



## RYDE TOWN COUNCIL OFFICER REPORT

<b>Committee:</b>	Place, Neighbourhood and Planning.
<b>Date:</b>	Tuesday, 14 February 2023.
<b>Report Author:</b>	Chris Turvey – Place, Neighbourhood and Planning Officer.
<b>Report Title:</b>	Review of Banner Installation on Ryde Esplanade.
<b>Context:</b>	<p>The PNP committee set the following condition:</p> <p><i>“Each year the banner scheme will be reviewed by the planning committee to confirm its performance with regards the 3 benefits identified in the Public Realm application and the financial performance achieved by the advertising”</i></p>

## 1. SUMMARY

Cllr Sabine has championed and facilitated the installation of 22 banners attached to on lamp posts on the Eastern Esplanade. The committee made a commitment to review their installation yearly to ensure that they are delivering on the identified benefits and performing financially so as not to be a drain on the Council budget.

## 2. BACKGROUND INFORMATION

The original public realm application stated the following:

*“22 Advertising banners to be attached to Lamp Standards in an area on the Esplanade stretching from the Monktonmead Pumping Station to the inshore Lifeboat station.*

*Planning consent has been obtained for the project, planning reference no.*

*The Banners form part of a regularly used walkway and there will be a strong opportunity for sponsorship from various businesses to fund the printing of the banners going forward to stop the need for on costs.*

*The proposed use for the banners will be to promote the outputs from the Creative Biosphere program in liaison with Ryde Academy. This fits neatly within the UNESCO Biosphere remit (the Creative Biosphere project was won by the AONB and awarded by Arts Council England). The impact of the project will be rendered clearly visible on the banners and promoted widely throughout the Isle of Wight and Portsmouth and Southsea area.*

*The banners will only advertise local businesses in Ryde, no chains will have access to advertising.”*

## 3. FINANCIAL IMPLICATIONS

The first year of operation included some 1 off costs such as the planning application costs, the brackets which hold the flags and the initial set up cost for the installation.

Future years have less costs and include installation on the existing brackets and the new advertising flags. Table 1 below shows the initial costs and Table 2 shows 3 options going forward for financing the banners. Each give the Town Council a different financial outcome. The planning approval is for 5 years so any shortfall would need to be recuperated within that timeframe.

**Table 1**

Details for 2022	Costs (excluding VAT)
Initial set up Costs	£7,197.00
Income for 1 <sup>st</sup> Year	£3,800.00
<b>Total</b>	<b>£3,397.00 Loss</b>

**Table 2**

<b>Details for 2023</b>	<b>Costs (excluding VAT)</b>
Banners (1500 x 600 mm)	£1,650.00
Installation and removal (including moving)	£2,775.00
<b>Total Costs</b>	<b>£4,425.00</b>
22 banners to be funded (£200+ VAT)	<b>£4,400.00 (Loss of £25.00)</b>
22 banners to be funded (£240+ VAT)	<b>£5,280.00 (Profit/working capital £885.00)</b>
22 banners to be funded (£250+ VAT)	<b>£5,500.00 (Profit/working capital £1,100.00)</b>

#### **4. OPTIONS**

##### **Option 1**

Leave the charges as they were last year, this will give RTC a loss of £25.00

##### **Option 2**

Increase the charges to £240.00, this will give a working profit of £885.00

##### **Option 3**

Increase the charges to £250.00, this will give a working profit of £1,100.00

#### **5. RECOMMENDATIONS**

Officer recommendation for the committee is:

##### **Option 3**

Increase the charges to £250.00, this will give a working profit of £1,100.00.

Note - This working profit will help to pay back the initial year 1 costs of £3,390.00 within the planning permission period of 5 years.