

PE2090/C: Update the legislation granting permission for Digital Display Boards

Outsmart written submission, 20 November 2024

Thank you for your e-mail of 2 April 2024, on behalf of the Citizen Participation and Public Petitions Committee, seeking Outsmart's views of the legislation granting permission for Digital Display Boards.

Outsmart is the trade association for the Out-of-Home (OOH) advertising industry and represents over fifty OOH media owners i.e. companies that operate OOH displays.

Response:

- Applications for advertisement consent involve public consultation as a requirement.
- The planning authority must take comments from the public into consideration.
- Planning authorities determine applications on a case-by-case basis, referring to their own applicable guidance.
- Outsmart considers these provisions to be proportionate and appropriate.

It may be of interest to the petitioner to note that OOH advertising - uniquely amongst the various types of advertising e.g. TV, Online, Radio, Print etc - [funds valuable public services](#) at no cost to the taxpayer. Furthermore the OOH industry consults with independent bodies to ensure, for example, the luminescence levels of screens are set within their guidance. See here for a [policy example](#).

As a responsible industry, aware of its relationship with the general public, Outsmart recognises occasional issues can arise with luminescence that require further investigation.

Should there be an issue with the luminescence of the digital advertising screens that affect the petitioner, OOH media owners can work with the relevant Local Authority to investigate and resolve the matter efficiently and promptly. If the petitioner is comfortable with sharing further location details with myself, I will assist in this matter.