

Advertising on billboard hoardings

Request

1. Does the trust advertise Initiatives or similar on billboard hoardings or on bus shelters?
2. Does the trust own any of its own billboard or advertising sites?
 - a. If so how many of each type?
3. Do you currently purchase your own billboard, 6 sheet or other large format advertising posters?
 - a. If so, how many a year do you buy of each type and what is your annual spend by type?
 - b. Is this currently contracted?
 - c. If so who has the contract and when does this contract end?
4. Does the trust advertise Initiatives or similar on Buses?
 - a. If so, do you currently purchase your own bus-side advertising?
 - b. If so, how many a year do you buy of each type and what is your annual spend by type?
 - c. Is this currently contracted?
 - d. If so who has the contract and when does this contract end?
5. Does the trust purchase PVC external Banners for advertising purposes?
 - a. If so, how many a year do you buy and what is your annual spend?
 - b. Is this currently contracted?
 - c. If so who has the contract and when does this contract end?
6. 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?

Our Response

1. No
2. No
3. No
4. No
5. Yes
 - a. Unfortunately, we do not record whether these are PVC or for internal or external use. However, between 11/12/2012 to 10/12/2013 we purchased 60 banners at a cost of £7753.92.
 - b. No
6. Nicky Mawer, Acting Head of Communications, Email: Nicky.Mawer@leicspart.nhs.uk Tel: 0116 2950030