



## **DECISION OF DIRECTOR OF DEVELOPMENT AND ENVIRONMENT**

**DECISION NO. 16/17 DE 215**

**SUBJECT: Weston-super-Mare Local Bus Service Kick-Start**

### **Background:**

North Somerset Council is looking to strengthen some key areas of the local bus network by making available kick-start funding to be used to provide new or enhanced services. This approach builds on the successful kick-start projects that have been delivered within North Somerset. We have successfully invested in the inter-urban routes to Bristol from Weston-super-Mare, Portishead and Nailsea, with these corridors gaining significant enhancements such as new vehicles, luxury interiors, free Wi-Fi and increased frequency. The ultimate aim of these projects is to kick-start something which is commercially viable beyond the investment period.

As with previous projects we are proposing to go out to market and for bus operators to submit proposals of what they would be able to deliver with the available funding. With an investment of £150,000 we are aiming to fully commercialise the council supported bus route in Weston-super-Mare from West Wick to Weston Town Centre via Locking Parklands and Flowerdown Retail Park with a view to the service being fully adopted on a commercial basis.

Funding has been made available from the S106 agreement for the land adjoining Flowerdown Bridge, Railway Triangle Bridge, Aisecombe Way, Weston-super-Mare. This includes a contribution towards Public Transport and the betterment of non-car transport systems to and from the site.

### **Evaluation Process**

The tenders will be evaluated on a 100% quality basis using the following matrix:

|   |   | Proposal 1 | Proposal 2 | Proposal 3 | Proposal 4 |
|---|---|------------|------------|------------|------------|
| Long Term Viability (35%)                     | Business case with clear targets for commercial viability (15%) |            |            |            |            |
|   | Length of commitment to service (minimum 1 year) (10%)          |            |            |            |            |
|   | Understanding the market (10%)                                  |            |            |            |            |
| Route (35%)                                   | St Georges (5%)   |            |            |            |            |
|   | West Wick (10%)   |            |            |            |            |
|   | Locking Castle (5%)   |            |            |            |            |
|   | Flowerdown Retail Park (10%)                                    |            |            |            |            |
|   | Weston Town Centre (5%)   |            |            |            |            |
| Vehicle Quality and On-Board Facilities (20%) | Vehicle age (5%)  |            |            |            |            |
|   | Emissions standards (5%)  |            |            |            |            |
|   | On-board facilities (10%)                                       |            |            |            |            |
| Marketing and communications (10%)            | Marketing and communications (10%)                              |            |            |            |            |

The evaluation matrix and associated weighting is based on the following:

- Long term viability (35%) – The ultimate aim of the project is to ensure that any investment in new services will not require longer term financial support or discontinue because they are not viable in the longer term.
- Route (35%) – To include the keys areas set out in the S106 agreement and areas identified by the council as requiring a local bus service.
- Vehicle quality and on-board facilities (20%) – plays a key part in attracting people away from car travel and we have seen significant increases in patronage on similar services through similar kick-start projects.
- Marketing and communications (10%)

**DECISION:**

To approve the evaluation criteria as set out above for the Weston-super-Mare local bus service kick-start tender process.

**Reasons:**

The evaluation criteria are required to fully assess the quality and capability of the tenders and to ensure that a consistent and fair approach is applied to all.

**Other Alternatives Considered:**

Not applicable

**Risk Assessment:**

**Financial Implications:**

The decision is to be funded by S106 agreement for the land adjoining Flowerdown Bridge, Railway Triangle Bridge, Aisecombe Way, Weston-super-Mare. This includes a contribution towards Public Transport and the betterment on non-car transport systems to and from the site. The decision will have no impact on North Somerset Council revenue budgets.

**Implications for Future Years:**

None- The funding is for one year, with the intention that the service is adopted commercially by the operator in subsequent years.

Signed.....

Director of Development and Environment

Dated.....29/11/16.....

