

**SUPPLY, INSTALLATION AND MAINTENANCE  
OF BUS SHELTERS AND INFORMATION PANELS  
(ADVERTISING CONCESSION)  
Key Requirements**



Plymouth City Council ('the Council') will shortly be procuring its contract for the 'Supply, Installation and Maintenance of Bus Shelters and Information Panels (Advertising Concession)'.

Plymouth is the most significant urban area in the South West Peninsula south of Bristol. We have a population of 263,100 (mid 2018 estimate) and expect to see this grow to 300,000 by 2034.

We have a comprehensive citywide bus network provided predominantly by Plymouth Citybus (part of the Go Ahead Group) and Stagecoach South West, as can be seen from the included map.

The current contract features the following assets:

- 626 bus shelters of which 202 are advertising sites. The current contract provider, JCDcaux, owns the majority of shelters. These shelters are in a range of designs appropriate to their location, with 39 locations being double shelters.
- 22 double sided advertising panels
- 3 advertising columns
- 2 advertising kiosks

The current contract also includes the cleaning and maintenance of these sites.

Through the new contract, we will be reducing the number of bus shelters across the city to approximately 415 and retaining the 22 double sided advertising panels. The assets belonging to the Council's incumbent Contractor JCDcaux that are no longer required, will be removed by them, with any other bespoke assets needing to be removed by the successful Tenderer (estimated at 5 shelters). The number of advertising panels required through the new contract will be for the successful Tenderer to decide.

Details of the assets to be retained are included within these documents.

The key requirements from the new contract will be:

- For the Council to receive a share of the advertising revenue generated by the contract, made up of a fixed fee per site plus a revenue share
- Provision of high quality infrastructure, meeting accessibility standards and environmental requirements as far as practicable. Shelter design will also need to take account of the coastal weather conditions in Plymouth, and will need to be compatible with the Council's Real Time Passenger Information displays
- A move to digital advertising
- Maintenance and cleaning of infrastructure
- Environmental and social considerations, including green roofs at some locations and environmental lighting

In return for provision of these services, the successful Tenderer will be granted exclusivity of advertising in accordance with the guidance issued by the Office of Fair Trading in May 2012.

Our current procurement timetable proposes the new contract to be awarded at the end of May 2022, allowing a 3-month mobilisation period before the contract commencement date of 4 September 2022.

The first step in the procurement process is the issue of a Prior Information Notice (PIN), these key requirements from the new contract, and draft Terms and Conditions.

The Council welcomes feedback from organisations that register an interest in this opportunity concerning the key requirements and draft Terms and Conditions, particularly in relation to any red flags, or issues that the market foresee.

Any feedback **must be received via the messaging facility within the Supplying the South West Procurement Portal** by 1200hrs on **Tuesday 1st February 2022** and in turn these will be reviewed by the Council's legal team who will then make any necessary changes prior to the procurement being launched during February 2022.