

# **BUS SHELTER INFRASTRUCTURE AND ADVERTISING CONCESSION CONTRACT**

## **Briefing Report**



### **1.0 INTRODUCTION**

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.

This project seeks to secure a new contract for the provision and maintenance of bus shelters and associated highway advertising infrastructure. The new contract will see the investment and modernisation of public transport infrastructure together with delivery of an income stream for the Council through the sale of commercial advertising using the latest technical solutions both digital and non-digital.

In addition to bus shelter advertising, the requirement will include all advertising on existing city centre infrastructure currently comprising of 22 double sided advertising static totems, 3 advertising columns and 2 advertising kiosks.

### **2.0 TENDER OBJECTIVES**

The key objectives of this tender are to:

- Seek income for the Council through the sale of commercial advertising
- Invest in the modernisation of public transport infrastructure

The outcomes and benefits of this proposal are:

- The replacement of existing bus shelters with new, more modern shelter configurations using new technologies where appropriate
- Clean and well maintained public transport and associated advertising infrastructure, presenting a good image of the City and encouraging greater use of public transport services
- The Council receiving a share of the advertising revenue

### **3.0 CONTRIBUTION TOWARDS PLYMOUTH'S DECLARATION OF A CLIMATE CHANGE EMERGENCY**

The Bus Shelter and Advertising Concession Contract supports Plymouth's efforts to become carbon neutral by 2030. Through the contract specification for new bus shelters we 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 also 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 Council's Corporate Carbon Reduction Plan.

In addition, through the modernisation of the city's bus shelters the journey experience for bus passengers will be improved and this, coupled with changes in bus services and investment in public transport infrastructure secured through other programmes, will help to achieve a high quality public transport experience with an associated increase in passenger numbers. This is necessary because, annually, Transport accounts for 28% of the CO2 in the city. Efforts to encourage and enable more trips to be made by bus will help to decarbonise Plymouth's transport network.

#### **4.0 CONTRIBUTION TOWARDS DELIVERY OF THE PLYMOUTH PLAN AND PLYMOUTH AND SOUTH WEST DEVON JOINT LOCAL PLAN**

The procurement of a new contract for the provision and maintenance of bus shelters and associated highway advertising infrastructure directly supports the policies set out in the Plymouth and South West Devon Joint Local Plan and Plymouth Plan specifically:-

##### ***Plymouth and South West Devon Joint Local Plan:***

- SPT9 Strategic principles for transport planning and strategy
  - Principle 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”
  - Principle 6, which seeks to get the most out of our existing network and encourage behavioural change,
  - Principle 9 which focuses on delivering transport projects which provide a safe and effective transport system and
  - Principle 10, taking control of our transport future, embracing localism, generating independent resources to transform transport investment and embracing changes in travel technology, and
- PLY6 Improving Plymouth's city centre

##### ***Plymouth Plan***

- Policy HEA6 – Delivering a safe, efficient, accessible, sustainable and health-enabling transport system and
- Policy GRO 4 – Using transport investment to drive growth.

#### **5.0 CURRENT CONTRACT**

The provision, cleaning and maintenance of bus shelters and associated advertising infrastructure is currently being delivered by J C Decaux through 'The Sponsored Supply and Maintenance of Street Furniture' contract.

The current contract commenced on 1 January 2000. It is a 20 year contract which is due to terminate on 31 December 2020.

There are currently 603 bus shelters of varying configurations provided under the current contract, plus a further 8 bespoke bus shelters included for the purpose of cleaning and maintenance.

In terms of advertising infrastructure there are:

- 202 advertising shelters each carrying two adverts.
- 22 double-sided advertising static totems, one side displaying commercial advertising and one side council advertising.
- 3 columns carrying up to 6 adverts consisting of both commercial and Council advertising.
- 2 kiosks carrying up to 4 adverts.

Through the current contract:-

- all advertising is paper based. *Through the new contract we will be looking to maximum advertising to digital platforms.*
- all shelters and advertising infrastructure are maintained and cleaned at no cost to the Council. *This is funded by the revenue generated through commercial advertising.*
- J C Decaux retain all of the advertising revenue.

## 6.0 PROCUREMENT PROPOSAL

The option to extend the current contract has been considered. However, given the requirement for the Council to generate income from the sale of commercial advertising under the terms of the current contract, this would be seen as a substantial change to the current terms meaning an extension is not possible.

It is therefore proposed to undertake a full EU threshold Procurement in accordance with the Public Concession Contract Regulations 2016, using the Open Procedure with the option for negotiation upon receipt of bids. It is proposed that the contract will run for 10 years with two 5 year extension periods built in to ensure that the most cost effective bids are received.

Under a new contract bus shelter infrastructure and associated highway advertising infrastructure will be upgraded over the term of the contract, to offer the best possible solutions for public transport users, taking advantage of new and emerging technologies throughout the contract term whilst at the same time responding to the climate emergency.

In addition the Council will receive a share of the revenue generated from the commercial advertising. To maximise the revenue share to the Council the ratio of advertising to non-advertising shelters will need to be adjusted. Bus shelters in areas that are not currently served by public transport will be removed, and a rigorous assessment process will be created for all locations where infrastructure may be altered. However, there will be no loss of boarding opportunities. Some advertising sites will also need to be converted from paper to digital format

Table One sets out what is in and out of scope for the procurement

**Table One: Procurement scope**

In scope	Out of scope
<p>603 bus shelters of varying configurations, of which 202 are advertising sites each carrying two adverts</p> <p>22 double-sided advertising static totems, one side displaying commercial advertising and one side council advertising.</p> <p>3 columns carrying up to 6 adverts consisting of both commercial and Council advertising.</p> <p>2 kiosks carrying up to 4 adverts</p> <p>A further 8 bespoke bus shelters included for the purpose of cleaning and maintenance.</p> <p>Exclusive advertising rights on the public highway in the whole of the Plymouth city area of the following advert range 6 sheet (-25%) 1.647m<sup>2</sup> to 48 sheet (+25%) 23.233m<sup>2</sup>.</p>	<p>Bus stop poles and flags; these are owned and maintained by the Council</p> <p>Highway advertising infrastructure and associated advertising exclusivity not included as 'in scope'.</p>

## 7.0 FINANCIAL IMPLICATIONS

The contract will stipulate that bus shelter infrastructure, maintenance and cleaning are provided at no cost to the council with the supplier covering their costs through the sale of commercial advertising. There will therefore be no cost to the Council, over and above staff time which is already funded, and therefore there is no funding requirement.