

2013

Freedom of Information Request

Reference number – 13-020

Outdoor Advertising

Do you currently advertise Events, Initiatives or similar on billboard hoardings or on bus shelters?

Do you own any of your own billboard hoardings or advertising sites?

If so, how many of each type of site?

Do you currently purchase your own billboard or other sized advertising posters?

If so, how many a year do you buy of each type and what is your annual spend by type?

Is this currently contracted?

If so who has the contract?

If so when does this contract end?

Do you currently advertise Events, Initiatives or similar on Buses?

If so, do you currently purchase your own bus-side advertising?

If so, how many a year do you buy of each type and what is your annual spend by type?

Is this currently contracted?

If so who has the contract?

If so when does this contract end?

Do you currently purchase PVC external Banners for advertising purposes?

If so, how many a year do you buy and what is your annual spend?

Is this currently contracted?

If so who has the contract?

If so when does this contract end?

What is the name, email address and contact number of the person who manages your Outside Advertising for billboards, 6 sheets, bus advertising and banner advertising?

19 December 2013

Reference no: 13-020

REQUEST FOR INFORMATION – Information relating Outdoor Advertising

Thank you for your request for information. As Museum Secretary for Amgueddfa Cymru - National Museum Wales ('the Museum'), I am responsible for responding to your request for information.

I refer to your email of 2 December 2013, in which you asked for the following information:

Do you currently advertise Events, Initiatives or similar on billboard hoardings or on bus shelters?

*Do you own any of your own billboard hoardings or advertising sites?
If so, how many of each type of site?*

Do you currently purchase your own billboard or other sized advertising posters?

If so, how many a year do you buy of each type and what is your annual spend by type?

Is this currently contracted?

If so who has the contract?

If so when does this contract end?

Do you currently advertise Events, Initiatives or similar on Buses?

If so, do you currently purchase your own bus-side advertising?

If so, how many a year do you buy of each type and what is your annual spend by type?

Is this currently contracted?

If so who has the contract?

If so when does this contract end?

Do you currently purchase PVC external Banners for advertising purposes?

If so, how many a year do you buy and what is your annual spend?

Is this currently contracted?

If so who has the contract?

If so when does this contract end?

What is the name, email address and contact number of the person who manages your Outside Advertising for billboards, 6 sheets, bus advertising and banner advertising?

RESPONSE

Your request for information has now been considered and whilst we have responded to the majority of your questions, there are elements of your request that relate to the annual spend that the Museum is not obliged to supply due to the information being exempt under the Freedom of Information Act.

The exemption applicable to the Information is:

Section 43 FOIA – Commercial Interests

Under this exemption, information is exempt if its disclosure would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).

Although S.43 is subject to the public interest test, to which we have given careful consideration, we have decided that in all the circumstances of the case, the public interest in maintaining the exemption in respect of these items outweighs the public interest in disclosing the information.

Our response is as follows:

Do you currently advertise Events, Initiatives or similar on billboard hoardings or on bus shelters?

Yes.

Do you own any of your own billboard hoardings or advertising sites?

Yes.

If so, how many of each type of site?

At National Museum Cardiff we own two external panels and two flag banner poles.

Do you currently purchase your own billboard or other sized advertising posters?

Yes.

If so, how many a year do you buy of each type and what is your annual spend by type?

Varies from one year to the next depending on marketing objectives – there is no fixed annual pattern.

Annual spend information FOIA exempt.

Is this currently contracted?

Again, this varies depending on the scale of the campaign. If artwork is generated in-house we are more likely to buy direct with the supplier, but if both the artwork creation is contracted out then it can be more cost effective and efficient to use the agency for media buying.

If so who has the contract?

All the contracts have expired as these were time limited campaigns. In July and August 2013 we used the following contractors:

- Gill Advertising for artwork and 2 x 10 6-sheet bus shelter posters.
- CBS Outdoors for 30 buss streetliners on two 4-week advertising campaigns, one for St Fagans National History Museum and one for National Museum Cardiff.
- Phoenix Digital Imaging for printing bus streetliners.

If so when does this contract end?

Date specific campaigns therefore contract has ended.

Do you currently advertise Events, Initiatives or similar on Buses?

Advertising activity varies throughout the year depending on marketing objectives.

If so, do you currently purchase your own bus-side advertising?

See above – it varies as sometimes we buy direct and sometimes through an agency.

If so, how many a year do you buy of each type and what is your annual spend by type?

The 30 streetliners.

Annual spend information FOIA exempt.

Is this currently contracted?

See above.

If so who has the contract?

See above.

If so when does this contract end?

Contract expired at the end of the campaign date.

Do you currently purchase PVC external Banners for advertising purposes?

Yes.

If so, how many a year do you buy and what is your annual spend?

Annual spend information FOIA exempt.

Is this currently contracted?

Yes.

If so who has the contract?

Four toblerone banners with ACT Reprographics, banner with Semaphore.

If so when does this contract end?

Already ended as date specific depending on the duration of the campaign.

What is the name, email address and contact number of the person who manages your Outside Advertising for billboards, 6 sheets, bus advertising and banner advertising?

June Francois, Head of Marketing, june.francois@museumwales.ac.uk
029 2057 3176.

Your request was considered according to the principles set out in the National Assembly's Code of Practice on Public Access to Information (third edition). The Code is published on the Internet at www.information.wales.gov.uk.

If you believe that I have not applied the Code of Practice on Public Access to Information correctly or have not followed the relevant laws, please contact me to request a first-stage review. If, after that, you are still not satisfied you may request a formal review by Amgueddfa Cymru. When dealing with any concerns, we will follow the principles of the National Museum of Wales's Code of Practice on Complaints, which is available on our website at www.museumwales.ac.uk/en/45/ or by post from:

Mr. Neil Wicks
Director of Finance and Corporate Resources
Amgueddfa Cymru – National Museum Wales
Cathays Park
Cardiff
CF10 3NP

You also have the right to complain to the Information Commissioner. Normally, however, you should pursue the matter through our internal procedure before you complain to the Information Commissioner. The Information Commissioner can be contacted at:

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

If you have any further queries or concerns then please contact me via my email address.

Yours sincerely

Elaine Cabuts
Museum Secretary