

## CORPORATE – 75/13

### REQUEST

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
- Car parks
- 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:

1. 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.

### RESPONSE

Further to your FOI request submitted on 7 October, please find below the answers to your questions:-

- Roundabouts **YES**
- Boundary ('Welcome to') signs **No**
- Poster sites **No**
- Car parks **No**
- Bus shelters **Not responsible for bus shelters**
- Council buildings, e.g. leisure centres **No**
- Vehicles, e.g. refuse lorries **No**

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

#### **All answers in respect of Roundabouts**

1. How much revenue the Council currently receives, per annum, for each site type (e.g. roundabouts £10K, etc) **It varies but approximately £5,000**

2. The name of the supplier or internal department that manages the advertising/sponsorship process. **Public Experience Department manages the outsourced supplier Immediate Solutions**
3. If outsourced to a supplier, whether this was via a tender process. **Not sure if there was a tender process as the origin agreement was between Essex County Council and Immediate Solutions that each Local Council could use.**
4. If a tender process was used to find a supplier, when this current contract started and when it will end. **N/A**
5. If a tender process wasn't used, when any trial or contract started and when it will end. **The current agreement for 5 years after the first sign was erected expires in March 2014**
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. **David Hall, Open Space and Bereavement Service Manager, [dhall@tendringdc.gov.uk](mailto:dhall@tendringdc.gov.uk), 01255 686868**

#### Additional information

The only sponsorship we have received is recently for three litter bins on the A133. McDonalds gave us £1000 towards the bins and they have been fitted with a sign to say they were sponsored by McDonalds. We do not generally sell space on litter bins or elsewhere and this is the first time we have done it.