

LONDON BOROUGH OF HARROW

Meeting:	Publications Advisory Panel
Date:	2 nd September 2004
Subject:	Council Notice Boards
Key decision:	No
Responsible Chief Officer:	Executive Director, Urban Living Head of Communications
Relevant Portfolio Holder:	Planning, Development and Housing Strategic View and External Communications
Status:	Part 1
Ward:	All wards
Enclosures:	Appendix A – list of council notice board sites

1. Summary

- 1.1 The Council is due to enter negotiations with advertising hoarding companies in 2005 about the placement of such hoardings throughout the borough. The existing contract includes a clause about the placing and siting of community notice boards. The panel is asked to give its views on the community notice board aspect of this arrangement, including how they would want to see community notice boards develop in the future.

2. Recommendations

- 2.1 The panel note the report and add views

3. Consultation with Ward Councillors

- 3.1 None

4. Policy Context

- 4.1 Members of the panel requested a report to discuss this issue

5. Relevance to Corporate Priorities

- 5.1 Engaging local communities

6. **Background Information**

- 6.1 Harrow has 20 poster notice board sites in the borough, supplied and maintained by Adshel, the advertising company. Adshel has had a contract with the council since November 1993 enabling them to utilise various sites in the borough for billboard advertising. This contract was drawn up by council officers who are now part of Urban Living.
- 6.2 The contract with Adshel is due for renewal in November 2005. A notice to begin renegotiations is due to be issued in November 2004.
- 6.3 The existing contract includes a clause about community notice boards. The company agrees to supply and maintain 20 such notice boards at various sites around the borough. A full list is attached as Appendix A.
- 6.4 Further, the company agrees to change notices and update the information therein on the second and fourth Friday of every month. They supply an operative who collects notices from the Civic Centre reception and tours the borough updating the boards. This service is at no cost to the council.
- 6.5 It is fair to say that many of the notice boards are now looking their age. A number have been vandalised and interior lighting is not working. Although some maintenance has been carried out it has not always been satisfactory. At present, three of the sites listed in Appendix A - St Anne's Road, Harrow Weald Recreation Ground and the entrance to Harrow Museum and Heritage Centre – have been removed because of the damage caused to them. Some notice boards, including the one outside the Civic Centre, have been renovated by the council.
- 6.6 The notice boards generate a small amount of income for the council (up to £5,000 per year) Posters are displayed for two week periods. The criteria for acceptability of posters was drawn up several years ago. Priority is given to statutory council information. Most groups pay £23.50 for a two week period. If there is space, suitable commercial organisations can use the boards for advertising purposes at a cost of £82.25 for a two week period.

7. **Consultation**

- 7.1 Further consultation is under consideration

8. **Finance Observations**

- 8.1 No Financial Comments.

9. **Legal Observations**

- 9.1 No Legal Comments.

10. **Conclusion**

- 10.1 The panel is asked to give consideration to the following points:

*Should the location, siting and maintenance of community notice boards be part of an agreement with a advertising hoarding company or should they be dealt with separately under the council's direct control?

*Should a fresh criteria for use of boards for local and voluntary groups/partners/ commercial organisations be drawn up?

11. Background Papers

11.1 Appendix A – list of current sites for community notice boards

12. Author

12.1 Peter Brown, Head of Communications