

Please ask for: Lynn Wyeth  
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Fax: 0116 252 7616  
Our Ref: FOI Ref 3547  
Date: 20<sup>th</sup> April 2010

**Dr Raj Patel**

[xxxxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxx.xxx](mailto:xxxxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxx.xxx)

Dear Dr Patel

## **FREEDOM OF INFORMATION ACT 2000**

Your request for information has now been considered and the Council's response to your questions is shown below.

### **You asked:**

Under the Freedom of Information Act I wish to request the following information-

1. The total material costs of promoting the "One Leicester" project, including such things as leaflets, advertising in the press, posters, flags, etc.

The One Leicester programme was launched in 2008 to celebrate the transformation of the city centre in that year and to kick off a major campaign to raise the city's profile. It was vital that the major regeneration initiatives culminating in that year – Highcross, Curve, city centre pedestrianisation – were celebrated. It was particularly important to work alongside Hammerson and their Highcross development in order to demonstrate the successful partnership to other potential investors and developers.

The initial start-up costs for the brand development were £108,500. Since then, the marketing activity for the One Leicester project has been funded entirely by external funds. For the period August 2008-March 2010 One Leicester brand activity has been grant funded by EMDA at a total cost of £612,000.

2. The total staffing costs, including permanent, temporary and contract staff, associated with the "One Leicester" project.

There are two full time staff (Marketing Manager/Marketing Officer) who have been dealing directly with this project and a proportion of the Marketing and Communication Manager's time (approx 50%) has been spent on it. Total costs for this are £71,825 (this is gross pay, not including on-costs).

3. The total material cost of the "One Leicester" flags which are displayed on lampposts, etc.

We have spent c.£240,000 – inclusive of fixings – on the lamp post banner campaigns over more or less a two year period. The first banners went up in June 2008, since then a wide range of other campaigns have utilised the high profile lamppost banner system drawing attention to the campaign offering - these have been:

Original campaign

One Leicester - One Rhythm Dance Festival

Leicester in Bloom 2008

One Great Christmas In Leicester 2008

Leicester Comedy Festival 2009

One Special Summer / Special Olympics: 2009

Belgrave Road campaign

One Magical Christmas in Leicester 2009

Leicester's 'Back the World Cup Football Bid' [THIS WAS FUNDED VIA THE EMDA GRANT MONEY OBTAINED FOR THIS WHOLE CAMPAIGN]

Comedy Festival 2010

Cultural Quarter area promotion

4. The total cost, e.g. staffing or contractors, of installing the "One Leicester" flags.

As in answer 3 above

5. The costs associated with maintaining the "One Leicester" flags.

The cost of maintaining the flags is included in the original costs.

6. The life expectancy of the flags.

3-5 years

7. A copy of the "One Leicester" project plan.

This information is exempt from release under the Freedom of Information Act 2000 under s21 – the information is accessible elsewhere. This is therefore formally a refusal notice under s17 of the Act. To help you locate the information however, please be advised that "The One Leicester 25 year plan" can be found at: <http://www.oneleicester.com/one-leicester-vision/>

The legislation allows you to use the information supplied for your own personal use. Please be aware that any commercial or other use, for example publication, sale, or redistribution may be a breach of copyright under the Copyright, Designs and Patents Act 1988 as amended unless you obtain the copyright holder's prior permission.

Not all the information that is supplied which is covered by copyright will be the Council's copyright, for example it may be the copyright of a government department or another Council. You should seek either the Council's consent or their consent as appropriate. The Council is willing to advise you of any such potential issues on request. In order to make a request to re-use the

information please contact the Head of Information Governance using the details below.

If you are dissatisfied with the handling of your request please write to:

**Head of Information Governance**

**Information and Support**

**Leicester City Council**

**FREEPOST (LE985/33)**

**New Walk Centre**

**LEICESTER LE1 6ZG**

e-mail: [FOIA@leicester.gov.uk](mailto:FOIA@leicester.gov.uk)

Your request for internal review should be submitted to the above address within 40 (forty) working days of receipt by you of this response. Any such request received after this time will only be considered at the Council's absolute discretion.

You can also complain to the Information Commissioner at:

**Information Commissioner's Office**

**Wycliffe House**

**Water Lane**

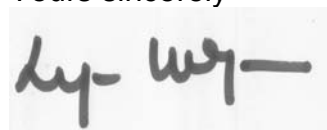
**Wilmslow SK9 5AF**

**Telephone: 01625 545 700**

[www.informationcommissioner.gov.uk](http://www.informationcommissioner.gov.uk)

Please be aware that the Information Commissioner does not normally consider appeals or complaints until the internal appeals and complaints processes of the public authority which is answering the request have been exhausted. You are therefore advised to complain or appeal to Head of Information Governance before contacting the Commissioner.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lynn Wyeth', is shown on a light grey background.

**Lynn Wyeth**

**Head of Information Governance**