



Cabinet
15 January 2018

**Report from the Strategic Director
of Resources**

**Bobby Moore Bridge Dressing/Advertising Lease, Olympic
Way, Wembley**

Wards Affected:	Tokington
Key or Non-Key Decision:	Non-Key
Open or Part/Fully Exempt: <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Part Exempt - Appendix 2 of this report is not for publication as it contains the following category of exempt information in paragraph 3 Schedule 12(A) of the Local Government Act 1972 namely: <i>"information relating to the financial or business affairs of any particular person (including the Authority) holding the information"</i>
No. of Appendices:	2
Background Papers:	None
Contact Officers:	<p>Saida Ladha Filming and Advertising Officer Tel: 020 8937 1097 Saida.ladha@brent.gov.uk</p> <p>James Young Commercial Portfolio Manager Tel: 020 8937 1398 James.young@brent.gov.uk</p>

1.0 Purpose of the Report

- 1.1 To renew contracts and increase income from the Bobby Moore Bridge dressing/advertising rights.

2.0 Recommendation(s)

- 2.1 To recommend a new lease for Bobby Moore Bridge dressing/advertising is entered into for four years to Wembley City Estate Management.
- 2.2 This lease will be outside the security of tenure provisions of the 1954 Landlord and Tenant Act except Sections 24 to 28 (inclusive) of the 1954 Act be excluded in relation to the tenancy.

3.0 Detail

- 3.1 For a number of years the Council has leased the area of the walls and the Bobby Moore Bridge to allow advertising that benefits from the large footfall primarily on match days and events at the Arena.
- 3.2 The previous four year lease to Wembley City Estate Management expired on 30 August 2017; this lease was outside the security of tenure provisions of the 1954 Act except Sections 24 to 28 (inclusive) and therefore there is no contractual right for the tenant to renew its lease. This is common practice in the property advertising sector.
- 3.3 The Filming and Advertising Team have managed a number of advertising sites for a number of years in the borough. Officers work closely with specialist advertising consultants and in this case have utilised the services of an independent outdoor advertising consultant, Chris Payne from Fortuna. In reviewing the site it was decided to seek bids and four companies were invited to submit proposals;
- 3.4 Wembley City Estate Management submitted the best value bid details of which are set out in the confidential appendix.(Appendix 2).
- 3.5 The Council is able to specify the type of advertising that is acceptable by ensuring all advertising will be in line with the Council's advertising and sponsorship code.

4.0 Financial Implications

- 4.1. Additional income will accrue to the Council as set out in the confidential appendix.

5.0 Legal Implications

- 5.1 This lease will be outside the security of tenure provisions of the 1954 Landlord and Tenant Act except Sections 24 to 28 (inclusive) of the 1954 Act be excluded in relation to the tenancy.

6.0 Equality Implications

- 6.1 Opportunities to bid within a reasonable timescale, were given to all the main outdoor advertising companies, that would be able to manage this unique site in a professional manner as a key gateway to Wembley.

7.0 Consultation with Ward Members and Stakeholders

- 7.1 None.

8.0 Human Resources/Property Implications (if appropriate)

- 8.1 There are no new property implications or human resources implications.

Report sign off:

ALTHEA LODERICK

Strategic Director of Resources