

# LED/Digital advertising Torbay

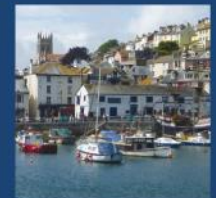


[www.torbay.gov.uk](http://www.torbay.gov.uk)

*forward thinking, people orientated, adaptable - always with integrity.*

# Market Engagement Event July 2019

- Welcome
- Health and Safety/Housekeeping
- Introductions
- Overview of the day
  - Presentation
  - Individual meetings
  - Conclusion

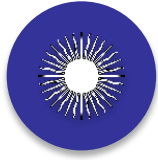


# Agenda

- Introduction to Torbay
  - Economy
- The Council's Vision & Project Aims
- Key Success Factors
- Proposed Sites
- Current Advertising Facilities
- Planning Policies
- Procurement Process
- Questions



# Introduction to Torbay



Known as the English Riviera due to its warm micro-climate, award-winning beaches and stunning natural environment



A UNESCO Global Geopark, one of seven in the UK, which celebrates our incredible geology, landscape and heritage



Torbay has a population of c.130,000, anticipated to increase to c.150,000 by 2030 with 4.5 million seasonal visitors annually



Regeneration schemes in place through our subsidiary The Torbay Development Agency and Torbay Council Masterplans



Torquay Town Centre has 500 retail units 71% of which are independents. Brixham is a market leading fishing port, Paignton has a well established retail zone popular with residents and visitors



Active Town Centre Partnerships and Chambers of Commerce driving footfall in all three towns.



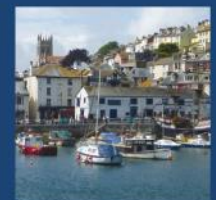
Retail offer also features a wide range of recognised national brands and a selection of specialist shops



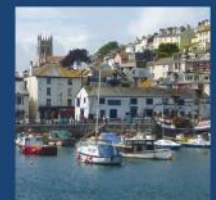
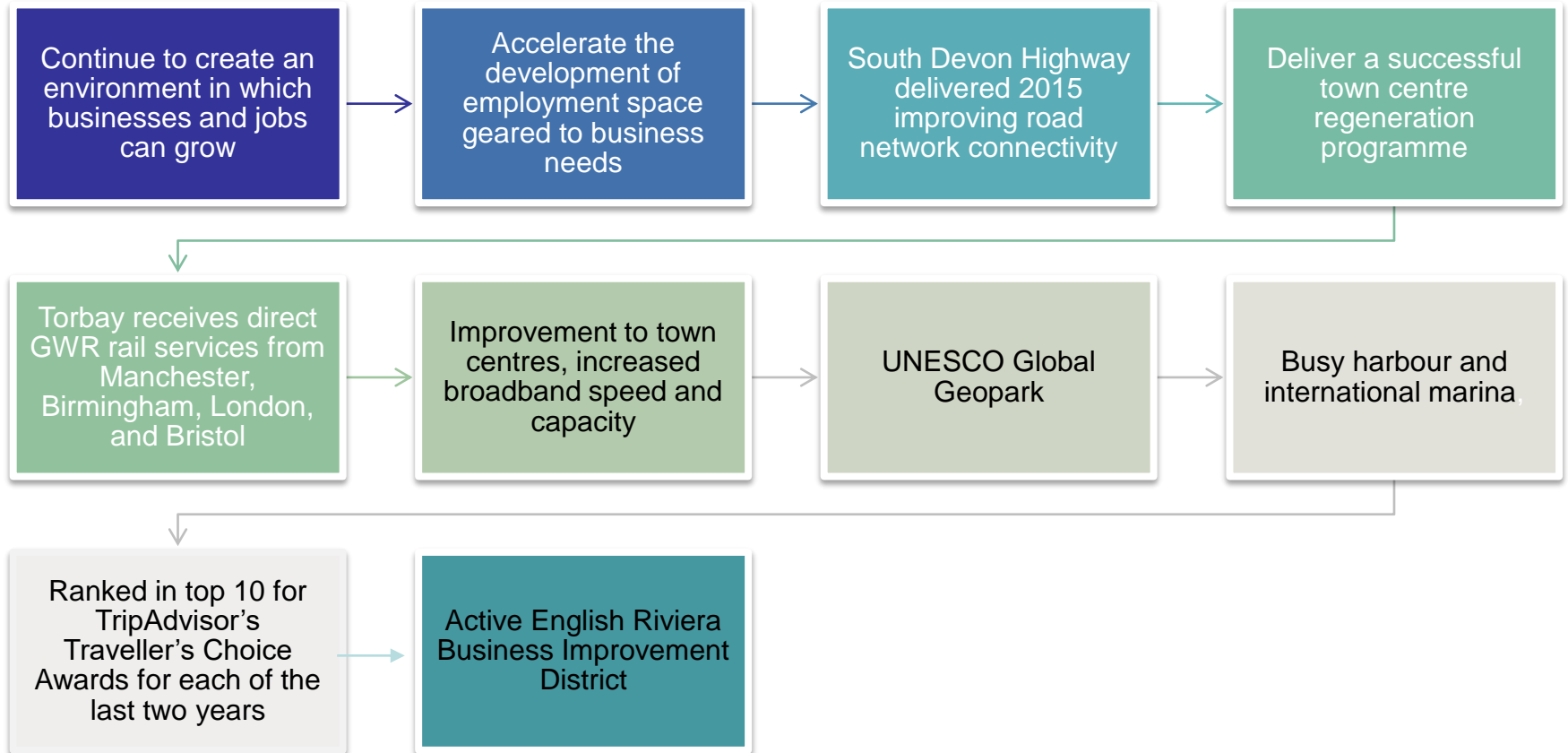
The town has been ranked amongst the top 25 UK destinations by event organisers in both 2015 and 2016



