



Hampshire County Council

Corporate Services
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Chris Ebberley
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Enquiries to	Information Compliance Team	My reference	FOI 6358
Direct Line	01962 847374	Your reference	
Date	29 July 2013	E-mail	foi@hants.gov.uk

Dear Mr Ebberley

Freedom of Information Request

With reference to your email dated 19 June 2013 in which you are seeking the following information:

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

Yes, Hampshire County Council has made use of sponsorship activities to generate income.

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, the County Council does have arrangements in place whereby we receive revenue through sponsorship activities.

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

The County Council has an advertising policy. This can be found on the County Council's webpages <http://www3.hants.gov.uk/advertising/advertisingpolicy.htm>

4. *Please provide details of:*

Barbara Beardwell MA Solicitor
Head of Governance and Monitoring Officer
Andrew Smith OBE MA DPA MBA
Chief Executive

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.

Hampshire Now (Council Newsletter)	£ 99,886
Hantsweb	£ 19,257
Catalogue advertising sales	£399,000
Exhibition space sales	£ 58,000

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.

Hampshire Now 2008/09 - £49,321
Hampshire Now 2009/10 - £50,239
Hampshire Now 2010/11 - £59,335
Hampshire Now 2011/12- £74,563

Hantsweb 2008/09 -2010 £0.00
Hantsweb 2011/12 - £16,618

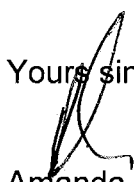
Catalogue advertising sales 2011/12	£398,000
Catalogue advertising sales 2010/11	£469,000
Catalogue advertising sales 2009/10	£442,000
Catalogue advertising sales 2008/09	£437,000

Exhibition space sales 2011/12	£ 58,000
Exhibition space sales 2010/11	£ 52,000
Exhibition space sales 2009/10	£ 48,000
Exhibition space sales 2008/09	£ 54,000

Hampshire County Council's Registration Service supports the production of an annual ceremonies brochure which promotes the broad range of approved venues and register office ceremony rooms across Hampshire, although this does exclude the registration districts of Southampton and Portsmouth. Income for the four years the County Council has provided the publication is as follows

- £25,287.70 - 2010
- £31,698.06 - 2011
- £27,634.09 - 2012
- £13,677 - 2013

Yours sincerely


Amanda Godridge
Information Compliance Officer

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within 40 working days of receiving our response, and should be addressed to Head of Information Compliance, Corporate Services, The Castle, Winchester, SO23 8UJ or emailed to foi@hants.gov.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner at the following address. Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.