

ACCRA METROPOLITAN ASSEMBLY



REPORT ON

VALIDATION WORKSHOP FOR

“SMART PROCEDURES AND

STANDARDS FOR OUT OF HOME

(OUTDOOR) ADVERTISEMENT”.

HELD AT THE

ACCRA CITY HOTEL

ON FRIDAY, 13TH OCTOBER, 2017

1.0 GENERAL INTRODUCTION

1.1 INTRODUCTION

Outdoor Advertising also known as “**Out of Home**” Advertising is the major sources of Internally Generated Revenue for the Assembly. The components of Out of Home Advertising include Billboards, Business Signages, Wall Branding, Streetlight Signs, Road Arches, Vehicle branding, Taxi Advertising, LED-signs, Bus Shelter, Posters, Directional Signs, Flag Poles and Out-of-home Sales Promotional activities etc.

The dynamic nature of the Industry attracts several players with varied interests in Outdoor Advertising. This has in recent times resulted in the haphazard, uncontrolled and unsystematic display of out of home advertising within the Metropolis.

In order to address this challenges and sanitize the Outdoor Industry, the Accra Metropolitan Assembly together Advertising Association of Ghana, put together a draft policy guidelines which seeks to effectively manage Out of Home Advertising in the Metropolis. The policy document is titled “**SMART PROCEDURES AND STANDARDS FOR OUT OF HOME (OUTDOOR) ADVERTISEMENT.**”

As a measure to ensure effective stakeholder consultation, the AMA and the Advertising Association of Ghana organized a validation workshop to solicit for the view and inputs from other key stakeholders in relation to Out of Home Advertising.

List of participants invited for the Validation Workshop included:

1. **MAYOR OF ACCRA** - **Special Guest of Honor**
2. **AAG Executives**
 1. President, AAG
 2. Executive Director, AAG
 3. Chairman, Outdoor Sector
3. **Key AMA Officials**
 1. Hon. Presiding Member
 2. Co-ordinating Director
 3. F&A Sub-Committee Chairman
 4. Revenue Sub-Committee Chairman
 5. Development Planning Director
 6. Physical Planning Director
 7. Metro Works Director
 8. Legal Department
 9. Finance Director
 10. Metro Roads Director
 11. AMA Outdoor Consultant – 2 Reps
4. **Out of Home Advertising Practitioners (AAG and Non AAG Members)**
 1. AAG – 30 Companies (1 Rep Each)
 2. Non-AAG – 5 Companies (1 Rep Each)
5. MLGRD - 1 Rep - Director of Policy Planning M&E
6. Ministry of Information - 1Rep - Director of Policy Planning M&E

7.	Land Use Spatial Planning Authority	-	1 Rep - President
8.	National Road Safety Commission	-	One (1) Rep (Mr. Adonteng)
9.	Ghana Highways Authority	-	One (1) Rep
10.	Department of Urban Roads	-	National Rep (1)
11.	Ghana Standards Authority	-	1 Rep
12.	Other Experts - Ghana Institution of Engineers	-	1 Rep
13.	Other Metropolitan and Municipal Assemblies		16 Reps
	1. Tema Municipal Assembly		
	2. La Nkwantanang-Madina Municipal Assembly		
	3. La Dade-kotopon Municipal Assembly		
	4. Ga South Municipal Assembly		
	5. Adenta Municipal Assembly		
	6. Kumasi Metropolitan Assembly		
	7. Ashiaman Municipal Assembly		
	8. Ledzokuku-krowor Municipal Assembly		

Special guest that graced the programme Included;

- **The Mayor of Accra, Hon Mohammed Adjie Sowah;**
- **President of the Advertising Association of Ghana, Mr. Joel Nettey**
- **Adenta Municipal Chief Executive, Hon D.A. Nii-Noi Adumah**

The workshop started at 10:00am with an opening prayer by Hon. Emmanuel Clotey, F&A Chairman/Personal Assistant to the Mayor of Accra.

1.2 Welcome Address and Remarks

The Executive Secretary of the Advertising Association of Ghana gave a Welcome Address followed by the brief Statement and a Key note Address by the President of the Advertising Association of Ghana and the Mayor of Accra respectively.

