

## 16. ADVERTISING ON BUS SHELTERS

<b>Officer responsible</b> City Streets Manager	<b>Author</b> George Hadley – Transport Planner
Corporate Plan Output: 9.5.70 Signals, Signs and Shelters	

Board members will recall that a report considered at the last Board meeting on 4 August 1999 recommended the installation of advertising bus shelters at eight locations in the Hagley/Ferrymead Community Board's area.

After considering this matter, the Board decided:

1. To review the policy guidelines for advertising on bus shelters at its next meeting with a view to making recommendations to the Environment Committee.
2. To defer consideration of the present request for approval for the installation of bus advertising shelters until the October 1999 meeting of the Board, to allow the proposed review of the policy guidelines to be carried out by the Board.

George Hadley, Transport Planner, has provided the following comments for the guidance of the Board in carrying out this review,

*“The purpose of this report is to give feedback to the Community Board from The various Residents groups within the Board's area regarding the provision of advertising shelters.*

### **BACKGROUND**

*At the July meeting of the Hagley/Ferrymead Community Board approval was sought for the installation of 9 advertising bus shelters within the Community Board's Area. However it was resolved by the Community Board that the criteria for the installation of advertising shelters should be reviewed. The Riccarton/Wigram Community Board at its July meeting approved the installation of four advertising shelters in its area.*

### **RESIDENTS ASSOCIATION'S RESPONSE**

*Replies were received from the following residents groups:*

1. *The Woolston Community Association were the only group to give a written response. Not only did they fully support the installation of the advertising shelters but also requested that additional ones also be provided.*
2. *The Linwood North Residents Association were contacted and Sue Wilkinson confirmed that the advertising shelter proposed in their area had their support.*
3. *Bruce McKessar from the Mount Pleasant Ratepayers Association telephoned to express the approval of this group.*
4. *The Redcliffs Residents Association were contacted and Mavora Honore confirmed their support for the installation of the two shelters in their area.*

### **BUS SHELTER PROVISION**

*As part of the public passenger transport strategy, adopted by both the City and Regional Councils in June 1998, it was identified that the lack of shelters at bus stops was a major concern to passengers. As a result the City Council adopted a Public Transport policy, which included a commitment to provide between 30 to 80 new shelters each year, until sufficient shelters have been provided to meet passenger needs. It is estimated that approximately 300 additional shelters are required for existing passenger useage.*

### **FINANCIAL PROVISION**

*In the 1999/00 Annual Plan no funds were allocated for the provision of bus shelters. The reason for this was that there is a supplier, Adshel Ltd, who are able to provide bus shelters at no cost to the City Council. However the shelters provided by Adshel Ltd. do contain advertising which pays for the provision and maintenance of the shelters. The advantages to the City Council of the provision of bus shelters by this company are:*

- (i) the City Council saves \$10,000 for each shelter, which is the cost to the City Council of providing one of its own shelters.*
- (ii) the City Council saves \$750 per annum for each shelter in maintenance and cleaning costs.*
- (iii) the City Council receives 10% of the advertising revenues for each shelter.*
- (iv) the advertising shelters are cleaned weekly by Adshel Ltd. compared to the monthly cleaning of Council owned bus shelters. Also any damage to the advertising shelters is usually repaired within 24 hours, as a 0800 telephone number is displayed in the advertising shelter for passengers to inform the company of any damage.*

*As a result if Adshel are not permitted to install the 50 shelters that they are proposing in this financial year then the City Council has no budget to meet its commitments in regard to the provision of bus shelters contained in the Public Passenger Transport Policy.”*

A copy of the Council’s policy guidelines for advertising on bus shelters, adopted on 26 October 1994, is attached. Mr Hadley will be in attendance at the Board to provide guidance to the Board, if needed.

**Chairperson’s  
Recommendation:** For discussion.