



UNCLASSIFIED

Peter Silverman <request-180889-6a9934a9@whatdotheyknow.com>

Martin Yardley
Executive Director - Place

Business Support
Floor 12, Civic Centre 4
Much Park Street
Coventry
CV1 2PY

Our reference 20120266
22 October 2013

Please contact Maureen Hammond
Direct line 024760821201
maureen.hammond@coventry.gov.uk

Dear Mr Silverman

Freedom of Information Act 2000

Thank you for requesting information about the 2012 Gum Litter Campaign, which the Council received on 14 October 2013. Your request has been considered under the Freedom of Information Act 2000.

You have requested the following information:

A post dated 16th October at
<http://www.chewinggumactiongroup.org.uk/news>
states that

"Results from previous years demonstrate the significant impact of the campaign on gum litter levels. Following 2012's activity, gum litter levels fell by an average of 54% in participating areas, with some authorities reporting even better results. Cardiff Council reported a 93% decrease whilst Nottingham City Council and Coventry City Council announced drops of 88% and 85% respectively."

I am interested in the facts behind the reported 85% decrease in gum litter in Coventry resulting from the 2012 campaign.

Please let me have copies of the supporting documents on which the claim is based.

The Council advises the Monitoring – Survey Form and Monitoring Form & Guidance documents attached support the Council's response in relation to gum litter levels in Coventry.

Following careful consideration, the Council is withholding some of the information in this case, the names of an officer on the Monitoring Survey Form and name and email

contact details on the Monitoring Form and Guidance, as it falls within the exemption contained at Section 40 (2) of the Act which relates to "personal data".

The Council considers that this meets the definition for personal data set out in Section 1(1) of the Data Protection Act 1998 ("DPA") as:

"data which relate to a living individual who can be identified - (a) from those data, or (b) from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller and includes any expression of opinion about the individual and any indication of the intentions of the data controller or any other person in respect of the individual"

The Council thus considers that the requested information is caught by the exemption to disclosure contained in Section 40 (2) of the Act and the related first condition of Section 40 (3).

To explain further, a disclosure made under the provisions of the Act is judged to be a disclosure to the wider world and here the Council must consider disclosure of personal information in line with the provisions of the DPA.

In this instance it is judged that the name of the staff member involved in the activity is being processed by the Council for the purposes of employment and not for any wider disclosure purposes.

Any disclosure of this information would be judged in this instance to breach DPA principles, notably the first principle – that of fair and lawful processing and the second principle-that of processing for specified and not-incompatible purposes. Names have thus been redacted (removed) in this instance."

Please note, under the Re-Use of Public Sector Information 2005 Regulations you are free to use this information for your own use or for the purposes of news reporting.

However, any other type of re-use under the Regulations, for example; publication of the information or circulation to the public, will require permission of the copyright owner and may be subject to terms and conditions. For documents where the copyright does not belong to Coventry City Council you will need to apply separately to the copyright holder.

If you wish to apply to reuse the information you have requested or have any other issues relating to this request please do not hesitate to contact me.

You have a right to make representations about the outcome or handling of your request – in the first instance this must be made in writing within 40 working days of the date of this letter, to the Council's Information Governance Team at:

Council House, Room 21a
Lower Ground Floor
Earl Street, Coventry.

22 October 2013

CV1 5RR

infogov@coventry.gov.uk

If you have done this and are still dissatisfied, the Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely

Maureen Hammond
Business Support Officer

Enclosures: Monitoring Survey Form
 Monitoring Form & Guidance