

Report title: Bristol Legible City Advertising Concession

Wards affected: Citywide

Strategic Director: Barra Mac Ruairí, Strategic Director, Place

Report Author: Nat Roberton

RECOMMENDATION for the Mayor's approval:

1. That tendering and awarding the BLC advertising concession be authorised.
2. That authority be delegated to the Strategic Director of Place, in consultation with Service Director Legal, to agree appropriate terms and establish a suitable agreement between the Council and the operating company to govern the operation of any sites established.
3. That authority be delegated to the Strategic Director Place to award the contract.

Key background / detail:

a. Purpose of report:

This report outlines the opportunity for tendering a new advertising concession for existing small format advertising sites associated with the Bristol Legible City (BLC) project across the city.

b. Key details:

1. The BLC project was initiated in 2000 and enabled through an advertising agreement with Clear Channel (CCUK). The advertising agreement meant wayfinding signage and resources were provided by CCUK in return for use of advertising sites across the city.
2. 64 of these sites are currently in use for advertising and are occupied by small-format, 6-sheet free-standing advertising panels (see report) and a few larger cylindrical totems.
3. This advertising concession is now available to be competitively tendered.
4. This tender offers the council the opportunity to realise the financial value of the city's public realm for re-investment in Bristol's streets and spaces.

**BRISTOL CITY COUNCIL
CABINET
Tuesday 2nd Feb 2016**

REPORT TITLE: Bristol Legible City Advertising Concession

Ward(s) affected by this report: Citywide

Strategic Director: Barra Mac Ruairí, Strategic Director, Place

Report author: Nat Robertson / Bristol Legible City Project Manager

**Contact telephone no. 0117 9222960
& e-mail address: nat.roberton@bristol.gov.uk**

Purpose of the report:

This report outlines the opportunity for tendering a new advertising concession for existing small format advertising sites associated with the Bristol Legible City (BLC) project across the city.

RECOMMENDATION for the Mayor's approval:

- 1. That tendering and awarding the BLC advertising concession be authorised.**
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The proposal:

1. Background

- 1.1 Bristol Legible City is a landmark project which was begun 20 years ago as a unique concept to improve people's understanding and experience of the city through the use of identity, information and transportation projects.
- 1.2 The project was truly innovative being the first of its kind. The project is highly regarded by city administrations nationally and internationally and is one of Bristol's most successful exports with the approach being replicated and further developed in many cities in the UK and beyond including, London, Birmingham, New York, Moscow, Seoul and Sao Paolo.

1.3 The most prominent and recognisable feature of the project is the network of pedestrian wayfinding signage (see accompanying BLC project report) found across Bristol's central area, as well as East Bristol and South Bristol, and the blue paper visitor's map. The latter has proven very popular with Bristol businesses and major destinations and of which over four million copies have been printed and distributed. In addition to the wayfinding products BLC has commissioned a series of public art projects to enhance people's understanding of Bristol and create memorable experiences of visiting and travelling through Bristol.

2. The advertising offer

2.1 The BLC project was initiated in 2000 and enabled through an advertising agreement with Clear Channel (CCUK). The advertising agreement meant wayfinding signage and resources were provided by CCUK in return for use of advertising sites across the city. The provision of these high-quality assets and the subsequent uplift of the public realm, and promotion of sustainable transport, were seen as an appropriate mitigation for the provision of the advertising sites. 64 of these sites are currently in use for advertising. These sites are occupied by small-format, 6-sheet free-standing advertising panels (see below) and a few larger cylindrical totems.



BLC advertising unit

2.2. The right and ownership of the all the BLC pedestrian wayfinding equipment across the city was recently bought out from Clear Channel UK. The purchase of the pedestrian wayfinding kit has opened the way for the legible city advertising concession to be put up for tender again. The advertising contract will generate revenue for the council. Expert advice has been sought from the Out of Home Media Consultancy on the value of the advertising concession.

2.3 The advertising concession would be tendered by an open and competitive route and is anticipated to go to market in the second quarter of 2016. The term of the contract is anticipated to be 5 years with potential for 24 months extension.

3. Public Realm Improvement

3.1 This tender offers the council the opportunity to realise the financial value of the city's public realm for re-investment in Bristol's streets and spaces. There is a clear link between the use of the public realm for advertising and investment by the council in public space. Funding a consistent and high-quality approach to street furniture and wayfinding for the city's residents, visitors and business meets the council's objectives of encourage more sustainable travel choices, improving the city's spaces and supporting the local economy. The following report on the agenda links the advertising revenue to the improvement and development of the Bristol Legible City project.

Consultation and scrutiny input:

a. Internal consultation:

Planning
Transport (including walking and cycling)
Legible City Steering Group
Highways
Public Health
Bristol Futures
Property

b. External consultation:

BLC review workshops consultation with over 40 individuals and groups consulted including -

Destination Bristol
The Civic Society
Neighbourhood Planning Network
Sustrans

Other options considered:

Option 1 Do not tender the advertising contract.

