

DECISION TITLE: Contract for City Centre Advertising boards
Councillor Mohammed Farooq, Leader of Peterborough City Council in consultation with Councillor Peter Hiller, Cabinet Member for Housing, Growth and Regeneration
April 2024
Deadline date: May 2024

Cabinet portfolio holder:	Councillor Mohammed Farooq, Leader of Peterborough City Council in consultation with Councillor Peter Hiller, Cabinet Member for Housing, Growth and Regeneration
Responsible Director:	Cecilie Booth, Executive Director of Corporate Services and S151 Officer
Is this a Key Decision?	YES If yes has it been included on the Forward Plan: YES KEY/08APRIL24/01
Is this decision eligible for call-in?	YES
Does this Public report have any annex that contains exempt information?	NO

RECOMMENDATIONS

The cabinet member is recommended to:

1. Authorise the council to award a contract to JC Decaux Limited from 6 May 2024 for a period of 10 years, with the option to extend for a further two years, for the management of 40 city centre digital advertising boards.
2. Delegate approval to the Executive Director of Corporate Services to authorise the decision whether to invoke the extension period following the initial contract term and in accordance with the contract provisions.

1. PURPOSE OF THIS REPORT

- 1.1 This report is for Leader of the Council in consultation with the Cabinet Member for Housing, Growth and Regeneration to consider exercising delegated authority under paragraph 3.4.6 of Part 3 of the constitution in accordance with the terms of their portfolios at paragraph 3.4.9.

2. TIMESCALES

Is this a Major Policy Item/Statutory Plan?	NO	If yes, date for Cabinet meeting	N/A
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3. BACKGROUND AND KEY ISSUES

- 3.1 The council currently has an existing contract for provision of advertising boards across the city centre. This contract expires on 31 March 2024 and the council undertook a procurement process to retender the contract. This is to ensure the council has the right advertising contract for the city centre which also brings a good financial return.
- 3.2 The current advertising boards are static, which means posters are inserted and replaced when required. There is not the ability to change the posters more frequently than every six weeks. Many cities now have new digital boards which offer far greater flexibility in terms of advertising, with the ability to offer space to a greater number of advertisers every day. These boards not only look more attractive as part of the public realm, but they also generate a far higher level of income and offer beneficial add-ons, such as pollution level monitors.
- 3.3 All of these factors have been taken into account as part of the procurement process.
- 3.4 Eighteen of the new boards to be installed by JC Decaux will be double sided digital boards, ten of which will offer Smart City services including free wi-fi, air pollution monitoring sensors and pedestrian footfall monitoring technology. Other boards in areas where they cannot be digitalised will be fully refurbished.
- 3.5 This procurement has been carried out in accordance with the Concession Contract Regulations 2016 and the council's Contract Rules. At the start of the procurement the project team relied on historical data from its existing advertising contract to determine that the estimated contract value fell below the Concessions Contract Regulations 2016 threshold. The procurement process utilised a process similar to the Open Procedure as defined in Regulation 27 of the Public Contract Regulations 2015. A Contract Notice was published in Contracts Finder. Following advertisement two tenderers submitted an invitation to tender. Details of the evaluation are outlined below.
- 3.6 The council sought a contractor to deliver city centre advertising boards. The objectives of the procurement were to:
- Upgrade the existing advertising boards to high-quality digital boards.
 - Ensure suppliers provide a high-quality service in terms of management as well selling advertising space.
 - Generate the most income possible through this concessions contract for the council.
- 3.7 **Tender evaluation summary:**
- The tender attracted expressions of interest from nine companies. However, only two of these submitted a bid and these were evaluated by council's officers.
- The tender submissions were evaluated against the Suitability Assessment Questions to ensure they met the requirements. This comprised of relevant and proportionate questions specific to the procurement and sought to confirm that the potential contractor does not meet any of the grounds for exclusion.
- The procurement's Suitability Assessment Questions comprised of the following elements:

- a. Bidder Details
- b. Mandatory and Discretionary Exclusion Grounds
- c. Economic and Financial Standing
- d. Professional and Technical Experience
- e. Insurances
- f. GDPR

3.8 The tenders were then assessed against qualitative criteria using a Minimum Quality Threshold of 70%. Bids which met or exceeded the Minimum Quality Threshold were then evaluated on financials, at which stage, the bid with the highest scoring financials would be determined to be the successful bid.

The outcome of the qualitative and financial evaluation is as follows:

Tender Name	Total Quality Score	Quality Weighted Score	Quality Threshold met?	Weighted Price Score	Bid Ranking
Bid 1	54	69.00	N	NA	N/A
Bid 2 – JC Decaux	66	81.00	Y	100.0	1st

3.9 **Reason for appointing successful contractor:**
 After evaluating and moderating the two tender submissions, the outcome determined that JC Decaux was successful and therefore should be awarded the contract. Its tender documentation demonstrated that they met the requirements outlined in the selection criteria.

4. CORPORATE PRIORITIES

4.1 The following outlines how the recommendation links to the council's corporate priorities:

Sustainable Future City Council

How we Work

The new contract will deliver new digital advertising boards which will generate an income for the council to support service delivery. The council will also be allocated screen time each week to use free of charge to promote council services.

Our Places and Communities

Places and safety

The new city centre advertising boards will improve the look of our city centre as they are smaller and sleeker than the current boards. They will also feature Smart City services, including free Wi-Fi broadcast, air pollution monitoring sensors and pedestrian footfall monitoring technology.

5. CONSULTATION

5.1 Market engagement was carried out to inform this procurement.

To ensure the contracts meets the requirements further monitoring will be undertaken to evaluate the service as it progresses over the contract duration.

The item has also been considered by the council's Corporate Leadership Team.

Consultation also took place with the council's planning service, including the conservation team.

6. ANTICIPATED OUTCOMES OR IMPACT

- 6.1 It is anticipated that the council will award the contract to JC Decaux as outlined in this report.

7. REASON FOR THE RECOMMENDATION

- 7.1 The recommendation has been made to ensure that the council has the best arrangement in place for advertising on its land in the city centre through the use of advertising boards. This arrangement is one which will generate an income for the council and allows the sharing of important information with the public, through the advertising time awarded to the council for free as part of the process.

The new contract will see the replacement of many of the current static advertising boards with new smaller and sleeker, double-sided digital advertising boards. These boards also offer added benefits which will be useful for the council, including Wi-Fi broadcast, air pollution monitoring sensors and pedestrian footfall monitoring technology.

8. ALTERNATIVE OPTIONS CONSIDERED

- 8.1 Do nothing – the current contract with JC Decaux would expire on 31 March 2024. We could have continued extending that contract for short periods, but this would not make good sense as we would be left with the current static advertising boards and the potential income generation would not be realised.

We could also have decided not to have advertising boards in the city centre. This option was not favoured as it would be remiss of the council to turn down an income generation stream which can support the council's objective of achieving financial sustainability.

9. IMPLICATIONS

Financial Implications

- 9.1 The contract does not require the council to commit funding. This is a concession contract that will generate an income for the council which increases on an annual basis. The maintenance/management and other costs associated with the boards are covered by the contractor at no expense to the council.

Legal Implications

- 9.2 The procurement for the services were undertaken in compliance with The Concession Contracts Regulations 2016 and the Council's Contract Rules.

Equalities Implications

- 9.3 There are no equalities implications for this recommendation.

10. DECLARATIONS / CONFLICTS OF INTEREST & DISPENSATIONS GRANTED

- 10.1 None.

11. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985) and The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.

11.1 None.

12. APPENDICES

12.1 None.