1.2.1 Brief Statement by the President of AAG

The President of the AAG in his speech stated that the Advertising Association of Ghana is the Industry Body and Professional Institute for Ghana's thriving and highly potent Advertising Marketing Communication Business. He mentioned that Out of Home Advertising over the years, has contributed significantly to advertising revenue in the country. He said in 2016, 17% of advertising expenditure was on Out of Home Advertising and added that this could be higher if the system and process in place now did not prove to be too cumbersome and inhibitive for the channel.

He made it known that the key challenges that the Association faced was the permitting process for mounting of Outdoor Advertising Structures. He added that apart from the undue delays, there was the challenge of lack of uniformity in policies at all Assemblies across the Country as far as Outdoor Advertising was concern.

He therefore appealed to the Ministry of Local Government and Rural Development to invite other Assemblies across the country to collaborate in the effort of sanitizing the system.

He concluded that he was hopeful that the outcome of the meeting would bring decisions and agreements that would create a conducive environment for Out of Home Advertising and that there would be no excuse over lack of knowledge of the standards that will be agreed upon.

1.2.2 Brief Statement by the Mayor of Accra

The Mayor of Accra in his key note address stated that, “Out of Home Advertising” for the past decade has contributed significantly to the AMA’s Internally Generated Revenue. The Assembly since 2010 has seen a gradual improvement in the revenue mobilization, which has been made possible as a result of some critical decisions that the Assembly took to improve upon the activities of Outdoor Advertisement.

He said, despite some gains made from outdoor advertising, its related activities have had some negative impact on the city’s beautification, security and safety thus creating challenges more than ever before.

He added that after assuming office, he showed keen interest and have always thought of a much better way to ensure an effective and efficient way of managing activities within the Outdoor sector as well as improving revenue for the Assembly. He said was against this backdrop that within the first four months in office, he put together a team to come out with a strategic policy document to streamline and effectively manage out of home advertisement in the Metropolis. He added that the document was ready the programme was aimed at validating the document. He added that Document was christened **“SMART PROCEDURES AND STANDARDS FOR OUT OF HOME (OUTDOOR) ADVERTISEMENT.”**

He mentioned that the document was in three (3) parts. The first part he said focuses on the **LEGAL AND INSTITUTIONAL FRAMEWORK** governing out of home advertising. The second, spells out the procedures and requirement leading to obtaining a **PERMIT**, whiles the third lays emphasis on the **STANDARDS (SPECIFICATIONS OF ADVERTISING INFRASTRUCTURE) for Out of Home Advertising.**

He urged all to welcome and appreciate the new systems and standards that would contribute towards making our city and Nation Smart.

He concluded that the task being laid before participants at this validation workshop was to validate the draft document to find local solutions to the problems of outdoor advertising.

2.0 WORKING SESSION

2.1 GROUP DISCUSSIONS

Participants were grouped into three groups to review the three sections of the Policy document. Group one (1) looked at the Legal and Institutional Framework for Out of Home Advertising, group Two focused on the Permitting Process and Procedures and group three discussed the Standards (Specifications of Advertising Infrastructure).

2.2 Recommendations of Group One (Legal and Institutional Frame Work)

- a) From our study of the legal and institutional framework, we give kudos to the team that put together the policy document.
- b) However, we suggest that the government should establish a governing body that will regulate the various advertising associations to ensure uniformity across board.
- c) Only advertisers certified by a recognized association should be allowed to operate.
- d) Site legally acquired should attract compensation in the event of any demolition works on the site.
- e) A provision should be made to empower a citizen or an individual (A Member of the Public) to sue the Assembly on billboard infrastructure without permit at unauthorized areas/Location.
- f) There should be a transitional provision for the Policy Document
 - Retrospective
 - Going forward (2018)

2.3 RECOMMENDATIONS OF GROUP TWO (PERMITTING PROCESS)

Purchase of forms

- Forms are to be purchased online and obtained by applicants at the Physical Planning Development

Basic requirements

- Endorsement of structural designs or billboards is to be done by a professional architect and (or) an engineer
- Applicants should provide evidence of insurance cover
- Applicants should provide evidence of written consent

