

63692

## Fringe Advertising

Q1. How many outdoor adverts get put up?

A1. [Approx. 5,900](#)

Q2. How much money does the council make from this arrangement?

A2. [Build Hollywood have requested this information is exempted from the response if possible. As it is commercially sensitive, they feel it should be withheld as it may provide competitors with a commercial advantage in future tender exercises.](#)

Q3. If possible, please break them down by number of each size (A4: 997, A3: 1,420, etc).

A3.

[4 Sheets, 8 Sheets, 12 Sheets, Toppers, Vinyls, Banners, Railing Boards: Approx. 4,500](#)

[Streetside formats - Festival Towers, Lamppost Wraps, A3 Poster Packs & A1 Triangles, Bollards, Way Finding: Approx. 1,400](#)

Q4. How many of the adverts are made of what material: (Plastic: 3382, Paper: 12, etc)

A4.

[98.62% are made from polypropylene fluted board](#)

[1.38% are made from PVC free self-adhesive vinyl](#)

Q5. What percentage of the adverts and their infrastructure (i.e. those thousands of cable ties) is made from recycled materials?

A5.

[0%](#)

[We will be conducting tests on recycled materials and alternative fasteners for 2027](#)

Q6. What percentage of the adverts and their cable ties etc are recycled after the fringe?

A6.

98.65% of adverts will be recycled after the Fringe

100% of cable ties will be recycled after the Fringe

95% of infrastructure (Heras panels, timber tower frames, ballast systems, and fixing components) will be reused after the Fringe