposed twelve potential locations for new Highway Digital Advertising displays on the Main Road Network throughout the Town Centre.

2. INFORMATION

- 2.1 This report follows on from the '*TCAP1007 Wayfinding - New Variable Message Sign displays (free text signs) in Stockport Town Centre*'; which was previously introduced on today's agenda.
- 2.2 This report details the proposed sites of Highway Digital Advertising on the Main Road Network throughout the Town Centre, which follows on from the previous report '*Developing a Strategic Approach to Managing Advertising on and adjacent to the Highway and in Car Parks*' which was submitted to the Executive Meeting on 1st October 2013 and subsequently *RESOLVED – That the strategic approach to managing advertising on behalf of the Council on all Council assets, including those on or adjacent to highway land and within car parks, and the associated policy as set out in Appendix A of the report, be adopted.*
- 2.3 As part of the strategic concept to managing advertising, Stockport Council has been developing an approach to utilising the Council's Highway Assets and Council owned land over recent years to provide an opportunity for advertising on the Highway, which would be beneficial to businesses and also a potential to provide a significant revenue generator for Stockport Council.
- 2.4 In conjunction with the study, work began with establishing potential locations with an initial list of 18 sites being identified as a number of possible viable sites, using traffic count data to strategically identify potential sites. Many of the sites have been subject to major work as part of the TCAP project however this is now drawing to a close giving the opportunity to utilise the locations for large format digital advertising.
- 2.5 Following further investigation; the number of sites were reduced to 12, due to several factors including safety for all road users, Planning considerations and Opportunity To See (OTS).
- 2.6 The following list of potential sites are mainly located on the Main Road Network throughout the Town Centre and positioned at strategic locations to maximise the viability of each site.
 - 1) Travis Brow at the junction with the Pyramid roundabout
 - 2) Hollywood Way at the junction with the Pyramid roundabout

- 3) A6 Wellington Road North at Debenhams
- 4) Heaton Lane at the junction with A6 Wellington Road North
- 5) Great Egerton Street at the junction with Little Egerton Street
- 6) Great Portland Street at the junction with Knightsbridge
- 7) St Marys Way close to the junction with Newbridge Lane
- 8) Portwood Roundabout at the junction with Tiviot Way
- 9) Travis Brow – A6 Link Road just west of the Viaduct
- 10) Travis Brow – A6 Link at the junction with A6 Wellington Road North
- 11) St Marys Way at the junction with Spring Gardens
- 12) St Marys Way at the junction with Hempshaw Lane

2.7 Stockport Council and Trafford Council will jointly manage the tendering of a contract for a commercial partner as part of the agreement, utilising the existing Salford framework. When a commercial partner has been selected that partner will need to apply for advertising consent for each of the sites. Approval of this report does not pre-determine or prejudice any such advertising consent application.

2.8 Further details of the proposed scheme can be seen in the attached *Highway Digital Advertising Presentation*, which provides actual mock-ups of the Highway Digital Advertising displays for each location along with additional information of the scheme.

2.9 The positions of the Highway Digital Advertising displays can also be viewed in location plan *NM157-1007-002*, which combines both the proposed Highway Digital Advertising displays and proposed VMS displays.

2.10 Member support at this stage is key to providing confidence to potential bidders to develop the sites

3. FUNDING

3.1 The costs associated with setting up the proposed Highway Digital Advertising displays will be met by funding as part of the jointly managed contract with Stockport Council and Trafford Council utilising the existing Salford framework. Once established the scheme should provide a significant funding stream to support Highway maintenance and improvement.

4. RECOMMENDATIONS

4.1 The Corporate Director for Place Management and Regeneration requests members comment on this report and recommend the Cabinet Member for Economy and Regeneration approves the Council entering into a tender process for the twelve potential locations for new Highway Digital Advertising displays on the Main Road Network throughout the Town Centre.

Background Papers

Committee report '*Developing a Strategic Approach to Managing Advertising on and adjacent to the Highway and in Car Parks*' which was submitted to the Executive Meeting on 1st October 2013

Anyone wishing to inspect the above background papers or requiring further information please contact Nick Whelan on telephone number Tel: 0161 474 4907 or alternatively email nick.whelan@stockport.gov.uk