



Information Governance Team

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Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI421204404

Thank you for your request for information relating to street furniture outdoor advertising.

You have requested the following information:

We are undertaking a research study into the status of street furniture outdoor advertising contracts held by local authorities, councils and Cities throughout the UK.

Please can you provide the following information to us ASAP in order for us to complete our research:-

Bus Shelter, Street Furniture and Free Standing 6 sheet Unit Outdoor Advertising Contracts

1. Expiry date of any existing / current bus shelter advertising contracts.

We confirm that we do not hold this information and are advising you as per Section 1(1) of the Act. Bus shelters are owned by Transport for West Midlands (TfWM) and any advertisement contracts are held with them, not the Council.

Contact details for TfWM are accessible here:
<https://www.tfwm.org.uk/get-help/contact-us/>

2. Expiry date of any existing / current free standing 6 sheet display advertising contracts.

Not applicable. We advise that there is no contract in place as the contract relates to rights rather

than offering the Council this product or a service. Further information regarding this can be found in Question 5.

3. Details of the incumbent advertising company / contractor for the above contracts.

4. Details of the type and size (type and number of advertising assets) and value of the bus shelter and free standing 6 sheet outdoor advertising display contracts

For Questions 3 and 4, 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)

Regarding bus shelters, please refer to Question 1.

5. Details of the services, products and financial revenue payments made to the authority / city for these services.

Free Standing Units – The total revenue 1st April 2021 to March 2022 £63,391.67 ex VAT. We do not purchase any services or products because our contract is about granting rights in return for a revenue share.

Millennium Place Digital Screen has generated a total revenue of £5,625.00 ex VAT for the last 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) = £13,121.1

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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