



Coventry City Council

Information Governance Team

Postal Address:

Coventry City Council

PO Box 7097

Coventry

CV6 9SL

www.coventry.gov.uk

E-mail: infogov@coventry.gov.uk

Phone: 024 7697 5408

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Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI766179947

Thank you for your request for information relating to Roundabout Advertising and Sponsorship Service.

You have requested the following information:

Roundabout Advertising and Sponsorship Service

1. Who is the current supplier?

Marketing Force Ltd.

2. Suppliers who applied for inclusion on each framework/contract and were successful & not successful at the PQQ & ITT stages.

The Roundabout Advertising contract with Marketing force was put in place separately to the Outdoor Advertising Approved List, but it is envisaged that on expiry of the separate contract, the next opportunity will be competed using the developers on the Approved List.

The Outdoor Advertising Approved List was a non-regulated activity and did not follow Public Procurement legislation (Public Contracts Regulations 2015). However, it was advertised and bidders were still required to pass mandatory and discretionary exclusion grounds. All bidders were successful in applying to be on the Approved List;

Bay Media Limited
Clear Channel UK

CP Media Limited
Elonex DOOH Limited
JC Decaux UK Ltd
Marketing Force Ltd
Ocean Outdoor UK Limited
Primesight Limited
Trueform Engineering Ltd

The Outdoor Advertising Approved List remains open for new entrants to join, and any developer wishing to apply to the Approved List should register on www.csw-jets.co.uk and express an interest.

3. Actual council revenues generated by this contract from the start of the contract to the current date.

It is confirmed that the Council does hold information pursuant to your request. However, it is our view that the information is exempt from disclosure under Section 43(2) – Commercially Sensitive Information. Section 43(2) exempts information from disclosure where disclosure of that information would, or would be likely to, prejudice the commercial interests of any person (an individual, a company, the public authority itself or any other legal entity).

It is the Council's position that the third-party providers and its own commercial interests would be prejudiced and/or would be likely to be prejudiced by the disclosure of the requested information.

Once the information is disclosed this means that it will be in the public domain and it could not only be used by the requester but also any other providers in a similar market.

Arguments in favour of disclosure.

- Promote accountability and transparency for the Council's decisions.
- Assist the public to understand and challenge our decisions.
- Inform the public of the activities carried out on their behalf, allowing for more user involvement and collaborative decision making.
- Enable the public to better scrutinise the public monies spent

Arguments against disclosure.

- There is a public interest in allowing public authorities to withhold information which if disclosed, would reduce providers' ability to compete in a commercial environment.
- The successful providers operate in a competitive market. If prejudicing the commercial interests of the successful providers in the market would distort competition in that market, this would not be in the public interest.
- Disclosure of information may cause unwarranted reputational damage or loss of confidence in the Council.
- Revealing information such as a pricing mechanism can be detrimental to a provider's commercial interest.

Having considered the arguments for and against disclosure, the Council has decided that the public interest in this case is best served by maintaining the exemption under section 43(2) FOIA

and by not disclosing the information requested.

The decision to withhold the information requested is therefore upheld on the basis that Section 43(2) in relation to commercially sensitive information has been applied correctly.

4. Start date & duration of contract?

Start date: 13th April 2024, duration is 5 years

5. Could you please provide a copy of the service/product specification given to all bidders for when this contract was last advertised?

Please see attached.

6. What are the contractual performance KPI's for this contract?

The key performance indicators are for the supplier to use reasonable endeavours to seek and negotiate with potential sponsors and to enter into sponsorship agreements, finalising a pricing structure for each individual sponsorship package and providing the Council with the agreed income share.

7. Is there an extension clause in the contract(s) and, if so, the duration of the extension?

The extension clause allows the contract to be extended for up to 5 years.

8. Has a decision been made yet on whether the contract(s) are being either extended or renewed?

No.

9. Who is the senior officer (outside of procurement) responsible for this contract?

Andy Williams, Director of Regeneration and Economy.

The supply of information in response to a FOI/EIR request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non-commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the information for any other purpose.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email icocasework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance