**Camden Town Hall hoardings – design proposal for advertising agency**

**Introduction**

Camden Town Hall is hugely important to us. The Grade II listed building houses the Mayor’s Office, Council Chamber, Committee Rooms and Councillors’ offices, together with support services for Councillors and some popular public services, including weddings, registrars, and democratic services.

In August 2018, the Town Hall closed in preparation for a major refit, improve its sustainability and environmental performance, reduce long-term running costs and transform the way we use some of the space.

In February 2020, we will be putting hoardings up on the Town Hall to protect the building before construction starts. This will also include a wrap over around the entire building which will be in place for nearly two years.

**An opportunity to advertise on the wrap**

As part of our Medium-Term Financial Strategy savings programme, Camden Council will be undertaking more advertising activity throughout the Borough to generate income. With the Town Hall specifically, our ambition is to secure a company/ies or brand/s to advertise on the wrap. This is a golden opportunity for any potential advertiser because the Town Hall is situated on Euston Road - one of the most prominent areas in Central London.

**How much space will be available for advertising?**

The wrap will cover all facades and details of the scaffold but it’s likely that any potential advertiser will mainly want to use the wrap space on the Euston Road (appox. 200 square metres) and Judd Street (appox. 100 square metres) sides of the building because they are the most prominent and have the highest footfall. However, only 10% of each side of the building can be taken up by advertising under planning guidance.

**How long can the space be used for advertising?**

The wrap will be up for about two years so the space can either be secured by one company/brand for the duration of the project or we could look to secure new clients more frequently. Due to planning restrictions and the time it will take to secure it, our strong preference is to secure one company/brand for the duration of the project. They could then look to update the space at least once during the contract to reflect new brand/company priorities.

**Advertising requirements:**

* Any potential advertiser must not contradict the companies we work with on advertising as per our advertising guidance
* In addition to our advertising guidance, there is also a ban on promoting the following:
	+ Junk food
	+ Alcohol
	+ Tobacco/e-cigarettes
	+ Diet pills/products that encourage people to aspire to a specific body shape
	+ Fossil fuels, products/companies that aren’t environmentally friendly and/or not contributing to the alleviation of the climate crisis
	+ Companies that have a bad track record looking after their staff
	+ Companies that don’t actively encourage equality and diversity
	+ Digital advert that could pose a health and safety risk
* We (Camden Council) reserve the right to veto any potential advertiser that jars with our values and brand