



## Media Buying Tender Variation Request

**Date of meeting** 16 December 2022

**Date of report** 24 November 2022

**Report by Director of Finance & Corporate Support**

### 1. Object of report

To recommend the Partnership approve the issue of a contract variation regarding the existing media buying contract with The Media Shop.

### 2. Background

- 2.1 SPT awarded a media buying contract to the value of £180,000 over a 2.5 year period in March 2021. This has now reached the spend level and an increase of £70,000 is sought to cover marketing activity until the end of the contract period in August 2023.
- 2.2 At the time of forecasting, the landscape was significantly different due to COVID and uncertainty as to the timing of marketing of a return to public transport and therefore a conservative estimate was based on previous years' spend.
- 2.3 Since March 2021, £180,000 has been spent across Subway and SPT marketing in accordance with the marketing roadmap. In doing so, SPT have undertaken marketing campaigns promoting the Subway (most significantly on the Subway 125<sup>th</sup> birthday celebrations, the My Glasgow My Subway campaign which includes promoting the return to the use of the subway, and the arrival of the new trains) and on SPT bus related marketing (including the Driver Recruitment Event, Transport Fayre and the Buchanan Bus Station promotion).

As a result, this has contributed to the significant post-pandemic recovery in Subway patronage and an increase in engagement levels across our social channels through digital marketing, as well as raising awareness of Buchanan Bus station and SPT's role within bus.

### 3. Current proposals

- 3.1 In line with the marketing roadmap, contract variation is required to meet SPT's marketing roadmap objectives for the 2022/2023 financial year. A significant objective of this is to raise awareness of the value of the SPT brand and its' associated services.
- 3.2 Budget provision is available, however the approved contract value requires to be increased to cover the remaining agreed marketing campaigns until August 2023. These include:
  - Christmas – to promote Subway's festive timetable and encourage patronage over the festive period;
  - Refreshers (January) – to promote Subway to the 18-24 student market;

- Easter Explorers – to encourage families to use Subway over the Easter holidays; working with event partners to highlight things to do via Subway;
- Summer Explorers – to encourage families to use Subway over the Summer holidays, working with event partners to highlight things to do via Subway;
- Buchanan Bus Station – raise awareness of Buchanan Bus station and its services whilst promoting the destinations reachable by bus/coach from the station; and
- Freshers - to promote Subway to the 18-24 student market, particularly over Freshers' Week by attending Freshers events across the city.

3.3 The contract value has been reached early due to conservative estimates given during COVID as well as additional opportunities presented to the organisation. The existing contract expires in August 2023 with approval for £70k to deliver the marketing activities outlined up until then.

#### 4. Partnership action

The Partnership is recommended to approve the extension of the current media buying contract for the provision of these services to The Media Shop for the period of up to August 2023 and at SPT's discretion subject to performance and available funding, to a maximum of £70k, which at the time of writing is SPT's best estimate.

#### 5. Consequences

Policy consequences	<i>The Marketing Strategy supports all relevant policies within SPT.</i>
Legal consequences	<i>None directly.</i>
Financial consequences	<i>All costs contained within existing budgets.</i>
Personnel consequences	<i>None directly.</i>
Equalities consequences	<i>Equality impact assessments are to be carried out for individual projects where appropriate.</i>
Risk consequences	<i>None directly.</i>
Climate Change, Adaptation & Carbon consequences	<i>The Marketing Strategy actively promotes SPT's achievements on Net Zero and encourages public transport usage alongside active travel.</i>

**Name** Neil Wylie  
**Title** **Director of Finance & Corporate Support**

**Name** Valerie Davidson  
**Title** **Chief Executive**

*For more information on this report please contact Hilary Kidd, Marketing Manager on 0141 333 3415.*