

# Variable Messaging Signs (VMS) Hardware and Associated Services Contract Award

Report of Cllr Janice Silvester-Hall - Cabinet Member for High Streets & Visitor Economy



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Key Decision? YES

Local Ward Members Not applicable

## CABINET MEMBER DECISION

### 1. Executive Summary

- 1.1 As part of the car parking strategy action plan, LDC wish to install three Variable Message Signs (VMS) around the city. The signs will help monitor and direct traffic around the city to improve usage in underutilised car parks, improve city centre air quality, ease congestion and direct customers in locating available parking spaces.
- 1.2 Work was undertaken with Staffordshire County Council as the highway authority to complete the preliminary due diligence, design works and section 51 notices to meet the legal requirements of the scheme.
- 1.3 A procurement exercise has been undertaken with support from the Procurement team to meet with Public Contracts Regulations 2015 (PCR2015). The successful bidder has been identified from the 4 tender submissions received.

### 2. Recommendations

- 2.1 To award the contract to Clearview Intelligence Ltd to provide 3 Variable Messaging Signs.
- 2.2 To award a 3-year maintenance contract to Clearview Intelligence Ltd.
- 2.3 To award a 3 year back-office communication contract to Clearview Intelligence Ltd.

### 3. Background

- 3.1 A Lichfield City Centre Car Park Signage Study was conducted by Transport2020 Consultancy in August 2022 and this concluded the need to install variable message signs along with decluttering current static signs to help improve and locate off-street car parks for visitors and tourists. A map and proposed locations for VMS was outlined in the study and subject to public consultation.
- 3.2 We ran an open tender exercise in line with Contract Procedure Rules seeking tender submissions for 3 Variable Messaging Signs and associated services. We received 4 tender submissions.
- 3.3 An evaluation process was undertaken by the Parking & CCTV Operations Officer, Operations Manager and Senior Procurement Specialist. An award is recommended to Clearview Intelligence Ltd.
- 3.4 After the standstill period has taken place the project plan indicates a 14 week timeframe for delivery and installation toward the end of November, with the signs going live in December for testing and trial operation and then formally launched in the New Year.

Alternative Options	<ol style="list-style-type: none"> <li>1. Do nothing and the traffic around the city will continue to increase, meaning more congestion, leaving visitors and tourist frustrated with wayfinding and locating a parking space. The underutilised car parks would continue to be less used and the most popular car parks would continue to be over subscribed.</li> <li>2. Re-run the procurement – This would cause an unnecessary delay to the implementation.</li> </ol>
Consultation	<ol style="list-style-type: none"> <li>1. As part of the overall parking strategy, consultation was sought from member working task groups, members of the public, stakeholders, and service users.</li> <li>2. New portfolio holder has been advised of the development of the project</li> <li>3. Stowe and Leomansley ward members have been advised of the installation-</li> </ol>
Financial Implications	<ol style="list-style-type: none"> <li>1. Capital budget of £150,000 has been earmarked for this project. This will pay for the signs, installation, maintenance and back-office support and communication for 3 years.</li> <li>2. The total cost for the contract is £144,345</li> <li>3. A revenue budget will be needed after year 3 for the service, maintenance and licencing contracts to continue. Approximately £8,315 p.a</li> </ol>
Approved by Section 151 Officer	Yes
Legal Implications	<ol style="list-style-type: none"> <li>1. Resultant agreement will be PCR2015 compliant</li> <li>2. A compliant procurement procedure has been undertaken</li> <li>3. The Traffic Signs regulations and general directions 2016 schedule 16 will be followed.</li> </ol>
Approved by Monitoring Officer	Yes
Contribution to the Delivery of the Strategic Plan	<p>Develop prosperity to:</p> <ul style="list-style-type: none"> <li>• encourage economic growth – Improved economy with increase usage to council owned car parks</li> <li>• enhance the district for all – Improved air quality with less traffic and visitors directed to car parking spaces</li> <li>• invest in the future – The signs are versatile, and messages changed to suit and adapt to changing environments in accordance with the Road Traffic Regulation Act 1984 and the Traffic Signs Regulations and General Directions 2002 (TSRGD).</li> </ul>
Equality, Diversity and Human Rights Implications	An Equality impact Assessment has been undertaken and demonstrated a positive impact on directing disabled drivers to locations with available spaces. Any accessibility issues will be further reviewed and addressed in the project plan.
EIA logged by Equalities Officer	Yes
Crime & Safety Issues	<ol style="list-style-type: none"> <li>1. Should help improve congestion and traffic around the city which may reduce road traffic related incidents.</li> </ol>
Environmental Impact (including Climate Change and Biodiversity).	<ol style="list-style-type: none"> <li>1. Should help reduce air pollution by decreasing traffic and congestion with less vehicles around the city centre pedestrianised zones.</li> </ol>

GDPR / Privacy Impact Assessment	Not required
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	Risk Description & Risk Owner	Original Score (RYG)	How We Manage It	Current Score (RYG)
A	Do not procure VMS signs therefore traffic and congestion around city and car parks continues to increase.	Likelihood: Yellow Impact: Red Severity of Risk: Red	Carry out procurement and award contract.	Likelihood: Green Impact: Green Severity of Risk: Green
B	Do not procure service/maintenance contract for the 3 VMS	Likelihood: Yellow Impact: Red Severity of Risk: Red	Carry out procurement and award maintenance contract along with the signs.	Likelihood: Green Impact: Green Severity of Risk: Green
C	Service does not meet expected quality standards	Likelihood: Yellow Impact: Red Severity of Risk: Red	Contract management actions to be put in place to ensure support being given meets pre-agreed project outcomes.	Likelihood: Green Impact: Yellow Severity of Risk: Green
D				
E				

	<p><b>Background documents</b></p> <p><a href="#">Lichfield City Centre Car Parking Strategy</a></p> <p><a href="#">Appendix A—Final Lichfield City Centre Car Parking Strategy</a></p> <p><a href="#">Appendix B—Project Delivery Action Plan</a></p> <p><a href="#">Appendix C—2020 Highway &amp; Transportation Consultants Draft Car Parking Strategy</a></p> <p><a href="#">Appendix D—Stakeholder and Public Engagement Consultation Responses</a></p> <p>Lichfield City Centre Car Park Signage Study</p>
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	<p><b>Relevant web links</b></p> <p><a href="#">Parking - Clearview Intelligence - Smart Mobility Solutions (clearview-intelligence.com)</a></p>
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