

# Nottingham City Council Delegated Decision



**Nottingham**  
**City Council**

<b>Reference Number:</b>	<b>3382</b>
<b>Author:</b>	<b>Jonathan Saville</b>
<b>Department:</b>	<b>Commercial and Operations</b>
<b>Contact:</b>	<b>Jonathan Saville</b> <b>(Job Title: Director - Sales, Marketing &amp; Development, Email: jonathan.saville@nottinghamcity.gov.uk, Phone: 0115 989 5536)</b>
<b>Subject:</b>	<b>Large scale outdoor digital screen at Theatre Royal</b>
<b>Total Value:</b>	<b>£165,000 (Type: Capital)</b>
<b>Decision Being Taken:</b>	<b>1) Grant authority to procure the installation of a large scale outdoor digital screen on the side of the Theatre Royal facing Forman Street.</b> <b>2) Delegate authority to the Director Sport Culture and Parks to award and sign the contract for the installation of the digital screen.</b>
<b>Reasons for the Decision(s)</b>	<b>As part of the digital marketing strategy around our current Transformation Project we are looking to install a large (30ft by 40ft) digital screen on the exterior of the Theatre Royal to help promote shows and events on at the Theatre Royal &amp; Royal Concert Hall. This would be sited on a wall located on South Sherwood Street that faces down Forman Street. The throughput of pedestrians up and down these two roads is significant and this location would also face the entrance to The Cornerhouse, increasing the reach and exposure that this project can offer. This project has been budgeted for in 2018/19 and the allocation exists in the TRCH reserves.</b>  <b>Given the cost and location of installing such a large scale screen we are seeking approval to begin the tender process. Some infrastructure was undertaken as part of the original Transformation Project which was intended to compliment the large scale screen. This in turn means some of the support processes are already in place with regards to our digital marketing output.</b>
<b>Other Options Considered:</b>	<b>Other outdoor locations were consider around the venue with the Planners but they were not deemed as commercially viable or in a suitable location.</b>
<b>Background Papers:</b>	<b>N/A</b>

<b>Published Works:</b>	N/A
<b>Affected Wards:</b>	Arboretum
<b>Colleague / Councillor Interests:</b>	None
<b>Consultations:</b>	<p><b>Date: 14/01/2016</b></p> <p><b>Other City Council Bodies:</b>Martin Poole, Area Planning Manager</p> <p>Martin agreed that the site on South Sherwood Street, facing Forman Street was a viable option for us to erect a large scale digital screen</p>
	<p><b>Date: 30/03/2018</b></p> <p><b>Other:</b>Claire Gavagan</p> <p>Approve movement of monies allocated to this project to reserves for use on this specific project in 18/19</p>
	Those not consulted are not directly affected by the decision.
<b>Crime and Disorder Implications:</b>	There is a very small risk of this screen being subject to anti-social behaviour but no more so that anywhere else around the building
<b>Equality:</b>	EIA not required. Reasons: There are no issues relating to Equality with this project
<b>Social Value Considerations:</b>	The large scale outdoor digital screen will hope to improve the economic well being of the venue by driving additional income into the venue via show promoters or producers advertising their events on the screen. It will also increase the awareness of these shows and therefore hopefully generate additional income from increased tickets sales.
<b>Relates to Council Property Assets:</b>	Yes
<b>Decision Type:</b>	Portfolio Holder
<b>Subject to Call In:</b>	Yes
<b>Call In Expiry date:</b>	30/01/2019
<b>Advice Sought:</b>	Legal, Finance, Procurement, Property, Other: Zoe Kyle (zoe.kyle@nottinghamcity.gov.uk)

**Legal Advice:** This report raises no significant legal issues provided the contract for supply and installation is awarded in accordance with the Public Contracts Regulations 2015 and the City Council's Contract Procedure Rules. Advice provided by Andrew James (Team Leader Contracts and Commercial) on 14/08/2018. Advice provided by Andrew James (Team Leader Contracts and Commercial) on 07/12/2018.

**Finance Advice:** Further to the Royal Centre Transformation Project approved by Executive Board in July 2015, this decision seeks approval to incur capital expenditure totalling £0.165m. The expenditure is consistent with the digital marketing strategy with the aims of marketing in the most economical way and maximise income generation for the Council.

The expenditure can be resourced from earmarked reserves held for this purpose (ref 9555-F82).

Subject to approval the capital programme will be updated to reflect this commitment as part of the Royal Centre Transformation project (ref 19466).

Advice provided by Maria Balchin (Finance Analyst) on 15/01/2019.

**Procurement Advice:** The report author has already engaged with procurement to ensure compliance with the Council's financial regulations and contract procedure rules. A tender will be conducted in order to secure best value for the Council and the citizens it represents. On this basis there are no procurement concerns with the approach. Advice provided by Mabs Karim (Procurement Officer) on 30/08/2018.

Advice remains the same Advice provided by Mabs Karim (Procurement Officer) on 15/01/2019.

**Other Advice:** **Planning Advice**  
Initial details of the proposed screen have been provided at pre-application stage and the Planning Authority are supportive of the proposals in principle. The screen will require Advertisement Consent and Listed Building Consent and for the purposes of these applications further details of the screen specification to include dimensions, resolution, framing and fixings, will be required. It is understood that these details will be available once the tender has been secured.

Advice provided by Zoe Kyle (Principal Planning Officer) on 28.11.18

**Property Advice:** After speaking to the author of this report it appears that there are no third party rights to be granted through either a lease or a tenancy and shall be used for internal advertising of shows and main partners for the Theatre Royal. On this basis the property department has no issue with the installation of this advertising hoarding. Advice provided by Philip Le Couteur (Senior Estates Surveyor) on 01/09/2018. Advice provided by Philip Le Couteur (Estates Surveyor) on 01/09/2018. The author of this report has asked me to update the advice for the report and from a property perspective there is no change to the circumstances and the original advice is still valid, update provided on 08/01/2019.

**Signatures**

David Trimble (Portfolio Holder for Leisure and Localities)
SIGNED and Dated: 22/01/2019
Andy Vaughan (Corporate Director Commercial and Operations)
SIGNED and Dated: 18/01/2019