



HIGHWAY DIGITAL ADVERTISING

A STRATEGIC APPROACH TO MANAGING ADVERTISING

- Stockport Council is developing an approach utilising the Council's Highway Assets and Council owned land.
- Appropriate advertising on the Highway is beneficial to businesses and could be a significant revenue generator for Stockport Council.
- We have worked to find ways to maximise revenue for the council whilst ensuring advertising remains appropriate in both scale and content, and are bringing forward proposals to share the revenue between the Council's central budget and the ward devolved budgets.

IDENTIFYING POTENTIAL SITES

- Traffic count data was used to strategically identify potential sites for the scheme.
- 18 sites were initially identified. However, upon further investigation the number of viable sites were reduced to 12. This is due to a number of factors such as:
 - Safety
 - Opportunity To See (OTS)
 - Planning considerations

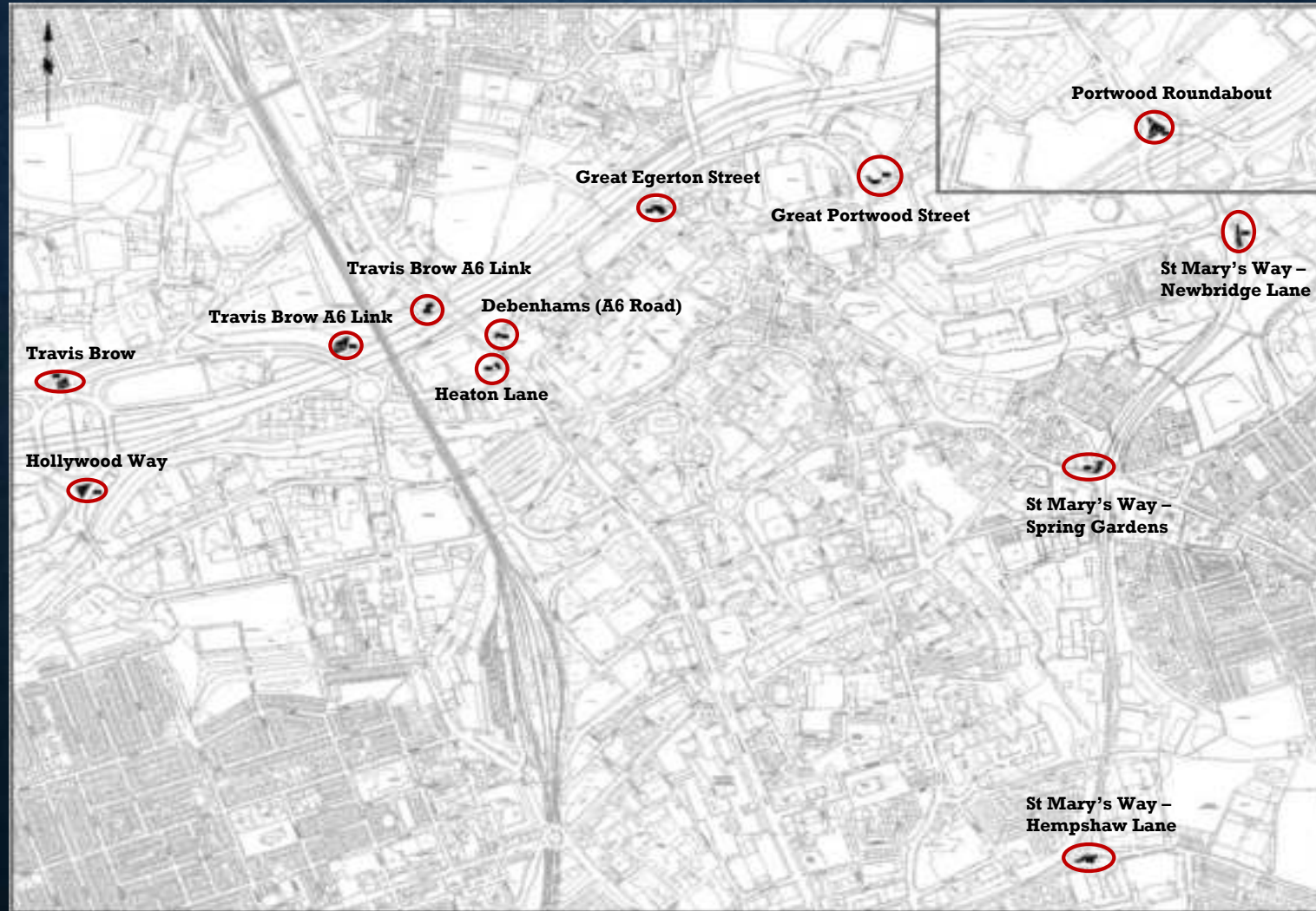
FACTORS CONSIDERED FOR POTENTIAL SITE LOCATIONS

- Safety – Should consider the safety of all road users.
 - Sightline obstruction
 - Proximity to traffic signals
 - Impact on pedestrians or cyclists pathway
 - Current accident statistics
- Planning consideration– Obtaining the relevant planning permissions including advertisement and planning permissions when appropriate.
- Opportunity to See (OTS) – This is the way in which the commercial value of the site is assessed, and is based upon the flow of traffic past the site or the pedestrian footfall in the area. The OTS is also affected by the size of the advertising site. The higher the OTS, the greater the potential value of the site which in turn, will provide the optimum return in income to the Council.

LIST OF POTENTIAL SITES

- Travis Brow
- Hollywood Way
- Debenhams (A6 Road)
- Heaton Lane
- Great Egerton Street
- Great Portwood Street
- St Marys Way – Newbridge Lane
- Portwood Roundabout
- Travis Brow – A6 Link
- Travis Brow – A6 Link
- St Marys Way – Spring Gardens
- St Marys Way – Hempshaw Lane

SITE OVERVIEW



SITE LOCATION: TRAVIS BROW

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with the Pyramid Roundabout.

SITE LOCATION: HOLLYWOOD WAY

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with the Pyramid Roundabout.

SITE LOCATION: DEBENHAMS (A6 ROAD)

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at Debenhams on the A6 Wellington Road North

SITE LOCATION: HEATON LANE

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with A6 Wellington Road North

SITE LOCATION: GREAT EGERTON STREET

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with Little Egerton Street

SITE LOCATION: GREAT PORTLAND STREET

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with Knightsbridge

SITE LOCATION: ST MARYS WAY – NEWBRIDGE LANE

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with St Marys Way and Newbridge Lane

SITE LOCATION: PORTWOOD ROUNDABOUT

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with Tiviot Way

SITE LOCATION: TRAVIS BROW – A6 LINK ROAD

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land just west of the Viaduct

SITE LOCATION: TRAVIS BROW – A6 LINK

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with A6 Wellington Road North

SITE LOCATION: ST MARYS WAY – SPRING GARDENS

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with Spring Gardens

SITE LOCATION: ST MARYS WAY – HEMPSHAW LANE

Current



Potential



The location of the proposed Highway Digital Advertising display is on Stockport Council's owned land at the junction with Hempshaw Lane

NEXT STAGE

- Stockport Council and Trafford Council will jointly manage the contract as part of the agreement.
- The identified sites will be offered to existing framework agencies, seeking guaranteed income for all sites.
- There would be a single contract for all sites.
- Anticipated duration of the contract – 10 to 15 years.
- Content of Advertising: There will be no religious, political, adult, weaponry, pay day loans or tobacco advertising or advertising that breaches Council's ethical standards.