

QUESTION BY MEMBER OF THE PUBLIC

Question submitted by: Ms Fiona Smart

To the Cabinet Member or Chair for: Transport, Councillor Coker

Question (to be no longer than 50 words):

Community bonds will be crucial as the climate emergency unfolds so why did PCC not include public noticeboards for paper notices in every new bus shelter providing a way for everyone in the city to communicate news of events to help social cohesion and what is stopping PCC retrofitting them?

Will you be attending the meeting in person to ask your question? Yes

Response: (for completion by City Council officers and Cabinet Members / Chairs)

Thank you for your question. Unfortunately there is no scope within the bus shelter contract for community advertising within the shelters. The timetable cases are for the operators to display timetables and, where space permits, provide any advertising they wish to in relation to their own services or general bus initiatives. There are many timetable cases across the city that are already full with timetable information, which do not allow the operators to promote any other offers. In order to ensure the information is not removed or vandalised the timetable cases need to be locked, and the updating of information carefully managed. Any additional information displayed would need to be undertaken by the bus operators who do not have the resource to take on additional updates. However, through the contract the City Council does receive a percentage of plays on the digital advertising screens in the shelters free of charge, so this will provide an additional opportunity for any Council-led initiatives or campaigns, including those linked to the climate emergency, to be advertised in this way across the city.