

## **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:**

**Under the Freedom of Information Act 2000, could you please tell me what type of advertising and sponsorship schemes you have running in the council's region, ie sites where you generate revenue by allowing companies to sponsor them or other Council departments to advertise events, etc? In particular, I would like to know about any of the following schemes:**

- **Roundabouts**  
ANSWER: Roundabout and flower bed sponsorship ceased on April 1st 2013, following a review by the City Mayor.
- **Boundary ('Welcome to') signs**  
Boundary signs are not and have never been available for sponsorship.
- **Poster sites**  
Poster sites in the city are mainly owned and operated by commercial companies. Where they are owned by the council, they are only available for use by internal departments.
- **Car parks**  
Leicester City Council car parks are not available for sponsorship or advertising.
- **Bus shelters**  
Bus shelters owned by the council, are not available for advertising or sponsorship. Bus shelters with advertising are commercially owned and operated by JCD.
- **Council buildings, e.g. leisure centres**  
Leicester City Council buildings are not available for advertising or sponsorship.
- **Vehicles, e.g. refuse lorries**  
No council vehicles carry commercial advertising.

**If you do generate revenue and/or currently allow advertising/sponsorship on any sites that you own, could you also please tell me:**

1. **How much revenue the Council currently receives, per annum, for each site type (e.g. roundabouts £10K, etc)**
2. **The name of the supplier or internal department that manages the advertising/sponsorship process.**

3. **If outsourced to a supplier, whether this was via a tender process.**
4. **If a tender process was used to find a supplier, when this current contract started and when it will end.**
5. **If a tender process wasn't used, when any trial or contract started and when it will end.**
6. **The contact details of the person who manages the supplier or process for the Council or whom we can contact for further information if no schemes are in place.**

[Not applicable.](#)

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 Support**  
**Leicester City Council**  
**FREEPOST (LE985/33)**  
**New Walk Centre**  
**LEICESTER LE1 6ZG**  
e-mail: [FOIA@leicester.gov.uk](mailto:FOIA@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.