

Soft Market Engagement – Bus Shelter Advertising & Maintenance Services

Introduction

West Northamptonshire Council is a unitary authority formed in 2021 from the former Daventry District Council, Northampton Borough Council, South Northamptonshire Council and Northamptonshire County Council.

Background

The Council is looking for a long-term supplier to have the sole and exclusive rights to supply advertising 'Shelters' on sites within the control of the Council in the West Northamptonshire area.

The supplier would be responsible for and meet the costs of supplying, the installation and maintaining of all advertising and non-advertising 'Shelters' provided under this contract

The supplier would provide a 24-hour emergency call-out service to respond to situations considered dangerous and for other reasons of safety.

Market Engagement

We would like, at this stage, prior to commencing any type of formal procurement, to seek an input from the market as to what the appetite is for undertaking this service and to allow an opportunity to discuss options for the delivery of any future provision.

Some of the issues we are seeking input on include the contract length, options to improve infrastructure and options to improve the service.

The key Bus Shelter Advertising /Maintenance Project objectives and outcomes are:

- To provide good quality shelters where they are most needed.
- Maintain the current portfolio of shelters (15 Digital and a number of non-digital) and also shelters within Daventry (23) and Brackmills BID (approx. 10).
- Optimise an income either from a rental or a share of advertising revenue
- Supports Biodiversity and the Councils green ambitions utilising green shelter options to replace shelters on main sites, such as buzz shelters, low carbon shelters.
- Supports design quality in the urban environment, including preserving and restoring any existing shelters (such as former tram shelters) of quality or local importance.



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- Where possible, incorporating design approaches which tie in with wider public realm strategy and support the character and distinctiveness of West Northamptonshire.
- Meet and support net zero carbon in manufacture, construction, installation, maintenance, use, and removal/repurposing of structures.
- Incorporates any requirements for care of similar structures where it is in the Council's interest to do so.

The Council intends to engage with interested organisations via an open information session held via MS Teams w/c 31st July 2023. This session will last for up to one hour and will be an opportunity for the council to present context & background and for organisations to ask questions.

If you wish to attend the open information session during w/c 31st July 2023, please contact: daryl.read@westnorthants.gov.uk by close of play Monday 17th July 2023 stating who will attend on behalf of your organisation and include an e-mail address for the link to the meeting to be sent to.

Participation in this process will not impact your ability to engage with the future tender opportunity if we are to follow that route to market.