

WEST DUNBARTONSHIRE COUNCIL

Report by Strategic Director – Transformation & Public Service Reform

Tendering Committee: 09 September 2020

Subject: Contract Authorisation Report – Provision of Roundabout Advertising

1. Purpose

- 1.1** The purpose of this report is to seek the approval of the Tendering Committee to authorise the Strategic Lead - Regulatory to conclude the award of the contract for the Provision of Roundabout Advertising.

2. Recommendations

- 2.1** It is recommended that the Tendering Committee:
- a) Authorise the Strategic Lead - Regulatory to conclude on behalf of West Dunbartonshire Council (the Council), the award of a contract for the Provision of Roundabout Advertising to CP Media Limited; and
 - b) Note that the contract shall be for a period of two years from 1st October 2020 to 30 September 2022 with an option to extend up to an additional 2 x 12 month period until 30 September 2024.

3. Background

- 3.1** The purpose of the tender was to secure a fit for purpose managed service to offer Roundabout Advertising space. The Council has a number of roundabouts on the main roads through West Dunbartonshire. As a means of generating some revenue, a project was initiated to explore the possibility of renting out the space for advertising boarding. Following scoping of the spaces available, five main road roundabouts have been initially identified:

- a. Lions Gate roundabout, Dumbarton;
- b. A814 Glasgow Road roundabout, The Sheriff Court;
- c. Kilbowie roundabout , A8014 at A82 Great Western Road, Clydebank;
- d. Dumbarton Road roundabout, Western Isles Road, Clydebank; and
- e. Hardgate roundabout, Clydebank.

- 3.2** The Corporate Services Committee paper of November 2017 identified thirteen potential roundabout advertising sites. The contract has identified these initial five roundabouts to determine potential demand and establish an income before submitting planning applications for all roundabouts. These five were identified as being in areas with high traffic flow and have no land sharing considerations to account for.

3.3 The contract is being procured is scalable where further opportunities for advertising on council property can be taken advantage of, and may also include the option to explore any future joint revenue generating opportunities with other local land owners or authorities.

3.4 This procurement exercise has been conducted in accordance with the Council's Standing Orders and Financial Regulations and the *Public Contracts (Scotland) Regulations 2015* for Services. A Contract Strategy document was also approved by the Business Partner - Strategic Procurement (Corporate Indirects) on 18 August 2020.

4. Main Issues

4.1 In exploring potential sourcing routes, ESPO (East Shires Purchasing Organisation) was the only available Framework Agreement (FA) offering a managed advertising solution. The decision to source using the ESPO FA was taken by comparing the benefits between using the FA and conducting an open tender. The comparison considered suppliers available in the market outwith the framework, whether re-opening competition would provide greater value and the timescales involved to allow open tendering. It was concluded that sourcing through the FA offered suitable best value and better fit within the tight timescales required.

4.2 There are two providers on the ESPO FA Advertising Solutions, Lot 5 Management of Advertising Space. A desktop analysis was carried out on the ability to maximise requirements as well as highest rebates. CP Media was identified as the preferred provider to manage advertising space as they provided a higher revenue share. In addition, CP Media are able to offer more opportunity to advertise on other assets i.e. digital signs, bus stops and lamppost advertising than the other provider. Undertaking a mini-competition was not deemed to add value given that the cost of advertising will be on a case by case basis to maximise rebate.

4.3 It is recommended that the Council awards the contract, via a Direct Award (a contract is awarded to a provider on a FA without further competition) to CP Media Limited, CP Media House, 7 Harrison Road, Halifax, West Yorkshire, HX1 2AF.

4.4 Communications, Culture, Communities and Facilities CCCF Services are in the process of applying for Planning Permission to site advertising boards on the five roundabouts. As this can have a significant timescale to achieve, the contract will not commence and will be void should planning permission not be approved, at no cost to the Council.

4.5 CP Media Ltd has committed to follow Fair Working Practices by paying above the real Living Wage (minimum of £9.30 per hour) and they ensure that people performing the same roles are paid fairly and consistently.

4.6 CP Media will commit to subcontracting the advertising erection to local companies, as well as the printing of the signage if a local company is

available. This position will be further negotiated prior to the commencement of the contract.

5. People Implications

5.1 There are no people implications.

6. Financial and Procurement Implications

6.1 Corporate Services Committee was previously advised that this proposal had the potential to generate an income of up to £15,000 per year if all suitable Council roundabout sites were utilised. The model being employed here is to use the initial five roundabouts with more to follow once demand is established, and income levels will be scaled accordingly. This anticipated income is built into future Council financial plans.

6.2 This procurement exercise was conducted in accordance with the agreed contract strategy produced by the Corporate Procurement Unit in close consultation with Resource Services and the provisions of Contract Standing Orders, the Financial Regulations and the relevant procurement legislation.

7. Risk Analysis

7.1 The successful provider has no known links to Serious and Organised Crime which would have significant political and reputational ramifications for the Council.

8. Equalities Impact Assessment (EIA)

8.1 A screening was undertaken for this report to determine if there is an equalities impact. The results were that there is no equalities impact.

9. Consultation

9.1 The Council's Finance Service Centre has been consulted regarding the contents of this report.

10. Strategic Assessment

10.1 The Provision of Roundabout Advertising will contribute to the delivery of the Council's strategic priorities by supporting; 'Strong financial governance and sustainable budget management'.

Name: Angela Wilson

Designation: Strategic Director - Transformation & Public Service Reform

Date:

Person to Contact: Patrick Gahagan: Procurement Officer, 16 Church Street, Dumbarton.
Telephone: 01389 73785

Derek McLean: Business Partner – Strategic Procurement, 16 Church Street.

Telephone: 07816 539906

Appendices: None

Background Papers: The Contract Strategy;
EIA Screening; and
Corporate Services Committee: 29 November 2017:
Roundabout Advertising

Wards Affected: All