

Appendix 1

Estimated Income

Asset type (see specification for details / numbers)	Estimated Total Rental Value of Media Assets £ per annum Note: For evaluation details, please see Business Viability Scoring Methodology and note below	Percentage Profit Share Payable to the Council	Total Profit Share Payable to the Council £ per annum	
Large format	£440,000.00	70%	£308,000.00	
On street advertising	£250,000.00		£175,000.00	
Lamp post banners	£50,000.00		£35,000.00	
Sponsorship	£50,000.00		£35,000.00	
Council buildings	£0.00		£0.00	
Car parks	£0.00		£0.00	
Council vehicles	£0.00		£0.00	
eNewsletters	£0.00		£0.00	
Website	£0.00		£0.00	
Event Sponsorship	£0.00		£0.00	
Building Sponsorship	£0.00		£0.00	
Total	£790,000.00			£553,000.00

Further details can be found in the tender submission

Proposed Savings Targets

Cumulative Figures

17/18	18/19	19/20	20/21
108,000	212,000	312,000	412,000