Let the advertising contract lapse and not re-tender it. This would remove the council's opportunity to access income from the advertising offer.

Risk management / assessment:

FIGURE 1							
The risks associated with the implementation of the BLC advertising decision :							
No.	RISK Threat to achievement of the key objectives of the report	INHERENT RISK (Before controls)		RISK CONTROL MEASURES Mitigation (ie controls) and Evaluation (ie effectiveness of mitigation).	CURRENT RISK (After controls)		RISK OWNER
		Impact	Probability		Impact	Probability	
1	The advertising revenue is lower than forecast.	Medium	Medium	A best estimate of the income from advertising has been sought from an expert adviser providing some certainty in predicting income. The cost plan for BLC investment has been designed to take account of the likely range of income from lowest to highest.	Medium	Low	
2	Planning consent for changeover to digital advertising units is not achieved.	High	Low	The planning team have been consulted. The advertising sites already have consent. The change to digital units would may require new consent but the principle of advertising on these sites has been set and the change to digital presents little change over the existing condition as the images are static.	High	Low	

FIGURE 2							
The risks associated with <u>not</u> implementing the BLC advertising decision:							
No.	RISK Threat to achievement of the key objectives of the report	INHERENT RISK (Before controls)		RISK CONTROL MEASURES Mitigation (ie controls) and Evaluation (ie effectiveness of mitigation).	CURRENT RISK (After controls)		RISK OWNER
		Impact	Probability		Impact	Probability	
1	No income is generated for the council from existing advertising sites.	High	Low	There is no mitigation for the loss of income.	High	Low	

Public sector equality duties:

Before making a decision, section 149 of the Equality Act 2010 requires that each decision-maker considers the need to promote equality for persons with the following “protected characteristics”: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation. Each decision-maker must, therefore, have due regard to the need to:

i) eliminate discrimination, harassment, victimisation and any other conduct prohibited under the Equality Act 2010.

ii) advance equality of opportunity between persons who share a relevant protected characteristic and those do not share it. This involves having due regard, in particular, to the need to:

- remove or minimise disadvantage suffered by persons who share a relevant protected characteristic.

- take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of people who do not share it (in relation to disabled people, this includes, in particular, steps to take account of disabled persons' disabilities);

- encourage persons who share a protected characteristic to participate in public life or in any other activity in which participation by such persons is

disproportionately low.

iii) foster good relations between persons who share a relevant protected characteristic and those who do not share it. This involves having due regard, in particular, to the need to tackle prejudice and promote understanding.

Guidance:

**** Insert a note on how the public sector equality duties are relevant to the proposals and how these duties have been taken into account in developing the proposals. Where an equality impact assessment has been undertaken, summarise its findings here, and provide a link to the full document, or include the equality impact assessment as an appendix. Where no equality impact assessment has been undertaken, give the reasons why this has not been carried out.***

Equality Impacts

The equality team have been consulted on this report and have advised that the recommendations given above do not present any issues in terms of equalities. The equality team have advised that the EQIA process is followed with any relevant project work that comes out of the development of BLC. The design and implementation of all BLC resources and assets is already done in such a way as to consider all users.

Eco impact assessment

The Environmental Programme Manager advises that there are no significant impacts arising from the advertising concession.

Resource and legal implications:

Finance

a. Financial (revenue) implications:

Please see attached the exempt appendix for the indicative income figures from the digital advertising contract. These present net contributions to general funds over the contract period. Further due diligence should be carried out to validate the reasonableness of any competitive offers. Contract should also be developed taking into account any potential risks relating to the performance of a contract.

Advice given by Tian Ze Hao Finance Business Partner
Date 07/12/2015

b. Financial (capital) implications:

None

Advice given by Tian Ze Hao – Finance Business Partner
Date 07/12/2015

Comments from the Corporate Capital Programme Board:

Guidance:

Insert any comments on the proposal from the Corporate Capital Programme Board.

c. Legal implications:

The tendering for the Advertising Concession will need to comply with the appropriate procurement regulations. New concession regulations are anticipated shortly.

Advice given by Eric Andrews **Insert name / job title** Senior Solicitor
Date 16.12.2015 **Insert**

d. Land / property implications: NONE

Advice given by

Date **Insert**

e. Procurement Implications:

The procurement of the Advertising Concession has been developed with the support of Procurement and will provide a robust value for money solution.

Advice given by Laura Durham - Procurement Officer
Date 18/12/2015

Appendices:

Appendix 1 - indicative income figures from the digital advertising contract. Exempt pursuant to Schedule 12A Local Government Act 1972 – information relating to the financial or business affairs of any particular person (including the authority holding that information)