



Information Governance Team

Postal Address:
Coventry City Council
PO Box 15
Council House
Coventry
CV1 5RR

www.coventry.gov.uk

E-mail: infogov@coventry.gov.uk

Phone: 024 7697 5408

04 April 2022

Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI406242246

Thank you for your request for information relating to Advertising in Coventry.

You have requested the following information:

**Under the Freedom of Information Act, please provide me with the following information:
Throughout this Freedom of Information request, the term “the Council” refers to Coventry City Council.**

1. The total number of outdoor advertising sites that:

a) Are owned by the Council.

b) Are not owned by the Council but are on land, buildings or infrastructure that is owned by the Council and which provide any revenue stream to the Council.

c) Are not owned by the Council but are on land, buildings or infrastructure that is owned by the Council and which do not provide any revenue stream to the Council.

We do not hold the information in the format that has been requested however to assist, we can advise that we have 56 advertising sites in the city. 37 of those sites are roundabouts which have a total of 130 advertising signs on them.

2. A breakdown of the number of advertising sites from Question 1a, 1b and 1c by type.

Including but not limited to:

a) Large hoardings;

b) Digital screens;

c) Bus shelters or Metro stations;

d) Lamp post banners;

e) All other forms of outdoor advertising unit.

In relation to our response in Question 1, the numbers can be broken down as follows:

- Free Standing Units in the City Centre = 18 sites
- Millennium Place Digital Screen = 1 site
- Roundabout Signs = There are a total of 37 roundabouts used for advertising with a total of 130 advertising signs on them.

Regarding, Lamp post banners, Bay Media Ltd are the current supplier of outdoor advertising on Lamp post contracted on behalf of the City Council. Advertising is done by either 6 Sheet back lit units and also Lamp Post Banners. The approximate number are as follows:

- 6 Sheet Units. – 72 units (144 panels), Lamp Post Banners – 388 sites (676 faces)

3. The total revenue generated by the Council through these advertising sites (from Question 1 and 2) in the most recent financial year of which you have records.

- Free Standing Units – The total revenue 1st April 2021 to March 2022 £68,091.67 ex VAT
- Millennium Place Digital Screen has generated a total revenue of £5,625.00 ex VAT this financial year.
- Roundabout signs have generated a total revenue of £30,000.00 ex VAT this financial year.
- Lamp post banners Revenue for financial year 2020/21 (9 months) = £13,121.16.

4. The proportion of advertisements on all sites covered in Question 1 and 2 that were for food and drink products, in the most recent year on record.

- Free Standing Units - this information is not held by the City Council and therefore we are advising you as per Section 1(1). However to assist, Clear Channel, who own the units, have provided some brief information saying that 'of 191 advertisers making a booking, 44 (23%) were for food and drink products.'
- Millennium Place Digital Screen – this information is not held by the City Council and therefore we are advising you as per Section 1(1). However to assist, Elonex, who own the screen, have provided some information which can be interpreted as follows:
 - o Between 1st April 2021 and 25th July 2021 there were no advertisement for food and drinks products.
 - o Between 26th July 2021 and 16th August 2021, 16.67% of advertisements were related to food and drinks products.
 - o Between 17th August 2021 and 24th November 2021 there were no advertisements for food and drinks products.
 - o Between 25th November 2021 and 11th January 2022, 3.33% of advertisements were for businesses selling food and drinks products.
 - o Between 12th January 2022 and 9th February 2022, 5.00% of advertisements were for businesses selling food and drinks products.
 - o Between 10th February 2022 and 31st March 2022, 6.67% of advertisements were for businesses selling food and drinks products.
- Roundabout Signs - 8.1% of roundabouts (3 out of 37) with a total of 7.7% of signs (10 out of 130) are advertising businesses that sell food and drink products.

5. A copy of the Council's advertising policy, if you have one.

Please see attached.

The supply of information in response to a FOI/EIR 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.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

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 icocasework@ico.org.uk.

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

Yours faithfully

Information Governance

Advertising and sponsorship policy

Introduction and Context

Coventry City Council (“the Council”) has a policy on advertising and sponsorship which aims to:

- Maximise the opportunities to attract commercial sponsorship and advertising for appropriate events, campaigns or initiatives
- Make sure that the Council’s position and reputation is adequately protected
- Make sure an appropriate return is generated from advertising and sponsorship agreements
- Make sure that a consistent and professional approach is adopted to the development of advertising and sponsorship agreements
- Protect Councillors and officers from potential allegations of inappropriate dealings or favouritism with sponsors.

Advertising is defined as: “An agreement between the Council and the advertiser, where the Council receives either money or a benefit in kind for the advertiser to use Council owned space or publication to promote themselves or a product.”

Sponsorship is defined as... “An agreement between Coventry City Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign or initiative from an organisation or individual which in turn gains publicity or other benefits”.

Advertising and sponsorship of a “product” encompasses goods, services, ideas, cause, opportunities, prizes and gifts.

Advertising or sponsorship is a form of communication used to raise awareness, encourage or persuade an audience - viewers, readers or listeners or a specific group of people - to do or believe something. Advertising is usually paid for by advertisers or sponsors.

Advertising messages can take a variety of forms and can be viewed via a variety of traditional and new media (e.g. newspapers, magazines, television commercial, radio advertisement, outdoor advertising, direct mail, blogs, websites and text messages).

A person who consumes advertising or sponsorship is anyone who is likely to receive a given marketing communication, whether in the course of business or not.

To sponsor something is to support an event, activity, person, or organization financially or by providing products or services. It should be mutually beneficial. Sponsorship should not be confused with other types of funding which the Council administers e.g. Grand Aid funding.

