

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**
- **Boundary ('Welcome to') signs**
- **Poster sites**
- **Bus shelters**
- **Council buildings, e.g. leisure centres**
- **Vehicles, e.g. refuse lorries**

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

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.**

Answer:

Leicester City Council has taken a decision not to engage in advertising or sponsorship schemes involving their various assets, so this is a nil response.

The legislation allows you to use the information supplied for your own personal use, or for journalistic purposes. If the information is a dataset (which does not relate to the environment), you may also use the information for commercial re-use under an [Open Government Licence](#).

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: 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 may also seek independent advice from the Information Commissioner at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow SK9 5AF
Telephone: 01625 545 700
www.informationcommissioner.gov.uk

Please be aware that the Information Commissioner does not normally consider requests until the internal appeals process of the Council has been exhausted. You are therefore advised to appeal to the Information Governance Manager before contacting the Commissioner.