

# Nottingham City Council Delegated Decision



**Nottingham**  
**City Council**

Reference Number:

5085

Author:

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Department:

Communities, Environment and Resident Services

Contact:

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Subject:

Traffic Island Sponsorship Framework Concession Contract Award to Community Partners Limited (T/A CP Media)

Total Value:

£322,000 (Type: Revenue)

Decision Being Taken:

1. To deliver traffic island sponsorship management through a 3rd party.2. To delegate authority to the Corporate Director of Communities, Environment and Resident Services to award the ESPO (School Supplies & Procurement Services) Framework Concession Contract (3A-20-Advertising Solutions, Lot 6 - Management of Commercial Advertising Space) to CP Media for a period of 4 years, in accordance with Contract Procedure Rules.3. To increase contributions to the existing MTFP by £15,000 to deliver the 2024-25 MTFP savings targets, and to note that this expenditure has been approved by the Section 151 Officer through the Spend Control process (Ref 5989)

**Reasons for the Decision(s)**

The Greenspace & Natural Environment Service has managed traffic island sponsorship for more than 40 years. Between 1980-2014 the City had created a national and international reputation for horticultural excellence which included being a multiple winner of the Britain in Bloom (BIB), BIB Champion of Champions and the highest level of horticultural excellence Entente Floral and Royal Horticultural Society awards. This operated as the ideal platform for traffic island sponsorship sales. Since stepping away from the national competitions in 2014-15, horticultural schemes for traffic island planting were reduced to deliver savings. In 2018-19 the dedicated Nottingham In Bloom staffing resource of 1.6FTE was deleted to deliver further savings. Traffic island sponsorship management responsibilities were redistributed to staff within the service to fulfil these duties alongside existing duties. In more recent times, sponsorship revenues have reduced, most notably since COVID, where social and economic changes have taken hold with increased hybrid/home working and the cost-of-living impact on local businesses. It is proposed that the management of traffic island sponsorship is awarded to a 3rd party via an ESPO Framework so that specialists within the field can manage the sale of sponsorship, planning permission consents and sponsorship signage collateral. This will realise a reduction in spending on signage and increase income generation potential. Existing management resources will be utilised to client manage the contract rather than directly deliver works. In accordance with Council Contract Procedure Rules, it is proposed that the service enter an ESPO Framework Concession Contract with CP Media. The Framework will deliver a guaranteed minimum value and a percentage share of turnover. See appendix 1 for financial details. All operational risks will transfer to CP Media as contract concessionaire, accepting that they are not guaranteed to recoup the investments made or the costs incurred in operating the contract, having regards to market conditions. The Service will manage the existing sponsorship incumbents until the contract terminates or expires at which point the traffic islands sponsorship management for these sites will transfer to CP Media. This ensures the council maintains 100% of revenues on sponsorship contracts already secured. CP Media will be bound by the Nottingham City Council Advertising and Sponsorship Policy, with full veto of each contract available to the Council. At the point that the contract with CP Media transfers back to the Council or other 3rd party operator, all active sponsorship incumbents will remain with CP Media until their individual contract expires. This ensures guaranteed revenues with CP Media are secured and transition to the new/in-house operator is transparent.

**Other Options Considered:**

Stop traffic island sponsorship - not supported as this would cease income generating potential and not deliver budget. This would incur costs to remove/cover the existing infrastructure of signage. Continue to operate an in-house model of delivery - not supported as maximum income potential is not being realised through a lack of dedicated and specialist knowledge in the field.

**Background Papers:**

None

**Published Works:**

None

**Affected Wards:**

Citywide

**Colleague / Councillor Interests:**

None

**Any Information Exempt from publication:**

**Yes**

**Exempt Information:**

**Description of what is exempt:**

**The exempt appendices 1 and 2 contain commercially sensitive information in relation to the contract award.**

**An appendix (or appendices) to this decision is exempt from publication under the following paragraph(s) of Schedule 12A of the Local Government Act 1972**

**3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information).**

**The public interest in maintaining the exemption outweighs the public interest in disclosing the information because it contains the supplier's commercially sensitive financial information, which is revealed could impact future negotiations.**

**Documents exempt from publication:**

**Financial Comments - Traffic Island Sponsorship Management.docx, Appendix 2 Briefing Note - Traffic Island Advertising.doc**

**Consultations:**

**Date: 19/10/2023**

**Other:Eddie Curry (Head of Greenspace & Natural Environment) Ruby Bhattal (Head of Comms and Marketing) and David Johns (Consultant in Public Health)**

**The updated Nottingham City Council Advertising and Sponsorship Policy is in development and scheduled to be presented at the 19th December CLT. Compliance with the Advertising and Sponsorship policy would be a requirement of the contracts terms and conditions. Support to proceed.**

**Those not consulted are not directly affected by the decision.**

**Crime and Disorder Implications:**

**Signage collateral may be subject to anti-social behaviour. It will be the responsibility of CP Media to install robust signage and to manage the repair / replacement of damaged signage. This will be monitored through the contract management arrangements.**

**Equality:**

**EIA not required. Reasons: An EIA is not required because there is no change to service policy and this is a continuation of existing services.**

<b>Social Value Considerations:</b>	N/A
<b>Decision Type:</b>	Portfolio Holder
<b>Subject to Call In:</b>	Yes
<b>Call In Expiry date:</b>	21/02/2024
<b>Advice Sought:</b>	Legal, Finance, Procurement, Other: Eddie Curry(eddie.curry@nottinghamcity.gov.uk)
<b>Legal Advice:</b>	Legal advice is complete and not exempted. Advice provided by Vendie Charles (Contracts & Commercial Solicitor) on 21/12/2023. Advice documents: DDM v3 Traffic Island Sponsorship 211223..17.1.24..docx
<b>Finance Advice:</b>	Finance advise is complete. Advise provided by Sohaib Chaudhry (Senior Commercial Business Partner) on 29/12/2024
<b>Other Advice:</b>	The new Traffic Island Sponsorship contract will enable the service to increase our sponsorship income and help to deliver both our existing medium term financial plan and new 2024/25 income targets for the service. The contractor is a specialist provider of sponsorship and has a track record of delivering additional income for local authorities. Advice provided by Eddie Curry (Head of GreenSpace & Natural Environment) on 15/01/2024.
<b>Procurement Advice:</b>	The request to undertake a direct award for the provision of the Traffic Island Sponsorship under the terms of the ESPO framework Advertising Solutions (3A_20) complies with the Council's contract procedure rules and the Concession Contract Regulations. The identified provider is the top ranked for commercial return on the framework. Using this provider rather than the alternative guarantees the Council the higher percentage of income available under the terms of the framework. The value of the turnover is below the threshold of the Concession Contract Regulations; however, the principles will be applied throughout. This contract requirement will be supported by procurement to ensure the final contract offers best value and remains compliant.  Advice provided by Holly Fisher (Lead Procurement Officer (Products)) on 23/11/2023.
<b>Signatures</b>	Corall Jenkins (PH Energy, Environment and Waste Services, Parks) SIGNED and Dated: 14/02/2024 Colin Parr (Corporate Director, CERS) SIGNED and Dated: 31/01/2024