ENHANCING THE URBAN LANDSCAPE

· MAXIMUS ·

About Maximus

Maximus is a privately owned, UK-based out-of-home media company, originally formed as a premium outdoor advertising developer specialising in key city centres. Since 2001 we have delivered hundreds of projects showcasing the benefits of adding visionary design to building sites, whether it be by covering an unsightly building site or utilising unused land or a building's façade.

19
Years Experience

200+
Developed sites
Accross the country

Dressing the City

Building sites don't have to be an eyesore. With innovative solutions and bespoke tailoring, we turn unappealing development sites into well-designed urban spaces. With an absolute respect for the architectural context of the building and its surroundings, we turn local building sites from a detraction into a local attraction, enhancing the visual amenity of the area for everyone.

Our Partners

The foundation of our business stems from important landlord and stakeholder relationships including funds, public bodies, government agencies, private landlords and our media partners.

Our reputation has been built on consistent delivery for both landlord and advertiser.

We are proud to be the trusted partner of:

LAZARI INVESTMENTS LIMITED

BNP PARIBAS

ENSTAR CAPITAL
REAL ESTATE INVESTMENT GROUP

LR
LONDON + REGIONAL PROPERTIES

NCP

Deutsche Asset Management
RREEF Property Trust

Notting Hill Housing

Liverpool City Council

Town Centre Securities

Ministry of Defence

ST. MODWEN
THE UK'S LEADING REGENERATION SPECIALIST

London

25-35 City Road

BEFORE

DURING WORKS

AFTER

Social Responsibility

At Maximus we are always on the lookout for ways in which our business can support charities, both internationally and more recently, causes close to our hearts in the local boroughs where our sites are located through our new Social Impact Scheme.

You Make It

You Make It is a holistic, empowerment programme for young marginalised, unemployed and underemployed women from East London to enable them to claim a right to their city and become active in the cultural, social and economic life of it. You Make It offers a creative and inspiring programme for young women to access tools, networks, experiences and the confidence to transform their lives through personal empowerment.
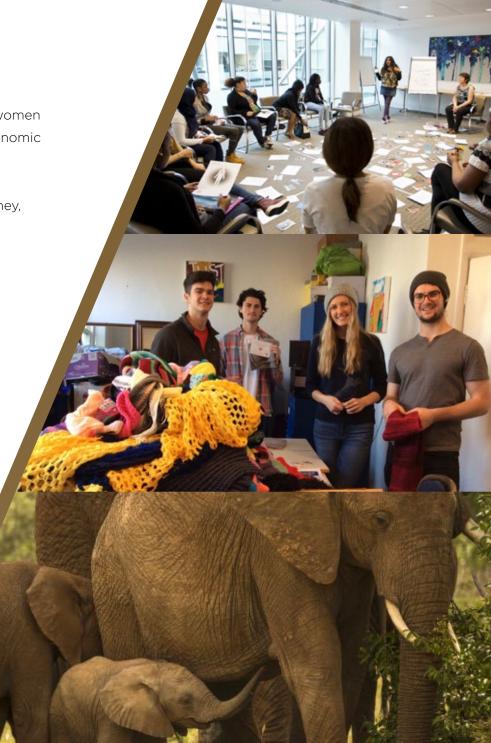
Maximus have agreed to partner with You Make It by donating use of our sites in the London Borough of Hackney, hoping to prove vital in raising the profile to local residents, businesses and potential partners and supporters.

Barons Court Project

Hammersmith & Fulham's only drop-in centre for people who are homeless or living with mental health problems, offers a range of practical services such as showers, laundry, phone charging, postal collection and haircuts for those who are homeless. Also offered are cost price meals as well as a range of activities, which include IT Lessons, Yoga, Drama, Arts and Crafts, Cooking classes and much more.

Maximus have agreed to partner with Barons Court Project by donating use of our sites in H&F to promote the brilliant work and help raise awareness across the local community.

Space for Giants

Maximus are proud to be involved with the charity 'Space for Giants' who work tirelessly to preserve the future for elephants in Africa. Given the association by name with our site in Elephant & Castle, this presented a perfect opportunity to support this important cause through the donation of the advertising space on the site, supported by Southwark Council.

