



Part 2 Specification

Contract Reference

TCOS117

Contract Title

Bus Shelter Advertising

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A. Overall Scope and Nature of the Requirement

- A1 Torbay Council is a Unitary Authority covering the towns of Torquay, Paignton and Brixham. It is a coastal local authority with a population of approximately 138,000 which rises to around 200,000 for the key holiday periods.
- A2 The Authority is seeking bids from suitably qualified and experienced organisations for the maintenance, repairs and cleaning of a number of high quality Bus Shelters, financed through the exclusive provision of advertising upon the said shelters.
- A3 The Authority will accept the “best offer” to deliver these services that will potentially include an income for the Authority.
- A4 Subject to the successful completion of the procurement process, the Authority intends to award a public service contract to the successful applicant.
- A5 The Authority currently has a contract in place, until August 2017, with the current provider for 62 bus shelters, 9 owned by the authority, 53 owned by the provider. Of the 62 shelters 50 contain advertising panels from which advertising revenue can be generated.
- A6 See Appendix A for a full list of shelter locations.
- A7 The Authority’s expectation is that the authority-wide infrastructure provision will be continuous and that the successful Contractor will ensure seamless transition between the expiry of the current Agreement and the commencement of a new Agreement.
- A8 It is anticipated that the costs and risks associated with the supply, installation, maintenance, support and monitoring (capital and on-going revenue) of the infrastructure will be the responsibility of the successful Contractor.

B. General Requirements

The Authority is looking for a Contractor to provide the following for all the shelters covered by this contract:

B1 Maintenance of Shelters

The Authority expects the maintenance programme as a minimum to include the following:

- a) Regular Inspections of shelters to undertake safety checks and so on;
- b) Monthly highlight reports covering the status of each shelter;
- c) Annual inspections for full maintenance check;
- d) Response times for emergency repairs and maintenance i.e. Removal of broken glass, glazing repairs, illumination fault and so on; and

- e) Clear definitions of what is included in each inspection and the expected quality standard.

B2 Cleaning of Shelters

The Authority expects the cleaning programme as a minimum to include the following:

- a) A general shelter inspection and carry out a light clean of each shelter on a regular basis;
- b) Deep cleans of the whole of the shelter including the roof;
- c) Removal of graffiti and fly posters;
- d) Clear definitions of what is included in each clean and the expected quality standard;
- e) The Contractor shall dispose of all rubbish on completion of the cleaning works; and
- f) The Authority also operates some Real Time Passenger Information (RTPI) System, the installation, operation, maintenance and management of these units falls outside the scope of this Contract. The successful Contractor will however be responsible for the cleansing of the RTPI displays where fitted.

B3 Replacement of Shelters

The Authority expects the replacement scheme as a minimum to include:

- a) A programme of works to replace the current shelters, with a replacement programme to be agreed with the current provider who has an expectation that their shelters will be replaced within 3 years of this Contract commencing;
- b) That all new shelters installed by the Authority or through a s106 agreement will be added to this contract;
- c) All new shelters installed by the Contractor under this Contract shall be “RTPI-compatible”;and
- d) Consideration of the implementation of digital advertising on new and existing bus shelters.

B4 Advertising Income

The Authority is looking to the Contractor to generate income from the selling of advertising on the bus shelters to cover their costs in the delivery of the above General Requirements and potentially provide an income for the council. All advertising must comply with the current relevant Code of Practice of the Advertising Standards Authority (ASA).

B5 Other Requirements

The Contractor shall be responsible for the payment of business rates if required.

Contact details for the Contractor must be displayed on the shelters for members of the public to report any incidents of vandalism/damage.

C. Contract and Performance Review Requirements

- C1 The Contractor shall record all notifications of damage, graffiti and fly posters, including the times of notification received;
- C2 The Contractor shall be required to attend contract review meetings quarterly or as required by the Authority.

D. Further Information

D1 Further Services Offered

The Applicant will be expected to suggest as part of its response to the Evaluation Questions any additional products or services that they may be able to offer as part of this Contract or any other added value that their offer might be able to bring to the Authority. Applicants are expected to build any such offers into their submissions regardless of whether specific questions are asked along these lines or not.

D2 Awarding the Contract on Behalf of Other Contracting Authorities

The Authority is not purchasing on behalf of other contracting authorities.

D3 Scope and Nature of Possible Modifications or Options

During the life of the Contract new shelter locations may be added, existing shelter locations may be changed or existing shelters removed. The Authority and the Contractor may explore and implement alternative options for advertising, such as the use of digital advertising.

The Authority and the Contractor will review the pricing proposals on an annual basis and any income paid to the Authority may be subject to change in line with changes in advertising revenue generated or the costs of cleaning and maintaining the shelters, associated with changes to the number and or location of shelters.