



Our ref: EN00326  
Your ref: Mr C Batsworth

Mr Batsworth

E-mail sent to:  
[request-12796-0c25ac0f@whatdotheyknow.com](mailto:request-12796-0c25ac0f@whatdotheyknow.com)

1 July 2009



Dear Mr Batsworth

## REQUEST FOR INFORMATION

We refer to your request for information under the Freedom of Information Act (FOIA) dated 3 June 2009 requesting the following information:

- 1. Is the Construction Helpline/Hotline service still being provided by Springboard Marketing?*
- 2. How much has the provision of the service cost to date?*
- 3. Who handles the calls and where are they located?*
- 4. A copy of the log of all calls taken to date. Personal information eg. contact details of the caller can be excluded; I am interested in the dates/times, subject of call and response provided if available.*
- 5. Copies of any routine reports or statistical summaries produced to date on the usage of the Construction Helpline.*



MAYOR OF LONDON

The Olympic Delivery Authority is a statutory authority established under the London Olympic Games and Paralympic Games Act 2006.

1

We confirm that we hold information of the description specified in your request.

**Item 1**

We can confirm that the “out-of-hours” operation of the Construction Hotline is operated by Springboard Marketing. There may also be occasions when Springboard Marketing staff the Construction Hotline during office hours, this will happen only when the ODA External Relations team are unavailable due to community engagements amongst other work requirements.

We can advise you that during office hours (09h00 – 17h30) (save as set out above) the ODA’s External Relations team cover the Construction Hotline.

**Item 2**

The ODA has operated the Construction Hotline since May 2007. From its initial establishment up to end May 2009 the total spent has been £103,292.68 for the operation of the Construction Hotline which includes line rental and the services of Springboard Marketing.

**Item 3**

As stated in Item 1 above, the office hour’s calls to the Construction Hotline are staffed by the ODA’s External Relations team who are based at the ODA’s headquarters at One Churchill Place, Canary Wharf.

We can advise you Springboard Marketing that are based in Tonbridge, Kent. For further information about Springboard Marketing, please visit their website.

<http://www.springboard-marketing.co.uk>

**Item 4**

We confirm that we hold information of the description specified in your request. However, we are still in the process of reviewing the information and extracting the relevant personal data from the information before we can provide this information to you.

Under Section 2 of the FOIA, the duty of a public authority to give access to information does not apply in respect of information which is exempt under the

FOIA. Section 40 of the FOIA exempts personal data about a third party from disclosure if the disclosure:

1. Would breach any of the Data Protection Principles under the Data Protection Act; or
2. Would or would be likely to cause substantial distress to the individual concerned.

The first Data Principle requires that disclosure of personal data under the Freedom of Information Act must be fair.

The ODA believes that names and personal references contained within the call description and conclusion or follow up constitutes personal data which we believe to be exempt from disclosure on the basis that:

1. The information is personal data; and
2. Disclosure of the information would be unfair to the person/s concerned and therefore in breach of the Data Protection Principles; and/or
3. Disclosure of the information would or would be likely to cause substantial distress to the person/s concerned in their personal capacity.

We do not believe that any of the criteria in Schedule 2 of the Data Protection Act (DPA) are met which justify the release of this information and as such, we are therefore unable to communicate the exempt information to you and we are in the process of ensuring that all such information is deleted from the information to be provided to you.

We estimate that it will take an additional 15 business days to for us to finalise the preparation of the information. We hope to be able to provide you with a response by the end of next week. Should we not be able to complete the review by this time we will contact you. We apologise for any inconvenience which this delay may cause you.

#### **Item 5**

Please find attached copies of the relevant reports which we have prepared in relation to Construction enquiries received by the ODA via the Construction Hotline **and** via e-mail and letters to the ODA. However, you can clearly

delineate the enquiries associated with the Construction Hotline with enquiries received via letter or e-mail to the ODA Community Relations team.

The various statistical reports are attached to the covering e-mail.

We trust that the above information is of assistance to you. We will continue to process Item 4 of your request and will respond to you as soon as we have completed the review, which, as stated above, we hope to have finalised by the end of next week in order to close your request.

Yours sincerely

A handwritten signature in black ink, appearing to read 'A. Jani', is positioned above a vertical line that extends downwards to the typed name below.

Information Officer  
Olympic Delivery Authority