

PUBLIC INTEREST TEST – CHECKLIST
Schedule 12A Local Government Act 1972

Name of Report: The award of the Six sheet digital advertising contract (FSU's) **Committee Procurement Board**
Date 28th August, 2019

Category of exemption applied: Information relating to the financial or business affairs of any particular person (including the Authority holding that information)

FACTORS WHICH SUPPORT DISCLOSING INFORMATION	
Will disclosure help people to understand and participate in public debate about current issues?	NO
Will disclosure help people to understand why the Council has taken certain decisions?	NO
Will disclosure give the public information about the personal probity (or otherwise) of elected members or council staff?	NO
Will disclosure encourage greater competition and better value for money for council taxpayers?	NO
Will disclosure allow individuals and companies to understand decisions made by the Council that have affected their lives?	NO
Is the information about factors that affect public health and public safety? (NB you should be careful if considering the release of information which might adversely affect public health and safety)	NO
Will disclosure reveal incompetent, illegal or unethical decision-making or examples of malpractice?	NO
Will disclosure reveal that such maladministration has not in fact occurred?	NO

FACTORS WHICH SUPPORT WITHHOLDING INFORMATION	
Will disclosure damage the Council's interests without giving the public any useful information?	YES
Will disclosure damage another organisation or person's interests, without giving the public any useful information?	YES
Will disclosure give an unfair, prejudicial or inaccurate view of a situation?	NO
Will disclosure prevent the effective delivery of services without giving the public useful information?	YES
Will disclosure put the health and safety of any group or individuals at risk?	NO
Is there a clear and coherent reason why the community in general would benefit more from information being withheld?	YES

Justification of decision

The existing six sheet advertising contract, an eighteen year contract with Clear Channel UK, expired in February, 2019; therefore a mini-completion was undertaken using the principals outlined within the Flexible Procurement Solution (advert framework). All of the advert developers that had been appointed to LOT 1 (Development of digital advert screens) were invited to apply for the new six sheet concession.

The six sheet advertising concession was published on the chest and fourteen advertising developers expressed an interest in the six sheet advertising opportunity.

Only four of these advert developers were eligible to apply, however only Clear Channel UK Ltd, the existing provider, submitted a tender for the six sheet advertising opportunity in Salford.

If the Procurement Board report was made available it would clearly identify Clear Channel UK Ltd as the preferred operator for the FSU contract in Salford but would also publish the amount of rent that Clear Channel was prepared to offer the Council for the FSU concession.

This offer of rent has been made in confidence through the tender submission and if published would provide Clear Channels competitors with an insight into the level of rent that Clear Channel was willing to offer to Salford.

The publication of this information may have a negative impact on Clear Channels future bidding strategy but more importantly would provide neighbouring Councils, who have an existing relationship with Clear Channel, knowledge of the rental values provided to Salford. In some cases neighbouring Local Authorities are not receiving the equivalent levels of rent which could cause Clear Channel some contractual or relationship issues.

Name and Title: Jonathan Till, Business Support, Urban Vision Partnership Limited

Date: 13 August 2019