Birmingham

121 Suffolk Street Queensway

BEFORE

DURING WORKS

AFTER

Build and Operation

With a network of installation and printing experts established over many years, we ensure that our projects are executed to the highest standards and delivered on time, no matter how complex.

Installation and Inspection

All our sites are built with the highest quality and safest materials, fire resistant and tested in accordance with DIN 4102. All necessary wind-load and pull-tests are carried out initially on a site-by-site basis, then once built, further inspections are carried out on a weekly basis to ensure the highest standards of safety.

Content

Maximus comply with all UK advertising regulations and reserve the right reject any advertising copy deemed to contravene any regulations covered under the UK Advertising Codes (ASA and CAP)

Sustainability

We are committed to improving the environmental impact of our operations through our long-term project, 'Max Planet: Environmental Sustainability'. We have identified 5 key areas to target by the end of 2020:

Supply chain vehicle policy

We are working with our suppliers to ensure that there is a move towards electric vehicles by the end of 2020 and we have set firm targets which are currently on track to be met.

Recycling

We have started a number of initiatives with the aim of reducing waste. These include, reusing redundant materials on future projects, use of energy recovery sites reducing the amount of waste sent to landfill and only purchasing raw materials from sustainable suppliers and sources.

Materials

We have recently partnered with waste management consultants who are helping us recycle all our PVC banners. By introducing this programme, we will be able to achieve a zero waste-to-landfill position by the end of 2020.
We have also started trials on a PVC free material which we are hoping will become the material of choice in the near future.
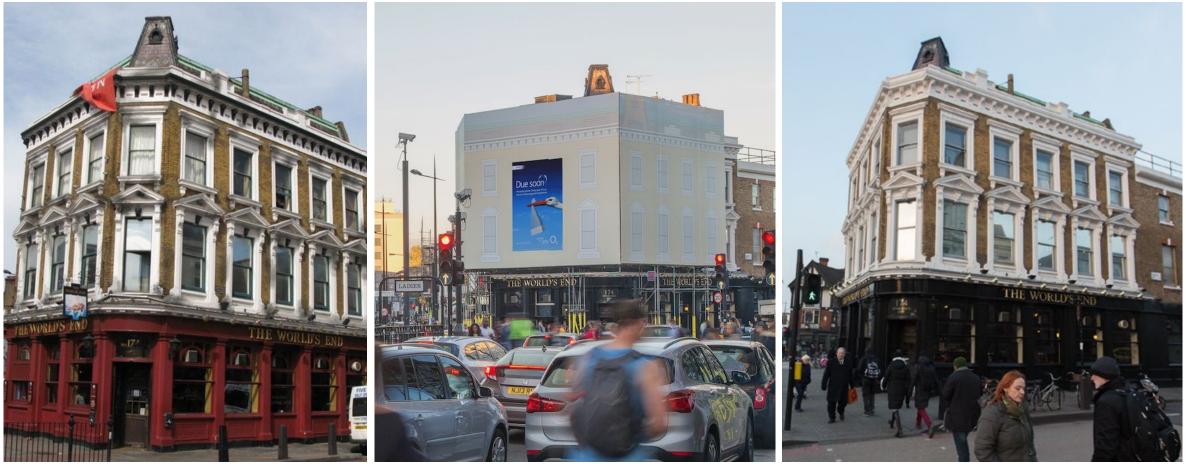
Fight against climate change

We have partnered with Trees Direct, a family run company and nursery based in the heart of Shropshire. Working to combat climate change we will be offering our clients the opportunity to plant a tree in a location of their choice for every booking that they make. We have set a target of 1000 trees planted by 2025.

Head Office carbon footprint

During the summer of 2019 we moved to a smaller, more energy-efficient workspace, removed a number of air conditioning units, insulated the office and replaced all light-bulbs with energy-efficient heating lights as well as implementing a number of staff initiatives, which has so far delivered an annual carbon footprint reduction of 43.1%.

London

The World's End, Camden Town

BEFORE

DURING WORKS

AFTER

London

Hand & Flower, King's Road

BEFORE

DURING WORKS

AFTER