

London Borough of Barnet
2 Bristol Avenue,
Colindale NW9 4EW
21 September 2022
Our ref: 8396847

Thank you for your request received on 20 September 2022, for the following information:

Dear Barnet Borough Council,

Under the Freedom of Information Act, I would like to request the following information:

- 1. Do you have a contract with a commercial partner to provide and maintain your bus shelter infrastructure? If yes, who is your contracted provider?**
- 2. What are the start and end dates of your bus shelter contract, including any optional extensions?**
- 3. What is the financial value of your contract?**
- 4. How many bus shelters does the contract cover?**
- 5. How many of the bus shelters covered in the contract have advertising shells? What is the breakdown of these advertising shells between traditional print and digital?**
- 6. What restrictions are there within the contract in relation to advertising in your bus shelters - for example, are there any industries or topics that cannot be advertised?**

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

Response

The council holds the information requested and it is attached/ the answers to your questions are below

1. Do you have a contract with a commercial partner to provide and maintain your bus shelter infrastructure? If yes, who is your contracted provider?

We do for some (127) of the Bus Shelters across the borough but not all. Our commercial partner is Clear Channel.

2. What are the start and end dates of your bus shelter contract, including any optional extensions?

Start date: February 2021 End Date: January 2036

3. What is the financial value of your contract?

This contract does not incur a cost for the Council - it generates an income but the sum involved is commercially sensitive and as such cannot be disclosed, however this was a competitively tendered contract and as such the Council has obtained best value.

4. How many bus shelters does the contract cover?

127 (One Hundred and Twenty Seven)

5. How many of the bus shelters covered in the contract have advertising shells? What is the breakdown of these advertising shells between traditional print and digital?

40 of the 127 incorporate Digital advertising panels and all incorporate poster style panels which are available for the Council to utilise as they wish to promote Council events/messaging

6. What restrictions are there within the contract in relation to advertising in your bus shelters - for example, are there any industries or topics that cannot be advertised?

The usual requirements to comply with the Advertising Standards Authority (ASA) code of Advertising. There is also a provision to restrict any advertising of products that are deemed to be related to fatty foods and sugary drinks within 100 metres of any school site.

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.