November 2013 MDM
5.2.2 Specialbuy External Poster Signage and Lighting 2014

Brief

- To trial the usage of an external poster frame unit and establish the associated installation and maintenance costs in both an existing store and a new build store.

Current Situation

- Stores currently do not have external poster frames but do have three internal poster frames with a maximum advertising capacity of six posters, all displayed in the store's front window next to the tills.
- Two Specialbuy posters per week are presented in these frames advertising Sunday and Thursday Specialbuys.
- As a trial, the Poster Signage and Lighting shown below was installed in 5 stores.





- Supplied by WSM (Walter Solbach Metallbau GmbH):
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Anticipated Benefits

- Improved advertising and sales of Specialbuys.

Anticipated Costs

Item	Existing Store	New Store
Poster Frame Unit	£992	£992
Delivery	£189	£189
Planning Permission [1]	N/A (£3,000)	N/A
Groundworks/Installation	£880	£422
Electrical Installation [2]	£250	£250
Broken Glass in Frame	£210	£210
Replacement Bulb & Callout	£100	£100
Additional Posters (per yr)	£208	£208
Payroll (per yr)	£156	£156
Running Costs (Electricity)	Negligible	Negligible
De-cal Artwork	£46	£46
Total	**£3,031** [3]	**£2,573** [4]

- [1] Planning permission may be required for both existing and new stores, depending on individual local authorities.
  - For new stores, planning permission can be acquired via the second signage application which is done following receipt of the main consent (£0 cost).
  - For existing stores, planning permission should be acquired via a separate application (approximately £3,000 depending on consultant and local authority fees).
- [2] Electrical installation method and cost will fall into one of the following categories:
  - Existing power supply adjacent to site of installation, ie. Logo sign on building/trolley bay. Cost £250 (applies to 90% of all stores).
  - No adjacent power supply. Tap into roadside logo sign supply. Cost £350.
  - No adjacent power supply and no ducting to trolley bay. Install ducting and connect into mains. Cost £500.
- [3] Existing Store (Capital: £2,357 Expense: £674).
- [4] New Store (Capital: £1,899 Expense: £674).
- Total cost = **£1,864,065** for 615 UK / IRL stores:
  - Capital = £1,449,555 (depreciated over 3 years).
  - Expense = £414,510 excluding all planning permission costs.

Options

- Do not roll-out.
- Roll-out to new stores only (£2,573 per store).
- Roll-out to existing stores (£3,031 per store).

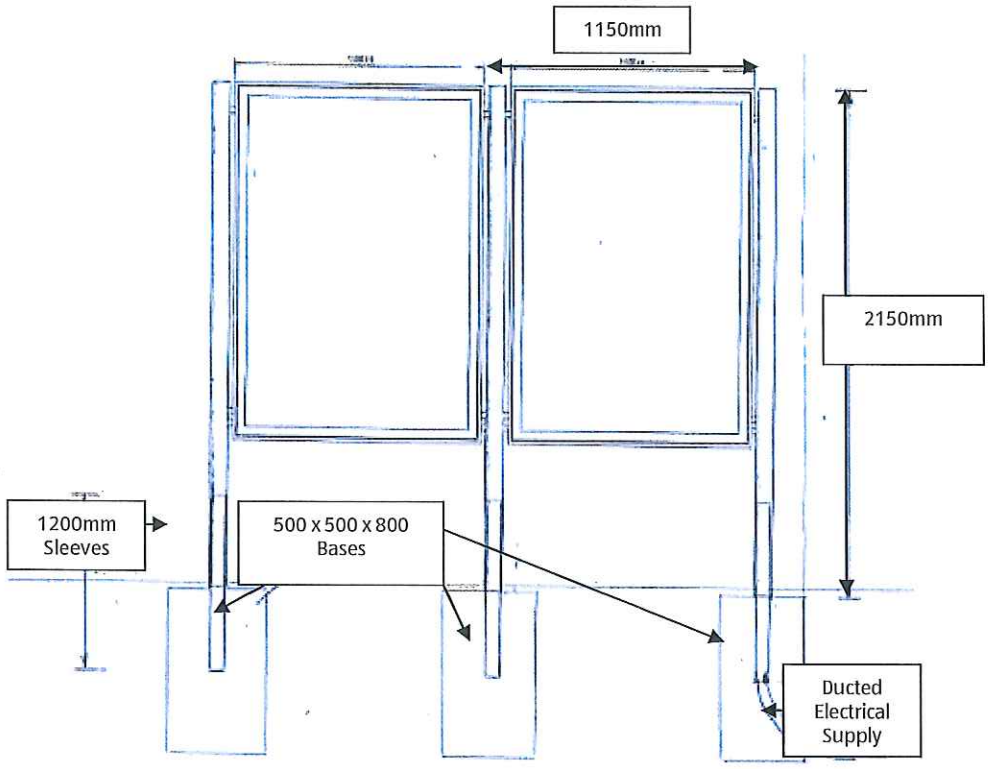
Recommendation

- Roll-out Specialbuy External Poster Signage and Lighting to all new stores from 2014.

MDM Minute

- Roll-out Specialbuy External Poster Signage and Lighting to all new stores from 2014.
- Property Directors to acquire planning permission via the second signage application for new stores.
- Property Committee to update BIW.

Installation Guidelines for Contractors (Information Only)



- For new stores, poster frames must be installed with 3 x base plates which must be bolted to a reinforced concrete foundation pad, as specified by the structural engineer.
- For existing stores, in order to strengthen the posts, poster frames must be installed with 1200mm long internal sleeves fitted to the posts allowing a 600mm overlap. The sleeves should be screwed to the posts with a minimum of 2 x self-tapping screws per post.
- Poster frames are supplied with 3 x 80mm diameter posts (length 2150mm).
- Poster frame positioning must be agreed with the Area Manager (see photograph on page 1).
- Remove paving slabs and dig post foundations.
- Ensure electrical supply ducting is cast into the foundation and is terminated externally to one of the outer posts.
- Position posts and set the poster frame into position.
- Concrete all 3 bases with the bottom of the 2150mm posts being level with the top of the concrete.
- Posts can be removed from the cast in sleeves to allow electrical commissioning and reinstatement of paving slab finishes.
- Poster frame lighting must be synced with the store's logo timers.