

**FOI number:** HBC\_FOI\_20200257  
**Date FOI Received:** 08/04/2020  
**Department:** Asset Management  
**Title:** Street Furniture and Advertising  
**Description:** Information about Street Furniture and Advertising

**Request:** (As Redacted sent by requestor)

Dear Sirs,

I am a consultant specialising in outdoor advertising and am in the process of updating my records.

To this end I would be grateful if you could kindly confirm / provide the following information;

- 1) Is the provision and maintenance of your current street furniture (e.g. Bus Shelters) funded or partially subsidised by advertising?
- 2) Do other outdoor advertising contracts exist unrelated to Street Furniture provision (e.g. Free standing 6 sheet units / wall mounted displays on Local Authority owned buildings and land)?
- 3) If so, please confirm the contract start and end dates, together with the name(s) of the incumbent Media Owner / Maintenance provider.
- 4) Please also provide number and type of advertising panels involved (e.g. digital / back-lit) and the advertising revenue generated if possible.

I would be interested in any other relevant information held by your organization regarding this request.

I understand that I do not have to specify particular files or documents and that it is your department's responsibility to provide the information I require.

If you need further clarification, please contact me by email.

I would like to receive the information in Word or Excel format.

If my request is denied in whole or in part, I ask that you justify all deletions by reference to specific exemptions of the Act. I reserve the right to appeal your decision to withhold any information or to charge excessive fees.

I would be grateful if you could confirm by email that you have received this request and look forward to your response within 20 working days as outlined in the Statute.

Thank you.

Yours faithfully,

**Response: (Response as Redacted sent by service)**

- 1) Hertsmere BC has an agreement with Hertfordshire CC where all but twelve bus shelters within Hertsmere are maintained by a HCC led contract. The twelve still maintained by Hertsmere BC are shelters where planning permission could not be obtained for the placement of advertising within the shelters.
- 2) No information held
- 3) n/a
- 4) n/a

If you have any queries about the processing of your request then please do not hesitate to contact me. Further information explaining the Council's process for responding to information requests together with a complaints/appeals procedure is available in our reception or via our website at:

<https://www.hertsmere.gov.uk/Your-Council/Official-Publications--Guides--Policies/Access-to-Information.aspx>

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[www.hertsmere.gov.uk](http://www.hertsmere.gov.uk)

The Information Commissioner oversees the application of the Freedom of Information Act. You may contact the Information Commissioner at:

Information Commissioners Office  
Wycliffe House, Water Lane  
Wilmslow  
Cheshire SK9 5AF  
Telephone: 01625 545700  
Website: [www.informationcommissioner.gov.uk](http://www.informationcommissioner.gov.uk)

Please include the above reference number on all correspondence related to this request.

Thank you for your request.

Kind regards

Information Services