

City Hall
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London SE1 2AA
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Our ref:

Date:

Dear Mr Jennings,

Thank you for your email dated 24 November 2008.

Our response to your request is as follows:

1. *What is the length of the Sky sponsorship contract?*
August 2008 – 20 November 2008
2. *Are/ were there any other sponsorship contracts in place?*
None
3. *How much is Sky paying for the sponsorship?*
This information is exempt due to reasons of commercial confidentiality. Please see attached annex for exemption details and reasoning.
4. *How much taxpayers' money was spent on the event in 2008?*
None
5. *How much council taxpayers' money was spent on the event in 2008?*
None
6. *What consultants, agents or other third parties were used in advising on the Sky sponsorship contract?*
None
7. *Are any accounting or financial reserves held against prospective claims against GLA/ Mayor of London's office in connection with Sky sponsorship contract?*
None
8. *Could I have a copy of the Sky sponsorship contract (I appreciate that the commercial confidential data may need to be redacted).*
Please see attached file. Some of the information you requested is being withheld as it falls under the exemption in section 43 of the Freedom of Information Act.

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In applying this exemption we have had to balance the public interest in withholding the information against the public interest in disclosing the information. The attached annex to this letter sets out the exemption in full, as well as the factors the GLA considered when deciding where the public interest lay. It also includes a schedule of the information withheld.

If you have any further questions relating to this matter, please contact me, ensuring that you quote the reference at the top of this letter.

Yours sincerely,

Jason Cross
Marketing Manager

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's comments and complaints procedure, available at <http://www.london.gov.uk/gla/comments/index.jsp> .

Exceptions that apply and reasoning

Exemptions to the duty to disclose information

43.- Commercial interests

(2) Information is exempt information if its disclosure under this Act would, or would be likely to prejudice the commercial interests of any person (including the public authority holding it).

Information this applies to

Commercially sensitive information contained within the Sky sponsorship contract and amount Sky has paid for the sponsorship.

Public interest test

For the purposes of s.43 Commercial interests, it is a requirement of the Act to conduct a public interest test to decide whether it is in the public interest to disclose the requested information.

s.43 Commercial inetersts

For disclosure

- There is a general public interest in openness, transparency and accountability of public authorities.
- There is a specific public interest in transparency of public authorities' dealings with commercial bodies, to demonstrate that such dealings are to the public benefit.

Against disclosure

- There is a strong likelihood that the prejudice to Sky's commercial interest explained above will be suffered if the information is disclosed to the public.
- The degree of prejudice to be suffered is likely to be far-reaching in that Sky operates in a highly competitive market place and any disclosure of negotiated contract terms will be detrimental to their ability to compete fairly when pitching for similar future events.
- Disclosure of the information may undermine the ability of the GLA to perform to secure best value when negotiating future sponsorship deals. It is not in the interests of the public for public bodies that they pay for to be commercially disadvantaged.
- Disclosure will enable third parties to gain access to strategic commercial and business information providing an unfair advantage in negotiations with the GLA.
- Disclosure would be likely to impact on the willingness of companies to sponsor future events, which would mean either not holding the events (and thereby impacting on the effective implementation of some Mayoral policies) or paying for them entirely from the public purse, neither of which are in the public interest.