



request-166456-  
4f3342c1@whatdotheyknow.com

17 July 2013

Email: [foi@worcester.gov.uk](mailto:foi@worcester.gov.uk)  
Tel: 01905 722233

Our Ref: FOI/5681114

Dear Mr Ebberley

## **FREEDOM OF INFORMATION ACT/ENVIRONMENTAL INFORMATION REGULATIONS**

I am writing to confirm that Worcester City Council has now completed its search for the information which you requested on 25 June 2013.

The information you requested was regarding income generation in the public sector and the utilisation of sponsorship and promotional activities to generate revenue.

### **Response:**

1. Since 1st April 2008, has your organisation ever made use of sponsorship activities to generate revenue?

Yes.

2. Does your organisation have any arrangements in place whereby you receive revenue through sponsorship activities e.g. selling space for advertising, naming rights for assets etc?

Yes.

3. Does your organisation have a policy, set of procedures or guidelines or strategy for using sponsorship?

No. However, we are aware that this is an area that we need to investigate further.

4. Please provide details\* of:

- a. For the financial year (2012/13) all the arrangements currently in place along with the amount of revenue which has been generated through these arrangements.

The income generated from Worcester City Council magazine "City Life" advertising last year was £10,160.

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- b. For the previous financial years (2008/09 through to 2011/12) all arrangements along with the amount of revenue which was generated through these arrangements.

In 2008 Worcester City Council entered into a contract with a specialist company for the sale of traffic island sponsorship space on approved locations within the City. Income for the financial year April 2008 to March 2009 was £10,182. However, no further income has been received since due to an on going contractual dispute over planning which is now very close to being resolved. Therefore a payment anticipated to be in the region of £30k is expected to be made shortly to cover the 2009/13 period.

Please find attached a breakdown of sponsorship received by financial year.

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If you have any queries about this letter, please contact me. Please remember to quote the reference number above in any future communications.

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of our decision, you should write to:

Communications Team, Worcester City Council, FREEPOST WR427, Worcester, WR1 2ZD.

If you are not content with the outcome of your complaint, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by Worcester City Council. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours sincerely

Lesley Birchley

Business Support Assistant

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