Innovation - Life sciences including photonics and electronics operating in the bay.



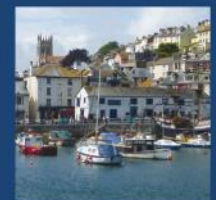
# Economy



# Economy – Visitor contribution

Indicator	Trips	Spend (£m)
Domestic Trips	1,084,000	274.40
Overseas Trips	95,600	36.30
Day Trips	3,389,000	125.30
<b>Total</b>	<b>4,568,600</b>	<b>436.00</b>

- The resort has a strong and loyal market attracting 97% of visitors from the UK and has an 87% repeat visitor rate;
- Resort promoters have significantly increased, reaching a high recommendation score of 70%, (increasing from 42% in 2012/13);
- The English Riviera attracts affluent visitors, with 54% of ABC1's recorded in the 2016 visitor survey;



# The Council's vision

- Secure economic recovery and success;
- Achieve a better connected, accessible Torbay and essential infrastructure
- Protect and enhance a superb environment;
- Create more sustainable communities and better places;
- Respond to climate change.
- Enable advertising opportunities for businesses and local attractions





# Project Aims

- “To identify and work with a suitably experienced digital advertising infrastructure and sales partner who can make a step change by enhancing the opportunity for businesses and attractions to promote themselves and the bay, using contemporary digital mediums.”
- “Deliver a sustainable income model for the Council through maximising our existing assets”
- “Develop and enhance the digital advertising offer through the introduction of additional appropriate sites”





# Key success factors

- Digital screens will have a minimum 10 year life span, with an agreed maintenance schedule to ensure a sustainable income stream for the Council.
- Provide a network of contemporary digital advertising mediums to facilitate advertising sales in Torbay.
- Have the ability to identify and activate appropriate additional sites for digital advertising.
- Have the ability to enhance/upgrade digital advertising software to keep pace with technological advancements.
- Added value opportunity to promote Torbay as coastal resort and business hub.



