

Report for Information

Report to Norwich Highways Agency Committee
23 September 2010
Report of Head of Transportation and Landscape
Subject Bus Shelter Provision in Norwich from July 2011

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Purpose

To inform Members of the council's strategy for the letting of its bus shelter contract

Recommendations

To note the content of this report

Financial Consequences

There are no direct financial consequences of this report on the highway authority. However, an improved bus shelter contract for the City Council could lead to improved delivery of bus stop facilities within Norwich.

Strategic Priority and Outcome/Service Priorities

The report helps to meet the strategic priority for continuous improvement and the service plan priority to continue to provide a quality bus shelter provision for Norwich

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Background Documents

Report to Norwich City Council Executive Committee 28th July 2010 – Bus Shelter Provision from July 2011

Report

Bus Shelter Provision in Norwich from July 2011

1. The existing 15 year Norwich bus shelter agreement with Clear Channel UK Ltd (formerly Adshel) ends on 7th July 2011. The present agreement provides 150 bus shelters, 98 with illuminated advertising panels and 52 free of advertising. The City Council provides and maintains 7 bus shelters where Clear Channel has declined to provide them.
2. The income from the advertising meets Clear Channel's costs in providing the bus shelters along with on-going maintenance and cleaning.
3. The council has had to allocate a small revenue budget allocation to maintain and clean the 7 City Council owned shelters and manage the present contract with Clear Channel. The capital cost of providing improved bus shelters on Castle Meadow and St Stephens (during year 11 of the agreement) was met from the Public Transport Major project.

Options Considered

4. The council executive considered options for the re-provisioning of bus shelters in Norwich at their 28 July meeting (copy of report appended to this report). The executive considered not providing bus shelters beyond July 2011. This would risk reducing the number of bus passengers due to waiting passengers being exposed to all weathers.
5. The council also considered an in house option of installing and maintaining shelters while generating the necessary income by going into partnership with a marketing company. It was considered that there would be too much risk involved in progressing this option.

Agreed Option

6. The Executive decided to pursue the option to contract out bus shelter services within Norwich.
7. The income from the advertising panels permitted will cover the cost of initial investment in shelter infrastructure, cleaning and maintenance of the shelters and a profit for the successful bidder. The contract will be let for a period of 15 years.

Programme

8. The key programme targets for tendering the council's bus shelter service will be as follows:
 - During summer 2010, officers from the transportation and urban design teams have been reviewing the existing bus shelter provision and requests received from bus companies, Members and members of the public for new bus shelter locations. Discussions with the County Councils' Passenger Transport Unit have occurred to establish specification requirements for

possible future real-time information developments. This will determine the minimum requirements for the new contract

- To issue an OJEU notice during Autumn 2010 for the bus shelter contract for the Norwich City Council area inviting interested parties to tender
- Late autumn 2010 the tenders received will be assessed and a recommendation made to the council's executive as to which bidder should have preferred status.
- Detailed negotiations with the preferred bidder would establish a contract document including a schedule for replacing the bus shelters around Norwich and introducing shelters to new locations
- Sign a pre-contract agreement during January / February 2011 to allow manufacture of new shelters and mobilisation to begin
- New contract commences 8 July 2011.