Submission and processing

- Applicants should indicate distance intervals between existing an structure and proposed location
- Applicants should pay a non-refundable Processing fee

Processing

- All approvals (permits) or otherwise should be communicated to applicants within a month

Collection

- All fees (Submission, Approval and Annual Renewal fee(s) to the Assembly through the relevant stakeholders

Mounting and Installation of Billboards

- Scheme of work for the installation of billboard infrastructure should be provided by the Applicant
- **NOTE:** Insert the stages of monitoring into the document
- MPCU should be changed to Development Planning unit

Validity of Permit

- Transfer of permit procedures should be specified

- There should be a form to regulate transfer holder and a prospective holder

2.4 RECOMMENDATIONS FROM GROUP THREE

Classification

- Provide adequate information on the classification of Roads
- In determining the size of the Signage, the orientation and all technical requirements must be taken into consideration
- The two documents must be sync properly to acquire a harmonized document

Spacing of Signs

- Provide reasons and clarification for reducing the radius from an interchange from 150m to 60m
- The road space available should determine whether to use a 60m or 150m radius from an interchange
- The statement should be: A signage/outdoor advertisement may not be located within 60m radius of an interchange

Illumination of Signs

- Less specification and technicalities. Stakeholders are encouraged to be more specific to the kind of light/illumination that must be used.
- What specific activities are stakeholders undertaking with regards to signage illumination

Bus Shelter

- It should not be mounted in the walkway. The location must be duly taken into consideration
- All ambiguities surrounding the bus shelter must be clearly defined and stated.
- Use of the shelter must be considered. Much emphasis should not be placed on advertisement
- The number of shelter the road require must be taken into consideration as well as the intervals between them
- Some bus shelters don't come with seats. This doesn't conform to standards

Banners/Flag Poles

- It should not be mounted on bridges. In place of banners/flag poles should be Ads.
- Banners must not be hanged on walkways.
- Hanging of banners on billboards must be prohibited.
- A sanction must be developed to deter people from hanging them on bill boards.

Advertisement/Branding a Kiosk

- Structural specification of standards for kiosk branding must be developed.
- There must be effective implementation of the specifications and technicalities

Estate Agent Signboard

- Information on the owner for a particular signage must be made known.

- Radio Frequency ID: An improved software that provides detailed information on the owner of a particular Signage
- Sizes of signage must be well specified as well as specifications for Estate agents and others.

Temporal Window Sign

- Provide adequate information why the spacing should be 2m.
- Why is it limited only to the ground floor?
- Provide adequate clarification on the ground floor issue.

Pavement Posters and Notices

- No temporal signs must be attached to any road furniture.

Roof Signs

- Why are they being limited to 15 floors?
- Provide adequate information on the limitation

Sponsored Road Campaign Sign

- There should be technical specifications to enhance road campaign signs

Wall Branding

- The description given was about mesh instead of the Wrap Signs
- Provide a clear-cut definition between wall branding and signs painted on the wall.

Changeable Message signs

- The description given had no bearing with Changeable message signs
- The description should link up to the GS 847 2010 for more details and specifications

Use, Management and Maintenance of Roundabout

- There should be no signage mounted at roundabouts.
- But in situations whereby they are required, only a logo would be allowed and this must be adequately controlled

3.0 CONCLUSION

3.1 Closing Remarks by the Mayor of Accra

The Mayor in his concluding remarks, thanked all the participants for making time out of their busy schedule to be participate fully in the validation workshop. He assured Members that their efforts would not be in vain and that the Assembly would take note of their comments and input them into the Policy Document for finalization. He said the document would further be developed into a bye-law for effective enforcement.

