



Information Governance Team

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Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI613438972

Thank you for your request for information relating to out of home advertising.

You have requested the following information:

Does the council have a contract with an external party for out of home advertising? For example, on bus shelters and street furniture.

If the answer is yes, please can you share the following details:

Q1. Who is the contract with?

Type of Out of Home Advertising	Contract With
Free Standing Units	Clear Channel
Large Format Digital Screen at Millennium Place	BOOH Media (t/a Elonex)
Roundabout Sponsorship	Marketing Force
Lamppost Banners & Raised Six Sheets	Bay Media

Q2. What is the length of the contract and when was it last renewed?

Contract With	Contract Length	Last Reviewed
Clear Channel	03/06/2015 - 29/03/2029	22/01/2021

BOOH Media (t/a Elonex)	5 years	09/04/2021
Marketing Force	5 years	16/04/2024
Bay Media	5 years	15/04/2024

Q3. Is this for a fixed fee, a share of profit / revenue or a combination?

a) If there is a fixed fee element, what is the monetary value of the fixed fee the council receives (as an annual figure or one off fee for length of contract).

b) If there is a share of profit or revenue arrangement, what is the proportion / percentage share of revenue / profit arrangement.

In regards to Question 3, it is confirmed that the Council does hold information pursuant to your request. However, it is our view that the information is exempt from disclosure under Section 43(2) – Commercially Sensitive Information. Section 43(2) exempts information from disclosure where disclosure of that information would, or would be likely to, prejudice the commercial interests of any person (an individual, a company, the public authority itself or any other legal entity).

It is the Council's position that the third-party providers and its own commercial interests would be prejudiced and/or would be likely to be prejudiced by the disclosure of the requested information.

Once the information is disclosed this means that it will be in the public domain and it could not only be used by the requester but also any other providers in a similar market.

Arguments in favour of disclosure.

- Promote accountability and transparency for the Council's decisions and in its spending of public money.
- Assist the public to understand and challenge our decisions.
- Inform the public of the activities carried out on their behalf, allowing for more user involvement and collaborative decision making.
- Enable the public to better scrutinise the public monies spent

Arguments against disclosure.

- There is a public interest in allowing public authorities to withhold information which if disclosed, would reduce providers' ability to compete in a commercial environment.
- The successful providers operate in a competitive market. If prejudicing the commercial interests of the successful providers in the market would distort competition in that market, this would not be in the public interest.
- Disclosure of information may cause unwarranted reputational damage or loss of confidence in the Council.
- Revealing information such as a pricing mechanism can be detrimental to a provider's commercial interest. If an organisation has knowledge of a provider's business model, it can exploit this for its own commercial interest. This would also have a detrimental impact on the Council on other contracts and procurements by distorting the market, for the reasons stated above.

Having considered the arguments for and against disclosure, the Council has decided that the public interest in this case is best served by maintaining the exemption under section 43(2) FOIA and by not disclosing the information requested.

The decision to withhold the information requested is therefore upheld on the basis that Section 43(2) in relation to commercially sensitive information has been applied correctly.

Q4. If there is a share of profit or revenue arrangement, please can you share how much the council received each financial year from 2019 to the most current year available.

Note: If unable to share the exact monetary values due to business confidentially etc. then please provide the year-on-year percentage change in the amount received each year. If unable to share the exact percentage change received, then for each year from 2019 please indicate within which band the change in income would sit:

- decreased more than 25%,
- decreased between 11 to 25%,
- decreased between 6 to 10%,
- decreased up to 5%,
- no change (0%),
- increased up to 5%,
- increased between 6 to 10%,
- increased between 11 to 25%,
- increased more than 25%.

		Year on Year Percentage Change on Shared Revenue (not including Fixed Fees)				
Type of Out of Home Advertising	Contract With	2019-20	2020-21	2021-22	2022-23	2023-24
Free Standing Units	Clear Channel	n/a	n/a	n/a	n/a	n/a
Large Format Digital Screen at Millennium Place	BOOH Media (t/a Elonex)	n/a	n/a	n/a (1 st year)	0%	0%
Roundabout Sponsorship	Marketing Force	n/a	n/a	n/a (1 st year)	Increase 34%	Increase 14%
Lamppost Banners & Raised Six Sheets	Bay Media	0%	0%	0%	0%	Decrease 3%

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