

## About CCP

CCP is the UK's leading developer of small format outdoor advertising schemes. Setting them up in conjunction with councils, creating authorised poster space across city centres, helping control illegal fly-posting.

We work closely with authorities up and down the country to develop reliable schemes, tailored to individual cities, which encourage local enterprise and the arts, by offering space to local groups and brands at affordable prices.

Sites and structures are created after strict consultation and approval by the council and landlords. With CCP acting as custodians of these urban community assets, managing them on your behalf.

We want you to see us as part of your team.

## CCP Philosophy

CCP is much more than a poster scheme. On one level we do exactly that, funding the construction and operation of a city-wide network of tidy and attractive designated street poster sites and structures. Offering media space at affordable rates to the arts, small business and local groups who want to promote themselves next to high profile events, advertisers and brands, without the prohibitive price tag.

However, an equally important part of what we do is working closely with you at council level to develop ways of using those sites for community initiatives benefiting government and residents. For example, allocating free space for culture. Giving local artists their own open-air gallery, setting up temporary sites for local festivals or using space for a city-wide competition to discover new design or writing talent. Supporting local enterprise, adding colour to the streetscape and showcasing the rich and varied cultural mix on offer.

### An evolving partnership

CCP's main drive is to forge a meaningful public-private partnership with councils. Working with you to develop a successful and evolving communications platform which injects credibility and vibrancy to the city in an imaginatively controlled way.

### Our commitment to you

CCP help control illegal fly-posting, tagging and graffiti. Securing derelict sites and giving new purpose to the city's empty shop fronts. Even just temporarily, until the property becomes re-occupied. [Click here to see our clean down gallery.](#)

# Working with CCP

## Who We Are

CCP are an independent outdoor organisation. Set up to work in partnership with councils to provide a mature and credible outlet for local advertising, promotions and youth culture. Discouraging anti-social forms of marketing such as flyposting and stickers. We have been building City Centre Poster schemes across the country for 10 years, making us the leading specialist operator.

## Our Mission

To offer affordable outdoor advertising space to local and popular brands at street-level, ending the adversarial issues surrounding the control of fly-posting. We took the opportunity to create a collaborative public/private solution to make outdoor advertising a powerful marketing tool that is available to all.

## Our Credentials

We are members of the OMC (formerly the Outside Advertising Association) and have developed successful schemes in Cardiff, Glasgow, Edinburgh and Sheffield. In Edinburgh we also operate council-approved street advertising for the annual Fringe Festival, where our monitoring and removal of illegal fly-posting during and after the five week event saves the council an estimated £100k each year.

We create attractive sites in premium locations, but also create screening structures on derelict land and rundown private properties which would otherwise be an eyesore. Tidying and renovating the vicinity, helping kick-start a general rejuvenation of blighted areas.

## How We Work – Identifying Sites

CCP take advice from councils and local knowledge to identify key areas and problem sites. Working in conjunction with yourselves and private landlords, surveying and suggesting problem solving solutions to quickly reach an agreeable outcome for all.

We mobilise quickly to ideas and requests. All you need do is send us a text or email about an area you're concerned about and we see what could be done. Rest assured new sites and initiatives are only ever developed after consultation and approval by councils and landlords. Working closely with your Environment Control departments.

## Our Clean Down Policy

Our clean down policy makes a real difference. We remove graffiti, stickers and tagging within a 100m clean down zone around CCP sites. This is an integral part of our service, adding to the sense of well being of residents and local businesses. We can also keep visual records for future enforcement policy.

## Fence & Barrier Provision

We create fences and screens in locations you feel might be hazardous, turning them into temporary media sites. Perhaps there is a problem area you'd like us to look at smartening up, or an empty plot you'd like us to screen more safely. We are proud to transform unloved or derelict sites, turning them into smart and attractive media space.

## Best Practice

We find schemes work best within a licensed partnership framework, with us acting as your eyes and ears on the ground. Administering the existing site network, but also working with you to identify new initiatives and looking for areas of the city which might be improved by the scheme.

## The Benefits Of Working With Us

### Experience

- We run successful schemes and bring that experience to bear
- Creating schemes tailored to your local needs and sensitivities
- We work flexibly within your structures and processes

### Communication

- We offer exceptional value media space to the council
- For you to promote awareness campaigns and initiatives
- We can also offer a design service for council communications

### Community

- We can offer a free platform to talented residents
- Encouraging enterprise and creating opportunity for the young

### Ambience

- You see reduced street-cleansing costs
- We help you discourage and remove flyposting & graffiti
- Creating a tangible improvement in troublesome areas



## Formats & Locations

CCP collaborate with councils up and down the UK, to create unique poster schemes with structures and sites tailored to each individual city. Whilst locations and formats may vary, the core scheme philosophy remains the same – to offer affordable small format media space to small business, the arts and local councils.

### Our Sites

Every city is unique and our schemes respect local sensitivities and the needs of diverse neighbourhoods. In Cardiff, we developed a curved steel structure in collaboration with local councils. Sheffield prefers smart hoardings, whilst other cities like Edinburgh and Glasgow favour shop-front sites, framed hoardings and drums.

### Hoardings

We can transform old & new building site hoardings from a prohibitive, functional barrier to a colourful, useful and inclusive publicity canvas. This method can be applied to any hoarding and is particularly effective around derelict and deserted building land projects.



### Shop Fronts

Working with owners, local communities and councils we can raise the visual appeal of medium to long term closed retail and commercial premises. We might not be able to stop the "Death of the high street", but we can certainly make it look a lot better with our tailored vinyl & poster installations.



## Drums

We can provide a complete service for this very recognisable and long established format, which can be used for a mixture of localised advertising and if required, local council and public information messages.



## Lamp Post Wraps

A simple, effective and impactful project for councils and public bodies to undertake is the installation of a lamp post wrap campaign. These are lightweight and safe, adding an instant splash of colour whilst getting your message across exactly where required. This format has been used to great effect in Edinburgh where it has been embraced by the communications dept to get a variety of messages across from Foster Care events through to Police awareness, anti – smoking, litter and behaviour notices. We have found a minimum of 15 units has the best effect but this depends on the geographic spread you require. CCP can manage this project for you from start to finish, offering a complete production and installation service or production and delivery only.



## Rate Card

### Option A - £125 +VAT per lamp post wrap

Including production, delivery, installation and takedown.

### Option B - £85 +VAT per lamp post wrap

Including production and delivery.



## Artwork Requirements

### Format:

High resolution PDF

### Actual Size:

200cm high x 120cm wide

(each side of the lamp post wrap is 200cm high x 60cm wide)

### Artwork Required:

Artwork for each side should be 20cm high x 6cm wide then positioned next to each other to make ONE artwork measuring **20cm high x 12cm wide + 5mm bleed**. If possible artwork/text should be kept clear of finished edge by 20mm to allow for fixing holes to be inserted.

**File Size:** 30mb+

## Get in touch

Please get in contact if you'd like to know more about setting up a scheme in your city. Or to find out how we can work more closely with you and your team to improve the city.

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