

City of London Corporation Committee Report

Committee(s): RCC (Barbican Residential Consultation Committee) For Information BRC (Barbican Residential Committee) – For Decision	Dated: 25th November 2024 9th December 2024
Subject: Lift Screens	Public report:
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain’s Department?	N/A
Report of:	Judith Finlay Executive Director - DCCS
Report author:	Daniel Sanders – Assistant Director – Barbican Estate

Summary

The BEO are presenting a proposal to from Elevison to install digital screens in the lifts across the Barbican Estate. The screens will show building management information, local news such as TFL status and weather and advertisements for which the service charge will receive a revenue share.

Recommendation

Members are asked to:

- Note the contents of this report.
- Approve the proposal.

Main Report

We believe the implementation of Elevision screens within the Barbican Estate would significantly enhance resident communication and engagement. By providing a modern, visually engaging platform directly in shared spaces, Elevision screens ensure that important updates—such as maintenance schedules, community events, and emergency alerts—reach residents in real-time, supporting our goal of creating a well-informed and connected community.

Additionally, Elevision screens offer local promotions and informational content, which not only benefits residents but also supports local businesses and the broader community all whilst providing revenue for the Estate to offset some of our lift maintenance costs.

By providing valuable information in an innovative, accessible format, Elevision's digital screens can contribute to the estate's appeal and property value by demonstrating a commitment to resident-focused services.

Content Loop:

- 120 second loop
- 12 x 10 seconds spots per loop
- Ratio of Resident Communications / Infotainment / Advertising 20 / 20 / 60

Barbican Estate will receive 20% of the loop on each of the Ad frame and the Text fame.

Advertising Revenue:

Once the network approaches and reaches capacity we deliver, on average, £2,000 of ad revenue per screen per year. Elevision would initially offer 10% of advertising revenue as well as free installation and maintenance of the screens and will cover the electricity consumption costs of the screen in full.

If we reached capacity on the Barbican that would be £200 per screen * 80 screens which is £16,000 per annum.

Conclusion

It is the recommendation of the BEO we proceed with the installation of these screens for the benefit of the resident experience and service charge.

Appendices

Appendix 1 – How elevator screens enhance resident living
Appendix 2 – Resident communications best practice guide
Appendix 3 – Elelevision UK – Barbican proposal

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