

**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
<b>Total</b>	<b>£790,000.00</b>		<b>£553,000.00</b>

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