



Information Governance
Coventry City Council
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www.coventry.gov.uk

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Please contact Information Governance
Direct line 024 7697 5408
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Dear

**Freedom of Information Act 2000 (FOIA)
Request ID: REQ07750**

Thank you for your request for information relating to Lamp post banners.

Your request and our responses are outlined below:

1. Do you currently permit lamppost banners in order to communicate Council messages?

Some of our lighting columns have a banner system installed but only heavy-duty columns or those structurally tested specifically for the installation of banners. Lampposts suitable for banner advertising were approved some years ago, around 2012 and are used to communicate Council messages. The Council permits lamppost banners on those lamp columns that have been structurally tested and have the banner system installed.

2. If so, which organisation provides these for you?

We can confirm that Bay Media Ltd provides these.

3. Are you tied into an exclusive agreement with any supplier and if so, when does it expire

Yes, we can advise that there is an agreement in place which is a rolling contract agreement. We can advise that this will be reviewed as part of a planned council wide Income Generation review.

4. When the agreement expires are you planning to go out to tender for these services and if not, why not?

We can advise that this depends on the outcome of a planned review but the Council is always looking to maximise its income generation potential.

5. What do you currently pay, per banner for the print and installation?

In response, the Council believes that disclosing the information you requested would prejudice its commercial interest, and therefore it is exempt from disclosure under Section 43(2) FOIA. This is because outlining the price we pay would consist of disclosing the price negotiated as part of the contract and adversely impact any future negotiations. Disclosing the pricing arrangements, the Council currently has in place with suppliers could be used unfairly when the Council is always looking to maximise its income generation potential.

As Section 43(2) is a qualified exemption, its application must be balanced out with the public interest. In this case, the Council is satisfied that the public interest in withholding the information is greater than that in disclosing it. This is because disclosure would undermine fair competition by providing potential competitors with commercially sensitive information. As a result, the Council believes it is entitled to withhold the requested information.

6. Are you looking to open out any scheme to accept commercial advertising in the future?

We can advise that we are currently undertaking a council-wide review looking at how we can maximise income generation in an appropriate way for a public sector organisation.

7. Would you be interested in using your lampposts to display Covid information messages?

Yes, we are already doing this.

8. Were you aware that Lamppost Banners Ltd, trading as Lamppostbanners.com offers these services and its bracket system is manufactured in-house and is approved by UK lighting engineers?

No, we were not aware. Any new attachments in the form of a bracket systems would need to be approved by Balfour Beatty as our PFI Lighting Service Providers if they are to be installed on columns that currently do not have a banner system on them.

9. Who is the main contact and what are their contact details for queries relating to installing council messages on lamp columns, or who would deal with it if this is something the Council is not currently doing?

A review is underway but currently this service sits with the Communications Team – communications@coventry.gov.uk.

The Communications Team/Marketing Team deal directly with Bay Media LTD on installing any of our council messages on lamp columns.

The supply of information in response to a freedom of information request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non-commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the

information for any other purpose.

Should you wish to make any further requests for information, you may find what you are looking for is already published on the [Council's web site](#) and in particular its FOI/EIR [Disclosure log](#), [Council's Publication Scheme](#), [Open Data](#) and [Facts about Coventry](#).

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email casework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance