

Vision for Growth For Out of Home Advertising



Out of Home (OOH) advertising refers to any public advertisements viewed outside of the home environment – from classic sheet posters to digital screens, our adverts are viewed by 97% of the public every week.

The OOH advertising sector is one of the most important, yet often underappreciated, components of the UK's social infrastructure, including bus shelters, free telephony and Wi-Fi, community messaging and public defibrillators. These valued elements of the high street landscape are funded by advertising without additional cost to the taxpayer.

In 2024, OOH reached a record £1.4bn revenue, representing 7.7% year on year growth. On average, our industry reinvests 40% of revenue each year through taxes, investment in public services, communities and infrastructure – a total of £1.1bn in the last 14 years.

National OOH Advertising Strategy

As with any other key growth sector, OOH advertising needs championing by the Government, in helping unlock jobs, provide investment, and increase social value in local communities. Critically, our sector faces two key challenges:

Outdated business rates system:

Challenge: OOH media owners pay unsustainably high business rates across large estates of low rateable value sites which provide a public service. At the same time, local authorities and HM Treasury face an extremely high cost of administration, essentially wiping out any associated income.

Solution: Removing business rates on social infrastructure will help to ease this administrative burden, allow media owners to better invest in sites for public good, and allow contracts to be based on rent agreements providing more direct income for local authorities.

Slow planning approvals:

Challenge: Securing express planning consent can be a slow and burdensome process. Local Planning Authorities have two months to grant consent which is typically for a period of five years, after which point sites risk being withdrawn at any time.

Solution: To ensure greater certainty, we ask that planning legislation is introduced to amend the express consent period to 10 years rather than the current five years, giving the sector more certainty overall.

To streamline the consent process, we also call for a deemed condition discharge procedure to be applied to advertising consent applications, forcing a decision to be made after two months on these conditions.



For more information contact Tim Lumb at info@outsmart.org.uk

Outsmart is the UK trade body for Out of Home (OOH), representing 90% of the industry's revenue.