

<p>Cabinet</p> <p>9 March 2022</p>	 <p>TOWER HAMLETS</p>
<p>Report of: Ann Sutcliffe – Corporate Director, Place</p>	<p>Classification: Part Exempt (Appendix 1)</p>
<p>Highway Advertising at Preston’s Road – Two Towers East</p>	

Lead Member	Councillor Kahar Chowdhury, Cabinet member for Public Realm
Originating Officer(s)	Nigel Davis, Head of Highways & Transportation Paul Whitfield, Group Manager Highways Shah Alom, Head of Service Development & Programmes Dulu Miah, Development & Improvements Coordinator Stephen Warway, Team Leader Highways
Wards affected	Blackwall & Cubitt Town, Poplar Ward
Key Decision?	YES
Reason for Key Decision	
Forward Plan Notice Published	N/A
Exempt Information	<p>The exempt information is contained in</p> <ul style="list-style-type: none"> • <i>Appendix 1</i> <p>The exempt information falls into this category:</p> <ul style="list-style-type: none"> • 3. Information relating to the financial or business affairs of any particular person (including the authority handling the information)
Strategic Plan Priority / Outcome	A dynamic, outcomes-based council using digital innovation and partnership working to respond to the changing needs of our borough

Executive Summary

In order to meet income targets per annum within the Highways & Transportation Revenue account, this report sets out the proposed following actions to:

- 1) Authorise the Corporate Director Place to enter into an appropriate land related agreement to allow Ocean Outdoor UK Ltd to continue to license a

site at Preston's Road Roundabout subject to the agreement of appropriate legal terms and conditions.

- 2) Authorise the Corporate Director Place to authorise the execution of any and all agreements, licences and if necessary, registrations necessary to give use of the land known as Preston's Road roundabout,
- 3) Subject to the Director of Legal being satisfied that the best consideration requirements of Section 123 of the Local Government Act 1972 are being met if applicable to the terms of the Contact

1 ALTERNATIVE OPTIONS

- 1.1 The option to approach the property market for the Prestons Road site has been considered, but in view of the time that it would take to secure interest, potential income would be lost in the meantime until a contract could be awarded. Based on an appraisal of the current market, which is currently depressed due to the impacts of Covid, a negotiated agreement to continue the license with Ocean Outdoor UK (the current Licensee) on agreed terms and conditions was the found to be the best all round option going forward, at this time.

2 DETAILS OF THE REPORT

- 2.1 The details of this advertising site, which is on public highway maintainable at public expense, are outlined, below:

Preston's Road Roundabout

A final proposal has been received from Ocean Outdoor Ltd (the current licensee permitted to advertise on this site) to continue advertising on 'Two Towers East' comprising of two advertising towers, Due to the value of the income from this site, approval by the Council's Cabinet Committee is needed to proceed with the agreement.

3 EQUALITIES IMPLICATIONS

- 3.1 There are no equalities implications from these proposals for consideration

4 OTHER STATUTORY IMPLICATIONS

- 4.1 This section of the report is used to highlight further specific statutory implications that are either not covered in the main body of the report or are required to be highlighted to ensure decision makers give them proper consideration. Examples of other implications may be:
 - Best Value Implications,
 - Consultations,
 - Environmental (including air quality),

- Risk Management,
- Crime Reduction,
- Safeguarding.
- Data Protection / Privacy Impact Assessment.

5 COMMENTS OF THE CHIEF FINANCE OFFICER

- 5.1 The grant of the license for advertising at Preston's Road Roundabout site to Ocean Outdoor UK Ltd (the current Licensee) would generate an income stream for the Council over the eight-year contract term, from 2022-23 to 2029-30. The income from this site is the main contributor towards the income budget for outdoor advertising.
- 5.2 The new licence will result in a small reduction in income when compared with the final year of the current contract. It is proposed that this shortfall will be mitigated through additional income opportunities, including digitisation of existing sites.

6 COMMENTS OF LEGAL SERVICES

Prior to execution of the proposed licence the Director of Legal will need to be satisfied that the best consideration requirements of Section 123 of the Local Government Act 1972 if applicable to the final terms of the licence are met.

Linked Reports, Appendices and Background Documents

Linked Report

- NONE

Appendices

- Exempt Appendix 1 – Details of agreement

Background Documents – Local Authorities (Executive Arrangements)(Access to Information)(England) Regulations 2012

- NONE