

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 19 DECEMBER 2000

BUS SHELTER ADVERTISING CONTRACT

Report By Director of Development Services

1. PURPOSE OF REPORT

1.1 The purpose of this report is to:

- a) advise the Committee that JCDecaux will be replacing the advertising bus shelters in East Ayrshire, commencing February 2001; and
- b) seek the Committee's approval for shelter locations which will be installed by the Company.

2. BACKGROUND

2.1 At its meeting on 15 February 2000, the Committee considered the implications of awarding the contract to JCDecaux for the provision and maintenance of new advertising bus shelters in East Ayrshire.

2.2 Under the terms of the Contract, the company has to replace the 37 advertising shelters in East Ayrshire and maintain them for 15 years. The locations of the shelters may be changed but only by mutual consent.

3. THE PROPOSAL

3.1 Seven existing advertising shelter sites will not be taken due to the shelter not being on a current bus route or there being little demand from boarding passengers. These sites, and JCDecaux's proposed alternative advertising sites are shown in attachment 1.

3.2 Six of the proposed new advertising sites are currently occupied by Council shelters. These shelters will be relocated to other sites where shelters do not exist at present, but where there have been requests for shelters in the past. The exact locations will depend on the suitability of the shelters for reuse at the new sites.

3.3 JCDecaux have also undertaken to provide 4 new non-advertising shelters. It is proposed that two of these will be located at Kilmarnock Prison.

4. IMPLEMENTATION

4.1 Planning consent will be required for the advertising panels where:-

- a) the advertising shelter is to be repositioned; and
- b) an illuminated advertising panel will replace one which was previously unlit.

4.2 The present advertising shelter provider (the More Group) will be requested to remove its shelters at the beginning of 2001 to facilitate the replacement programme.

4.3 JCDecaux have indicated that erection of the shelters will commence in February 2001 and will take approximately one month to complete. A firm programme is being sought from JCDecaux. The timescale is dependent on obtaining any requisite planning approvals and obtaining the consent of the Scottish Executive for the erection of shelters at Bowhouse on the A76 trunk road.

5. LEGAL IMPLICATIONS

Nil

6. FINANCIAL IMPLICATIONS

6.1 The new contract will result in additional income to the Council.

7. RECOMMENDATIONS

7.1 It is recommended that the Committee:-

- a) Notes the contents of the report; and
- b) Approves the proposed locations for bus shelters as set out in the attachment.

Stephen Chorley
Director of Development Services

KO/YK
12 December 2000

LIST OF BACKGROUND PAPERS

Nil

For further information please contact Keith Orton on 01563 555714

- C Council Shelter
A Advertising Contract

	Removed	New/relocated	
C	East George Street, Kilmarnock	Same location	A
C	Campbell Street, Kilmarnock (at Fire Station)	Same location	A
C	Ayr Road, Kilmarnock (opposite Bicketts Garage)	Same location	A
C	Ayr Road, Kilmarnock (at Bicketts Garage)	Same location	A
C	Townhead Street, Cumnock	Same location	A
C	Queens Drive at Victoria Rbt, K'nock (south side)	Same location	A
A	Sutherland Drive, Kilmarnock (residential area)	Same location	C
A	Sutherland Drive, Kilmarnock (residential area)	Same location	C
A	Aird Avenue, Kilmarnock (no longer on bus route)	A76, Bowhouse (Kilmarnock Prison)	C
A	Portland Street, Kilmarnock (no longer on bus route)	A76 Bowhouse (Kilmarnock Prison)	C
A	Hurlford Road, Kilmarnock (no longer on bus route)	Glasgow Road, Kilmarnock (Southcraigs)	C
A	Glaisnock Street (at Town Hall), Cumnock (little used)	Queens Drive at Victoria rbt, Kilmarnock (north side)	A
A	Sturrock Street, Kilmarnock (little used)		
		Locations to be determined: -	
		Main Street, Kilmaurs (opposite Vine Park Avenue)	C
		Main Street, Ochiltree (Community Centre)	C
		Grassyards Road, Kilmarnock (near South Dean Rd)	C
		Main Street, Laigh Fenwick	C
		Connel Park, New Cumnock	C

Notes:

- all other advertising shelters will be replaced at same location
- 6 Council shelters will be relocated, and 4 new ones provided

AGENDA