

Policy & Resources Committee Meeting – 8th November 2023

Agenda Item 10. BUS SHELTER ADVERTISING

The following information was provided to the P & R Committee for its meeting on 27th September 2023:

Wokingham Borough Council's contract for bus shelter advertising is coming to an end therefore the Borough will soon be going out to tender for a new contract. WBC has asked if any town and parish councils would be interested in being included in the tendering process with regard to the bus shelters they currently own and maintain. The contract would be for both static advertising (paper posters) and digital advertising. ETC has some 54 bus shelters across the town.

Any contract would require the advertiser, currently Clear Channel, to do the following:

- Provide the appropriate bus shelter
- Maintain it for a period of 10 years
- Obtain any planning permissions if required (for example digital advertising always requires planning permission as do new locations for advertising)
- To pay the council, ie ETC, a proportion of the advertising share for the duration of the contract (this figure does however tend to be low)

The advertising contractor would identify the locations it would be interested in using, these are generally high footfall or high traffic routes, the Town Council would not be able to request specific shelters be adopted by the contractor. In cases where there may be spare advertising space, the Borough requests this be made available for Council related activities. Where this involves parish and town council shelters, the spare space would be made available to the relevant parish or town council.

WBC cannot currently provide details of where suppliers may wish to operate or how much potential revenue would be involved. At this stage they are simply asking parish and town councils to express any interest they may have in being included in the tender process.

Decision of P & R Committee on 27th September 2023:

Councillors considered an offer made by Wokingham Borough Council for parish and town councils to be included in its tender for bus shelter advertising. Councillors raised general concerns that ETC would have no say in the locations of where the advertising bus shelters would be placed and that advertising could have a detrimental visual impact on the local area. A motion was put forward that that the Town Council decline the offer to be included in the tender. It was: -

RESOLVED that ETC would decline the offer of being included in WBC's tender for bus shelter advertising. The vote on the motion was - five councillors in favour, three against and one abstention.