APPENDIX

LIST OF PARTICIPANTS

NO	NAME	DEPARTMENT/ORGANIZATION
1.	PROSPER NARTEH AGBEYOME	DYNAMITE COM LTD
2.	ABDUL-MAJEED ADAMS	DDP
3.	NOBERT RUT	DDP
4.	DESMOND APPIAH	AMA
5.	NASH FEMULA	NASH AD*
6.	HENRY ASARE	REVENUE
7.	STANLEY APAU	STABEN CREATIVE
8.	REGINALD KORTEY	BUDGET AND RETURNS*
9.	K. APRAKU YEBOAH	CO OPERATIVES
10.	CHARLES TWUM BARINE	SPORTS
11.	ALI AHMAD	PIKASSO
12.	HARIDIK ACHARYA	ESSAR LTD
13.	KWABENA AYIREBI	ADVALUE INTERNATIONAL
14.	DAVID AFOSAH-ANIM	ROADS
15.	FAUSTINA MENSAH	APPLE PIE PUBLICITY LTD
16.	SUNDEEP DHAWAN	ESSAR LTD
17.	MAWULI SEBGEFIA	MINISTRY OF INFORMATION
18.	LIONEL	MINISTRY OF INFORMATION`
19.	PETER OPUKU ADOM GYASI	KUMASI METROPOLITAN ASSEMBLY
20.	ALEX GYEDU AGYAPONG	KUMASI METROPLITAN ASSEMBLY
21.	GABBY NII TEIKO TAGOE	GUARD -AMA
22.	PAT ONNY	DUR
23.	NANA ANOR AMENIHENE II	ROSAG
24.	APEDO ERIC	ROSAG
25.	HON. D. A. ADUMUAH	ADMA
26.	AUDREY ANOH	LADMA
27.	ADU NABLAH	AAG
28.	PRINCE BOATEG	P.G. ADVERTISING
29.	DSP. A. K.OBENG	GPS/MTTD

30.	KWAME OBOUBI	DUR-GAR
31.	PATRICK	SPEED MASTERS LTD.
32.	KOFI BROBBY	DYNAMITE
33.	ANGEL KETADJO	OKAIKOI NORTH
34.	JOSEPH OPARE ASEIDU	GMI MEDIA
35.	ERNEST HAGAN	GLOBAL OUTDOOR
36.	JEFF NANA AHIDZI	GD. ADVERT& ENGIN
37.	SENA VULEY	DDP OUTDOOR LTD.
38.	EMMANUEL CLOTTEY	AMA
39.	PATIENCE OSEI NYARKO	AMA
40.	ING. JOSEPH ODDEI	GWE
41.	NII ANIN	NIITEK
42.	CELESTINE DEKU	LUSPA
43.	R.DANSO DJAN	APPLE PIE PUBLICITY LTD.
44.	THOMAS ASHONG	AMA PRESIDING
45.	BEATRICE B. BOATENG	MIO
46.	ROBERT NYARKO	NAS DISPLAYS
47.	DAN DEKU	SAXTON(GH)
48.	SUZY LAWSON	ROCK PUBLICITYLTD.
49.	XORLA AHADJI	MWD
50.	ELLIS COMMEY	AMA
51.	JOHNSON GBADAGO	VITAL LINKS
52.	RICHARD BEN DEBRAH	LADMA
53.	KEN FIANOO	EXPIGA PUBLICITY LTD.
54.	MOHAMMED AWAL	ENOVATE
55.	OWURA ABOAGYE NYAMEKYE*	ENOVATE
56.	ADU-TWUM JOSHUA	3Y PUBLICITY LTD.
57.	GIDEON FOLI	3Y PUBLICITY LTD.
58.	ELVIS N. M. MILLS	GSMA
59.	DUAND SUYEKER*	ESSAR SINGNAGE
60.	RICHARD K. ODURO	AMA MPCU
61.	SAMUEL ALLOTEY	EXPIGA PUB. LYD
62.	MUKAILA AKUAMOAH	ADVALUE
63.	FRIMPONG EMMANUEL	LADMA
64.	EDKIN CERI COLE	GIVII MEDIA
65.	SHADRACK ACKAH	SPEEDMASTER LTD
66.	JOSEPH CUDJOE	SPEEDMASTERS LTD
67.	TERSIA BOKS	GLOBAL OUTDOOR
68.	FRIMPONG KOJO	GEROFIX
69.	AGYEMAN VINCENT	ADMA
70.	ELIJAH NYARKO	IMPACT ADVERTISEMENT
71.	SETH NII TEKIO ARMAH	NIITEK VENTURES

72.	COLLINS OPOKU	-
73.	KELYA BEKE	NALTRASSIC COM
74.	ELVIS NARH	AMA/MPCU