

Cabinet



Date of meeting:	10 March 2020
Title of Report:	Bus Shelter Infrastructure and Advertising Concession Contract
Lead Member:	Councillor Mark Coker, Cabinet Member for Strategic Planning and Infrastructure
Lead Strategic Director:	Anthony Payne (Strategic Director for Place)
Author:	Debbie Newcombe, Sustainable Transport Programmes Co-ordinator
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Your Reference:	2020 Bus Shelter Contract Renewal
Key Decision:	Yes
Confidentiality:	Part I

Purpose of Report

The current contract for the provision, maintenance and cleaning of the City's bus shelters and associated highway advertising infrastructure is due to expire on 31 December 2020.

The report summarises the requirements of a new contract to take effect from 1 January 2021 and recommends that Cabinet:

- Approves the Business Case
- Authorises the procurement process
- Delegates the award of the contract to Paul Barnard, Service Director for Strategic Planning and Infrastructure

Full details of the services required under a new contract are detailed within the report.

Recommendations and Reasons

It is recommended that Cabinet:

Approves the Business Case (to allow the procurement of the bus shelter contract to ensure a new supplier is appointed before the end of the current contract period).

Authorises the procurement process (to allow the Open procurement procedure with the option to negotiate to ensure maximum income is generated for the Council)

Delegates the award of the contract to Paul Barnard, Service Director for Strategic Planning and Infrastructure (in accordance with Contract Standing Orders Clauses CSO7 and CSO21)

Alternative options considered and rejected

The following options have been considered and rejected:

Option 1: Do Nothing

Rejected because the current contract will end resulting in either the removal of existing bus shelter infrastructure by the current provider or unmaintained and uncleaned bus shelters being left to deteriorate, presenting a poor image of the city's public transport infrastructure and city as a whole.

Option 2: Extend current contract

Rejected because the current contract terms would not allow the council to receive a share of the advertising revenue. It may also mean that the current infrastructure is not upgraded although it would be cleaned and maintained to the existing standards.

Relevance to the Corporate Plan and/or the Plymouth Plan**Growing Plymouth**

The bus shelter contract will ensure shelters are clean and well maintained contributing to a clean and tidy city. Upgraded and well maintained bus shelters will enhance the public transport offer encouraging people to use buses instead of cars thereby contributing to an efficient transport system.

New bus shelters will need to meet particular environmental standards so through both their design and function they will contribute to a green, sustainable city that cares about the environment.

Caring Plymouth

Provision of attractive, clean and well maintained bus shelters will encourage use of public transport making Plymouth's transport network less congested and safer thereby keeping children, young people and adults protected.

Attractive, clean and well maintained bus shelters also contribute to making Plymouth a welcoming city.

Plymouth Plan & Joint Local Plan

In providing these facilities the Council will be supporting the use of sustainable transport modes as set out in the Adopted Joint Local Plan specifically policies SPT9, principles 5, where it states that the local Planning and highway authorities with key stakeholders will deliver: "realistic sustainable transport choices and increasing the integration of transport modes so that people have genuine alternative ways to travel," 6, which seeks to get the most out of our existing network and encourage behavioural change, 9 (delivering transport projects which provide a safe and effective transport system) and 10 (taking control of our transport future, embracing localism and generating independent resources to transform transport investment and embracing changes in travel technology) and policy PLY6 through facilitating the economic development of the city centre.

Enhanced bus shelters will also contribute to policy objective HEA6 (PP) of the Plymouth Plan – Delivery of a safe, accessible, sustainable and health-enabling transport system and Policy GRO 4 – Using transport investment to drive growth.

Implications for the Medium Term Financial Plan and Resource Implications:

The new contract will be awarded at zero cost to the Council.

Bidders will be required to include a shelter upgrade programme with their submissions meaning that all bus shelters and associated highway infrastructure included within the tender specification will be upgraded with more modern configurations where appropriate using the latest technological solutions and materials that support the Council's climate emergency action plan.

Cleaning and maintenance of bus shelters and associated highway infrastructure will be incorporated into the bidders' responses.

All of the above will be funded through the sale of advertising. There will also be a requirement for the successful bidder to provide the Council with an income stream from the sale of advertising. An income has been assumed in the MTFP from 2020/21.

A percentage of the advertising infrastructure will be converted to digital to maximise revenue generating opportunities.

Carbon Footprint (Environmental) Implications:

The contract specification for new bus shelters will set out the requirement for the successful bidder to meet particular environmental standards, ensuring through both their design and function they will contribute to a green and sustainable city.

Bidders will be asked to explain how their organisation can help Plymouth become carbon neutral by 2030 in delivery of this contract through product design, materials used, power usage, cleaning materials and disposal of redundant infrastructure, and any further enhancements they think will be possible to deliver over the lifetime of the contract to help achieve the aims of the Council's Corporate Carbon Reduction Plan.

Other Implications: e.g. Health and Safety, Risk Management, Child Poverty:

This procurement positively responds to the Council's Climate Emergency declaration through directly improving public transport infrastructure mindful of environmental considerations and indirectly contributing to an increase in public transport use due to the high quality service provided.

The key risks associated with this procurement exercise are:

- Insufficient income is generated through the contract to meet the budget target. This risk will be mitigated through soft market engagement sessions with interested suppliers to identify the correct proportion of advertising sites to non-advertising sites to maximise the potential return.
- Award of contract to new supplier could lead to issues with incumbent during the transitional period meaning slower than anticipated replacement programme impacting on timescales for achieving budgeted income. This risk will be mitigated by exploration of potential options through a soft market engagement assessment with findings being built into the contract specification and by engaging with the current infrastructure provider now so that plans are in place for the removal of existing infrastructure, should this be required.
- If the incumbent supplier is unsuccessful in their bid, they may not allow the new supplier to clean and maintain their infrastructure for the remaining time the asset is in the ground. This will be mitigated by exploring potential options through the soft market engagement assessment and incorporate suitable cleaning and maintenance into the contract specification, and to consider whether the Council could provide this service on a temporary basis.
- Changes to the public transport infrastructure at some sites in the City could be perceived by users as a reduction, rather than an improvement in provision. However, no bus stop locations which are currently served by sustainable transport will be lost through this programme. The impact will be mitigated by the creation of a rigorous assessment process for all locations where infrastructure may be altered.

Equality and Diversity

Has an Equality Impact Assessment been undertaken? Yes

Appendices

*Add rows as required to box below

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable) <i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
		1	2	3	4	5	6	7
A	Briefing Report							
B	Business Case Bus Shelter Infrastructure and							
C	Equality Impact Assessment							

**Add rows as required to box below*

Please list all unpublished, background papers relevant to the decision in the table below. Background papers are **unpublished** works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based.

Title of any background paper(s)	Exemption Paragraph Number (if applicable)						
	<i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
	1	2	3	4	5	6	7
N/A							

Sign off:

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	Originating Senior Leadership Team member: Paul Barnard, Service Director for Strategic Planning and Infrastructure										
	Please confirm the Strategic Director(s) has agreed the report? Yes Date agreed: 10 February 2020										
	Cabinet Member approval: Councillor Mark Coker , Cabinet Member for Strategic Planning and Infrastructure – approved verbally Date approved: 26.02.20										