

39011

Do you have a contract with a commercial partner to provide and maintain your bus shelter infrastructure? If yes, who is your contracted provider?

[JCDecaux UK Limited](#)

What are the start and end dates of your bus shelter contract, including any optional extensions?

[1 April 2015 to 31 March 2025, with an optional 5 year extension](#)

What is the financial value of your contract?

[The information you have requested contains sensitive commercial information relating to an ongoing contract. If information relating to this contract is released it would prejudice the commercial interests of both the provider and the Council. With the potential end date of the contract in less than three years, releasing this information at the current time may impact on the Council's ability to obtain best value should a new procurement exercise be required.](#)

How many bus shelters does the contract cover?

[1,356 Shelters](#)

How many of the bus shelters covered in the contract have advertising shells? What is the breakdown of these advertising shells between traditional print and digital?

[302 Traditional Shelters / 17 Digital Shelters](#)

What restrictions are there within the contract in relation to advertising in your bus shelters – for example, are there any industries or topics that cannot be advertised?

[The contract does not permit the advertising of cigarettes, cigars, tobacco or tobacco related products](#)

Do you have an advertising policy which covers what can and cannot be advertised on the Council/Local Authority estate?

[The Council has a Policy on Advertising and Sponsorship which was approved at the Policy and Sustainability Committee on Tuesday 6 August 2019.](#)