

Report of	Record of	Date
Director (Customer and Digital) (Introduced by Executive Member (Resources))	Executive Member Decision	12/07/2023

Clear Channel Contract Extension and Deed of Variation

Is this report confidential?	No
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Is this decision key?	No
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Purpose of the Report

- To seek approval for a deed of variation to the existing contract with Clear Channel for the provision and maintenance of bus shelters within the town centre. The variation is, on the basis that, Clear Channel commit to converting 5 of the existing shelters to living roof shelters in 2024. This would also see the contract term extend by a further 5 years up to 2030.

Recommendations

- To approve the deed of variation, as set out in Appendix 1, including extending the contract with Clear Channel until 2030

Reasons for recommendations

- Enables the Council to fulfil its green ambitions, providing living roof bus shelters in the town centre.
- Provides continuity with the existing shelters and ensures that the current infrastructure remains in place and is maintained at no additional cost to the Council.

Other options considered and rejected

- For the Council to install living roof shelters as part of the approved replacement program. This has been rejected due to the proposal from Clear Channel providing better value.
- Not to extend the contract with Clear Channel. This has been rejected as Clear Channel would remove all of the infrastructure at the end of the contract resulting in the disruption to resident and potentially increased cost to the Council as its seeks to source an alternative provider or to take on the installation and maintenance of these

shelters.

Corporate priorities

7. The report relates to the following corporate priorities:

Housing where residents can live well	A green and sustainable borough
An enterprising economy with vibrant local centres in urban and rural areas	Healthy, safe and engaged communities

Background to the report

8. The Council have 129 shelters, 36 of which are maintained under contract by Clear Channel with the remaining 83 maintained by Chorley Council. The sites currently maintained by Clear Channel are provided in appendix 2.
9. The contract with Clear Channel includes the installation and maintenance of bus shelters and digital displays screen in the Town Centre. This contract is due to expire on 2 January 2025
10. Clear Channel have the right to display advertising material on the shelters and the free-standing units along with any revenue this generates.
11. The Council has an aspiration to install living roof shelters and engaged in commercial discussions with Clear Channel to review options around the provision of such shelters.
12. The request for living roof bus shelters originated from the Climate Change Working Group at the request of multiple members within the group. It was then solidified as an action within the Climate Change Strategy (2022-2024).
13. Following commercial discussions with Clear Channel around installing some living roof shelters, Clear Channel has proposed to replace five of their existing shelters with living roof shelters. Clear Channel will also be responsible for the maintenance of the living roofs.
14. The Council and Clear Channel will work collaboratively to agree the locations of the shelters. Work on the shelters will start in quarter 4 2023/ 24 with the living roofs prepared in the spring of 2024. Clear Channel also work closely with Wildlife Trust to assess feasibility of each site.
15. In addition to the replacement of five existing shelters with living roofs, the deed of variation will see the contract extended to 2 January 2030. This ensure that the existing infrastructure will remain in place and will continue to be maintained by Clear Channel.

Climate change and air quality

16. The work noted in this report has an overall positive impact on the Councils carbon emissions, the wider Climate Emergency, and sustainability targets of the Council.
17. In particular, the report impacts on the following activities:
 - a. air quality

- b. green areas and biodiversity.

Equality and diversity

- 18. There any no equality implications to this proposal. Current infrastructure will either remain in situ or be improved through the creation of living roofs.
- 19. An Impact Assessment has been completed. If the deed of variation is approved, then it will have a positive impact on
 - a. Natural Environment
 - b. Air Quality and Pollution
 - c. The Council’s Reputation
 - d. Ability to deliver the Corporate Strategy
- 20. For all other areas, the impact has been determined as being neutral

Risk

- 21. There are no perceived risks to this proposal.

Comments of the Head of Operational Assets

- 22. Clear Channel currently have digital display screens in the town centre. These allow local businesses the opportunity to advertise, promoting their businesses. This platform also allows the Council to advertise for free. The proposed additional screens will only enhance ‘the visitor experience’. allowing the council and local businesses the option of additional advertisement.

Comments of the Statutory Finance Officer

- 23. The contract is at nil value with Clear Channel retaining any advertising income from display screens. As such there are no financial implications to the Council of extending this contract.

Comments of the Monitoring Officer

- 24. What is proposed here makes practical sense. There are no concerns from a Monitoring Officer perspective. The precise wording of the Deed will be checked by Legal Services prior to signing.

Background documents

There are no background papers to this report

Appendices

- Appendix 1 – Deed of Variation
- Appendix 2 – Clear Channel shelter sites

Report Author:	Email:	Telephone:	Date:
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Chris Walmsley (Head of Streetscene and Waste)	chris.walmsley@chorley.gov.uk		
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Following careful consideration and assessment of the contents of this report, I approve the recommendation(s) contained in Paragraph 2 of the report in accordance with my delegated power to make executive decisions.

Peter Wilson

Councillor
Executive Member for Resources Dated 12/07/23

This decision will come into force and may be implemented five working days after its publication date, subject to being called in in accordance with the Council's Constitution.