This policy is two-fold, covering:

- The Council as an advertiser or sponsor; and
- The Council as an owner of an advertising platform or sponsorship opportunity which an external individual, group or organisation may wish to take up.

Principles

Coventry City Council will welcome all opportunities to work with sponsors where such arrangements support its core values.

However, we will not enter into a sponsorship agreement if, in the reasonable opinion of the Council, the agreement:

- May be perceived as potentially influencing the Council or its officers in carrying out its statutory functions in order to gain favourable terms from the Council on any business or other agreement
- Aligns the Council with any organisation or individual which conflicts with its values and priorities.

The Council will not therefore enter into sponsorship or advertising agreements with:

- Organisations which do not comply with the Council's advertising and sponsorship policy or the Advertising Standards Authority code of practice
- Organisations in dispute with the Council or where there is pending/active legal action. We will also not accept advertising or sponsorship from companies who are in contract negotiation with the Council where this may be viewed as an endorsement of this bid
- Organisations with a political purpose, including pressure groups and trade unions
- Organisations involved in racial or sexual prejudice or discrimination on the basis of disability, faith or gender
- Organisations through which, in our opinion, their operations are involved in any illegal or immoral activities.

The above list is not exhaustive and the Council retains the absolute right to decline sponsorship or advertising opportunities from any organisation or individual or in respect of particular products which the Council in its sole and absolute discretion considers inappropriate.

The Council will agree with the sponsor the nature and content of the publicity anticipated from the advertising and/or sponsorship opportunity and will retain the right to approve all advertising/sponsorship material. The Council has a strong corporate identity and material relating to sponsorship agreements must not conflict with, or compromise this.

This document will be reviewed every five years from the date of adoption.

Advertising policy

The Council abides by national guidance published by the Advertising Standards Agency (ASA) – the UK's independent regulator of advertising across all online and offline media. The central principle of all advertising (marketing communications) is that it should be legal, decent, honest and truthful.

The Council abides by the Town and Country Planning Act. The Control of Advertisement Regulations provides the rules on displaying advertising. The Council has a duty to ensure all advertising on Council owned platforms falls within this legislation and will ensure planning law relating to the display of advertisement is complied with.

The Council will advertise its own services and offers as appropriate using its own platform. This may include adverts relating to traded services or quasi-trading services, which generate an income. The Council permits paid for advertising on some of the platforms it owns, and this may include advertising from for-profit companies. In both circumstances the Council will comply with the Supply of Goods and Services Act.

The Council encourages advertising on its own platform that supports its strategic vision for Coventry. This might include advertising messages on safety, healthy living and environmental sustainability; messages which support local businesses; and promotion of events and attractions that would attract visitors into the city.

All applicants wishing to utilise Council owned advertising media must adhere to this policy and the Council's Terms and Conditions for Advertisers.

The Council has a duty to seek best value for money when placing advertising. The Council's Communications Team will provide expertise on whether advertising is the most appropriate marketing communications method.

Sponsorship Policy

Sponsorship is not a way for any company or organisation to be viewed favourably by the Council in any other business arrangements they might be a party to. Any organisation wishing to sponsor a Council owned product or service must adhere to this policy and the Council's Terms and Conditions for Sponsors.

All sponsorship deals will be subject to a signed legal agreement between the Council and the sponsoring organisation. For smaller projects this might be in the form of the Council's standard Terms and Conditions for Sponsors; for larger or more complex arrangements, a document may be drawn up relating specifically to that project.

The Council must ensure a return on investment when it is a sponsor. The appropriate lead officer must consult the Council's Communications Team before deciding whether the Council should be a sponsor or whether sponsorship of a Council product/service is the best marketing communications method.

Publicity and media coverage will be arranged by the Council, in partnership with the sponsor, for all appropriate sponsorship deals. The use of branding and logos of any sponsoring company must not interfere with the Council's Corporate Identity Policy or Brand Guidelines.

The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate lead officer in conjunction with the

Council's Communications and Marketing service.

Procedures and Responsibilities

Before agreeing advertising or sponsorship, Council officers will consider the policy document and follow the guidelines provided.

The Council's Communication Team provides expertise on and is the guardian of the Advertising and Sponsorship Policy. The overall coordination of advertising and sponsorship agreements across the Council will also be the responsibility of the Communications Team (including the Council's Terms and Condition for Advertisers and Terms and Conditions for Sponsors).

Whether advertising and/or sponsorship is a suitable method and whether external requests to use council owned platforms should be approved, will be decided on a case by case basis on the merits of each opportunity or requests. All potential sponsors should be referred to the policy for information and guidance. All sponsorship bids must be approved in consultation with the appropriate Cabinet Member and the relevant service Director.

Sponsorship and advertising agreements must be referred to Legal Services for review, prior to signing.

Further information

For any queries about this policy contact the Council's Communication Team. Call on telephone number 024 7697 8000 or e-mail: communications@coventry.gov.uk.

Disclaimer

Acceptance of advertising or sponsorship does not imply endorsement of products and services by Coventry City Council. In order to make this clear all publications, or other media, with advertising or sponsorship should carry the following disclaimer: 'Whilst every effort has been made to make sure the accuracy of the content of the advertisements contained in this publication, Coventry City Council cannot accept any liability for errors or omissions contained in any of the advertisements provided by an advertiser or sponsor. Coventry City Council does not accept any liability for any information or claims made by the advertisement or by the advertisers. Coventry City Council does not endorse or recommend any advertiser or sponsor. Any inclusion of Coventry City Council's name on a publication should not be taken as an endorsement by Coventry City Council.'