

2 Bristol Avenue, Colindale, NW9 4EW

20 May 2022
Our ref: 8280329

Thank you for your request received on 11 May 2022, for the following information:

Ref:- Freedom of Information Request - Street Furniture Outdoor Advertising Contract Status

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

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

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

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

Question 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

Question 4) Details of the services, products and financial revenue payments made to the authority / city for these services.

Your assistance with the matter would be very much appreciated.

We have processed this request under the Freedom of Information Act 2000.

Response

The council holds the information requested and the answers to your questions are below.

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

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

21st February 2036

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

21st February 2036

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

Clear Channel

Question 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

The Contract includes 123 Bus Shelter (40 of which incorporate digital ad panels - 6 sheet size) and 40 Free Standing six sheet displays (6 sheet size) which have digital advertising on one side and council public messaging on the other side.

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

The contract includes the supply, installation and maintenance of the bus shelter and FSU assets. The Authority gains benefits in terms of bus shelter assets, space to advertise Council messaging on each of the assets and also receive an annual revenue payment.

Further information

If you are interested in the data that the council holds you may wish to visit Open Barnet, the council's data portal. This brings together all our published datasets and other information of interest on one searchable database for anyone, anywhere to access. <http://open.barnet.gov.uk/>

Advice and Assistance : Direct Marketing

If you are a company that intends to use the names and contact details of council officers (or other officers) provided in this response for direct marketing, you need to be registered with the Information Commissioner to process personal data for this purpose. You must also check that the individual (whom you wish to contact for direct marketing purposes) is not registered with one of the Preference Services to prevent Direct Marketing. If they are you must adhere to this preference.

You must also ensure you comply with the Privacy Electronic and Communications Regulations (PECR). For more information follow this Link www.ico.org.uk

For the avoidance of doubt the provision of council (and other) officer names and contact details under FOI does not give consent to receive direct marketing via any media and expressly does not constitute a 'soft opt-in' under PECR.

Your rights

If you are unhappy with the way your request for information has been handled, you can request a review within the next 40 working days by writing to the Information Management Team at: foi@barnet.gov.uk. Or by post to Records & Information Management Service, Assurance Group, London Borough of Barnet, 2 Bristol Avenue, Colindale, NW9 4EW

If, having exhausted our review procedure, you remain dissatisfied with the handling of your request or complaint, you will have a right to appeal to the Information Commissioner at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF (telephone: 0303 123 1113; website www.ico.org.uk). There is no charge for making an appeal.