

Operational Decision Record

Publication Date 16/05/23	Decision Reference Number 4943
Decision Title	
To approve going to tender and award a contract for Bus Shelter Advertising Consultancy Services	
Decision Value	
£50,000	
Revenue or Capital Spend?	
Revenue	
Department	
Public Transport	
Contact Officer (Name, job title, and contact details)	
James Howe, Public Transport Operations Team Leader. Ext 64676	
Decision Taken	
To go out to tender and award a contract for the supply of specialist consultancy services to support a project to re-procure for the Supply, Installation, Maintenance of Bus Shelters and Information Panels (Advertising Concession). Procurement colleagues have advised that three written responses will need to be sought from known suppliers in what is a limited market due to the specialist nature involved. The specialism centres around the commercial opportunities with regards to the advertising income element of the Bus Shelter tender.	
Reasons for Decision and Background Information	
I have communicated with at least a dozen local authorities in preparation for the Bus Shelter and Information Panels procurement exercise to help shape the strategic approach to it as there are multiple aspects to consider in what could be a complicated procurement exercise. Several local authorities have used specialist consultancy services during tender exercises to help them maximise advertising income potential from street furniture as there is a widely accepted gap in expertise and experience when it comes to understanding the market and how best to tender for an Advertising Concession. All authorities that have used such services believe that it has greatly helped them achieve better results from any advertising tender process than they would have achieved without such expertise and experience.	
Other Options Considered and why these were rejected	
There is the option of progressing a procurement exercise for the Supply, Installation, Maintenance of Bus Shelters and Information Panels (Advertising Concession) without specialist support, but research suggests that this could lead to a poorer outcome from the procurement exercise.	

Reasons why this decision is classified as operational

There is enough Public Transport revenue budget to procure these specialist services and the objective is to produce the best possible outcome from a procurement exercise for a Supply, Installation, Maintenance of Bus Shelters and Information Panels (Advertising Concession) contract. To be concise, the best possible outcome would be to attract an optimal number of quality tender responses, with the outlined specification being easily understood, and to attract both optimal income opportunity and high-quality infrastructure to best serve bus passengers.
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Additional Information

<u>Procurement:</u>

This request complies with the contract regulations and does not pose any risk to the Council. Procurement will continue to support in obtaining the most commercially viable solution.

Holly Fisher, Lead Procurement Officer, 11 May 2023

<u>Observations of Finance Business Partner:</u>

Nottingham City Council's Public Transport department intends as above to go out to tender for specialist consultancy to help with the re procurement of street furniture detailed above with the goal to maximise the revenue from the information panels. The spend is estimated to be £37,500 in 23/24 financial year and the remaining £12,500 in 24/25 financial year. There is sufficient budget to cover these costs and will help support and optimise a statutory service as well as maximising future advertising income.

The proposal will not add financial pressure to the MTFP and can be contained within Public Transport. This will be monitored by the service for any variance and reflected in the monthly forecast for the service.
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Paul Rogers, Commercial Finance Business Partner (G&CD), 15 May 2023
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Decision Maker (Name and Job Title)
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Sajeeda Rose, Corporate Director for Growth & Development.
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Scheme of Delegation Reference Number
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Date Decision Taken

15/05/23