# Proposed sites – Paignton

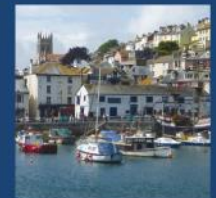
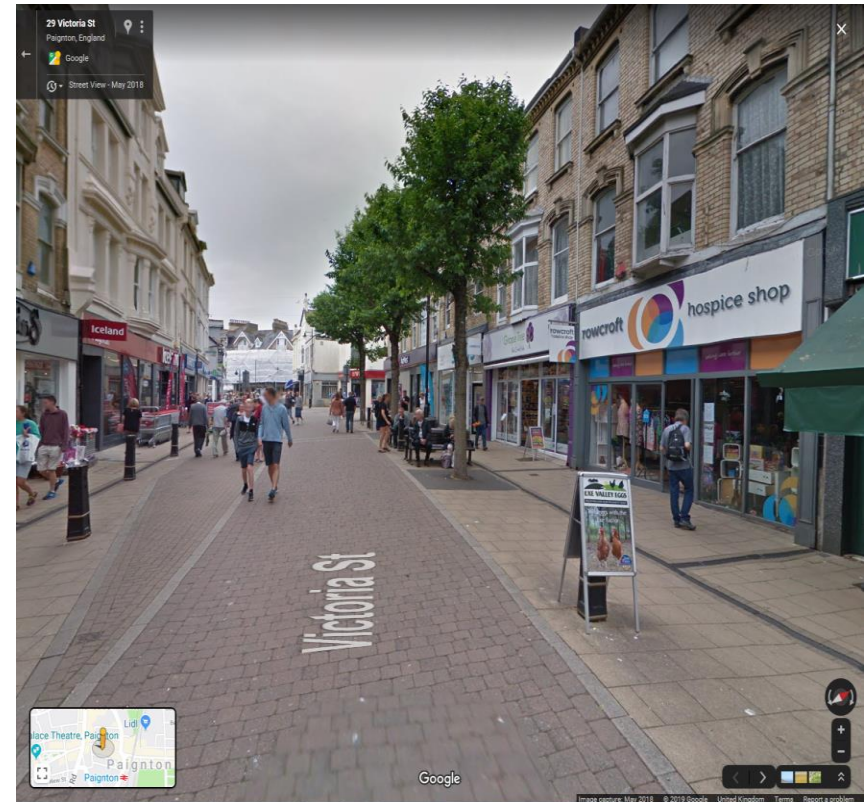
- Tweenaway Junction Paignton.

- 5x3m single sided screen
- Average traffic volumes 17,000
- Key junction for business parks and onwards to Brixham



# Proposed sites - Paignton

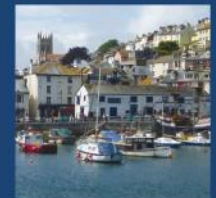
- Victoria Street, Paignton
  - 76” double sided screen
  - Pedestrianised high street
  - Town centre location





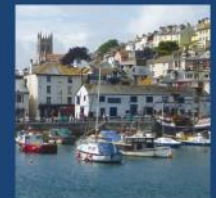
# Proposed sites – Brixham

- Middle Street Brixham
  - 76” double sided screen
  - Main route into the harbour area
  - Adjacent to bus station and town centre car park



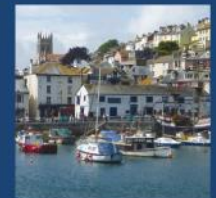
# Proposed Sites - Torquay

- Union Street, Torquay
  - 76” double sided screen
  - High traffic and pedestrian footfall
  - Retail zone, civic hub in the town centre



