

## **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:**

- 1. Do you currently advertise Council Events, Initiatives or similar on billboard hoardings or on bus shelters?**

ANSWER: Yes

- 2. Do you own any of your own billboard hoardings or advertising sites?**

Yes

- 3. If so, how many of each type of site?**

No Billboards but 33 - 6 sheet sites

- 4. Do you currently purchase your own billboard or 6 sheet advertising posters?**

We do not purchase billboards, but we do purchase 6 sheet advertising posters

- 5. If so, how many a year do you buy of each type and what is your annual spend by type?**

11 posters each fortnight and our annual spend is £ 17,316

- 6. Is this currently contracted?**

Yes

- 7. If so who has the contract?**

JC Decaux

- 8. If so when does this contract end?**

April 2018

- 9. Do you currently advertise Council Events, Initiatives or similar on Buses?**

Yes

- 10. If so, do you currently purchase your own bus-side advertising?**

Yes

**11. If so, how many a year do you buy of each type and what is your annual spend by type?**

There is no set amount, it depends on client demand. This financial year totals are 7 lower rears, 100 headliners and 35 portraits and we have spent a total of £2,734, covering two campaigns.

**12. Is this currently contracted?**

No

**13. If so who has the contract?**

Not applicable

**14. If so when does this contract end?**

Not applicable

**15. Do you currently purchase PVC external Banners for advertising purposes?**

Yes

**16. If so, how many a year do you buy and what is your annual spend?**

This financial year we have purchased 7 and the spend so far has been £ 4,022

**17. Is this currently contracted?**

Yes

**18. If so who has the contract?**

We have a number of preferred suppliers, through a framework contract.

**19. If so when does this contract end?**

June 2014

**20. What is the name, email address and contact number of the person who manages your Outside Advertising for billboards, 6 sheets, bus advertising and banner advertising?**

Kevin Vernon

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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.