

Does the council have a contract with an external party for out of home advertising? For example, on bus shelters and street furniture.

If the answer is yes, please can you share the following details:

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| <p>1. Who is the contract with?</p> | <p>1. Clear Channel</p> |
| <p>2. What is the length of the contract and when was it last renewed?</p> | <p>2. Current contract runs to September 2027, last renewed in 2022.</p> |
| <p>3. Is this for a fixed fee, a share of profit / revenue or a combination?</p> <p>b. If there is a fixed fee element, what is the monetary value of the fixed fee the council receives (as an annual figure or one off fee for length of contract).</p> <p>c. If there is a share of profit or revenue arrangement, what is the proportion / percentage share of revenue / profit arrangement.</p> | <p>3. Combination.</p> <p>3a, 3b and 4</p> <p>In terms of the financial revenue payments, under section 43 of the FOI Act, the On Street Advertisement income information is commercially sensitive and/or confidential and therefore we are withholding it from disclosure.</p> |

4. If there is a share of profit or revenue arrangement, please can you share how much the council received each financial year from 2019 to the most current year available.

Note: If unable to share the exact monetary values due to business confidentiality etc. then please provide the year-on-year percentage change in the amount received each year. If unable to share the exact percentage change received, then for each year from 2019 please indicate within which band the change in income would sit:

- decreased more than 25%,
- decreased between 11 to 25%,
- decreased between 6 to 10%,
- decreased up to 5%,
- no change (0%),
- increased up to 5%,
- increased between 6 to 10%,
- increased between 11 to 25%,
- increased more than 25%.

Section 43(2) of the FOI Act exempts information whose disclosure would, or would be likely to, prejudice the commercial interests of any legal person (an individual, a company, the public authority itself or any other legal entity). We believe that the public interest is best served by withholding the information. While we appreciate the need for openness and transparency in the operation of our services and in the spending of public funds, we believe that this is outweighed by the fact that release of the information would prejudice any future negotiations for such a contract, to the detriment of the Council. It is essential that we are able to protect the Council's financial position by ensuring that we enter into future contractual negotiations with the ability to secure the best value for money/income generation on such contracts. Release of this information into the public domain would constrain our ability to do that. Similarly, release of this information by the Council would be likely to prejudice the bidders (Clear Channel) commercial interests by revealing information that would be of use to their direct competitors, potentially opening Wigan Council up to legal challenge from them (Clear Channel).

However, the change in the level of annual income from 2022 onwards, was increased between 6 to 10%, plus additional investment through Social Values of Tree Planting within the borough.