

## 60570 Advertising Ban Implementation

I request the following information regarding Edinburgh Council's advertising ban approved in May 2024:

### **Scope:**

1. Total number of outdoor advertising sites in Edinburgh, broken down by:

Council-owned/controlled sites

39 sites/150 signs

Street advertising contract with JCDecaux (billboards and bus shelters owned by the Council)

Privately-owned sites (if this data is held)

Total number of Build Hollywood advertising sites: 22

Total number of Out of Hand sites: 950 separate outdoor poster advertising locations (Fringe Advertising). The majority are council-owned/controlled sites, but this figure also includes a number of private landowner sites.

We do not hold a list of JCD assets.

2. Percentage of the city's total outdoor advertising estate covered by the advertising ban

100% of roundabout advertising sites.

Outdoors advertising contracts with Build Hollywood and Out of Hand Nil.

The JCDecaux contract is not covered by the advertising policy as it does not apply to existing contracts.

### **Implementation:**

3. Number of advertising campaigns/bookings removed or refused from council sites since May 28, 2024, broken down by category:

Fossil fuel companies

Airlines/airports

SUVs/fossil-powered vehicles

Cruise ships

Arms manufacturers

Nil

4. Number of advertisements currently displayed on council-owned sites (as of 26 February 2026)

332

Not applicable to JCD estate

5. Any requests for exemptions from the ban received since May 2024, including:

Number of requests

Companies/products that requested exemptions

Whether exemptions were granted

Correspondence about exemption requests

None

Not applicable to JCD estate

6. Details of the enforcement mechanism:

Which department/officer monitors compliance

Roundabout sponsorship is monitored by Place directorate / Parks Openspace and Visitor Services Manager.

Frequency of compliance monitoring

Each roundabout advert is considered at initial request for compliance.

Powers to enforce the ban

Council can request removal. We also initially approve the artwork, which affords another check in the process

Penalties for violations

None

Not applicable to JCD estate

7.Complaints or reports of violations since implementation:

Number of complaints

Nature of violations

Enforcement actions taken

Outcomes of investigations

None

Not applicable to JCD estate