

## **FREEDOM OF INFORMATION ACT 2000**

Your request for information has now been considered and the Council's response to your questions is shown below.

**You asked:**

**Do you have banner advertising/sponsorship on lamp posts?**

**ANSWER:**

Whilst we have banners on lamp-posts across the city these are not used for advertising or sponsorship in a commercial sense. Instead they are used to either reinforce the branding for the city to help signpost specific facilities eg Universities, leisure facilities etc, to mark the identity of specific areas of the city such as the Golden Mile, or to promote major events for example this year they were used for the Jubilee and Olympics.

**If so how many do you have?**

We have approximately 500 lamp-posts which are used for banners across the city, although not all of them are used at any one time.

**How often do you change them?**

There is no specific programme to determine when the banners are changed it depends on factors such as the timing of major events. Even when banners are changed it can be restricted to a small number at any one time. Not all of the lamp-posts that have the fixings are available for use.

**How much money does the Council spend on them?**

This is entirely dependent on what might be needed in any 12 month period. There is no set budget for production, installation and removal of banners, instead this is factored into the specific marketing / events campaigns as and when they are done.

**Do you allow advertising on the banners?**

No advertising for commercial reasons is not permitted and regardless there are Advertising regulations which place specific restrictions on this.

**If so how much revenue has the Council received in the last 12 months?**

As per the response above - this is not applicable.

**Who do you have the contract with to supply brackets etc and posters?**

The contract is with Bay Media.

**When is the contract up for renewal and where will you be advertising it?**

A number of contracts have been entered into by Leicester City Council with Bay Media. The last one being in 2012. The contract terms in each instance are effective for 10 years. There is no provision in the contract for its renewal. Our usual approach is to advertise via Source Leicestershire.

The legislation allows you to use the information supplied for your own personal use. Please be aware that any commercial or other use, for example publication, sale, or redistribution may be a breach of copyright under the Copyright, Designs and Patents Act 1988 as amended unless you obtain the copyright holder's prior permission.

Not all the information that is supplied which is covered by copyright will be the Council's copyright, for example it may be the copyright of a government department or another Council. You should seek either the Council's consent or their consent as appropriate. The Council is willing to advise you of any such potential issues on request. In order to make a request to re-use the information please contact the Information Governance Manager using the details below.

If you are dissatisfied with the handling of your request please write to:

**Information Governance Manager  
Information and Customer Access  
Leicester City Council  
FREEPOST (LE985/33)  
New Walk Centre  
LEICESTER LE1 6ZG**

e-mail: [info.requests@leicester.gov.uk](mailto:info.requests@leicester.gov.uk)

Your request for internal review should be submitted to the above address within 40 (forty) working days of receipt by you of this response. Any such request received after this time will only be considered at the Council's absolute discretion.

You can also complain to the Information Commissioner at:

**Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow SK9 5AF  
Telephone: 01625 545 700**

[www.informationcommissioner.gov.uk](http://www.informationcommissioner.gov.uk)

Please be aware that the Information Commissioner does not normally consider appeals or complaints until the internal appeals and complaints processes of the public authority which is answering the request have been exhausted. You are therefore advised to complain or appeal to the Information Governance Manager before contacting the Commissioner.