# Proposed sites - Torquay

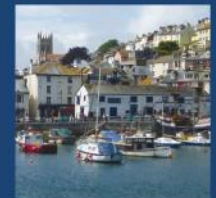
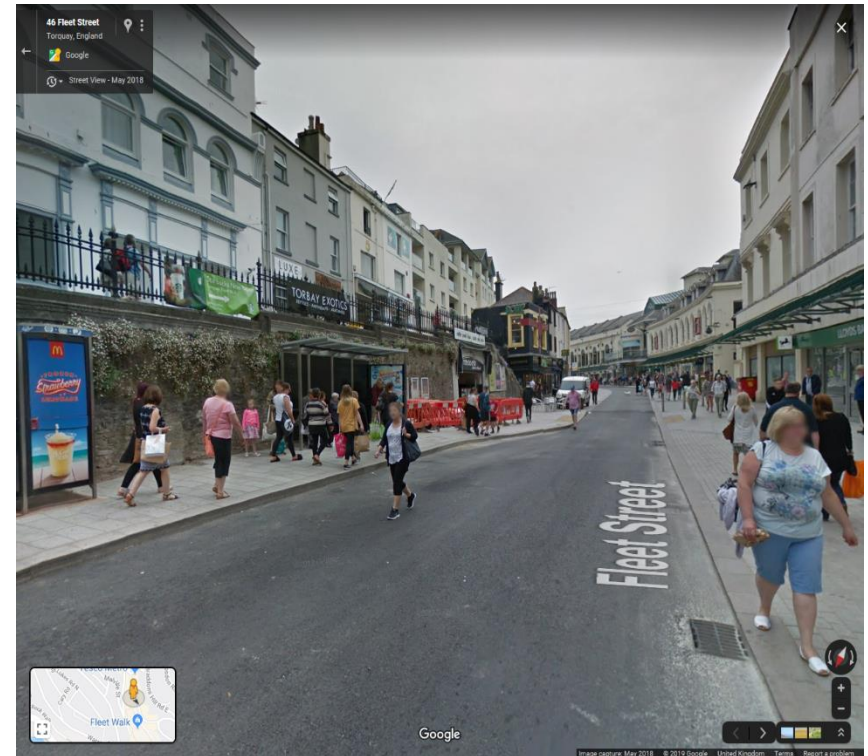
- Market Street, Torquay
  - 86” single sided screen
  - One way system position in town centre retail zone
  - High levels of traffic and pedestrian footfall





# Proposed sites - Torquay

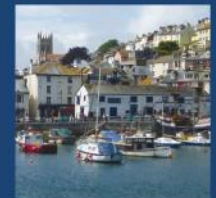
- Fleet Street, Torquay
  - 76” single sided screen
  - Pedestrianised retail zone in town centre
  - Adjacent to bus stops





# Proposed sites - Torquay

- Torre Station junction
  - 76” double sided screen
  - Distributor road/ gateway into the town centre
  - High footfall from station
  - Retail setting



# Proposed sites - Torquay

- Wren Retail Park
  - 76” single sided screen
  - Distributor road from Riviera Way (A3022)
  - Two retail parks adjacent



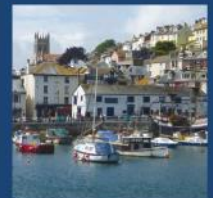
# Current advertising facilities

- Primarily traditional poster boards, typically A2 with a limited number of larger boards
- Banners – two sites with limited numbers of banners permitted.
- Bus Shelters – outsourced
- Lamp post banners – limited numbers
- Unlikely to compete with digital offer



# Planning policies

- Planning consents
  - Local Plan 2012 -2030
  - Policy DE6 – advertising
  - Neighbourhood plans
  - Areas of Special Control of Advertising
- Pre Planning Application – acceptable in principle for eight sites
- Additional sites – subject to planning consent and highway safety requirements



# Procurement approach



Open Tender



Stage 1 – Selection Questionnaire



Stage 2 – Award



Evaluation and Contract Award



# Procurement

Part 1 - Information

Part 2 – Specification

Part 3 – Selection Questionnaire

Part 4 – Award Questionnaire



# Questions?

