

[Name and address removed under
the Data Protection Act]

via E-mail

From: Gill Stevens
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2 September 2008

FREEDOM OF INFORMATION REQUEST - ADVERTISER-FUNDED OR SPONSORED TV OR RADIO PROGRAMMES

Thank you for your email request of 27 August. You asked for details of the following:

- 1) How much has the agency spent in the past 10 years (1997/08 to 2007/08) on Advertiser-Funded or Sponsored TV and radio programmes (as defined by Ofcom's Broadcasting Code), broken down by:
 - a) Name of each programme
 - b) Brief summary of the subject and content
 - c) Channel it was broadcast on
 - d) Date broadcast
 - e) Cost of each programme

The Highways Agency has not spent any money in the past 10 years on advertiser-funded or sponsored TV and radio programmes as defined by Ofcom's broadcasting code.

In keeping with the Freedom of Information Act, all information is assumed to be releasable to the public unless exempt. We will, therefore, be simultaneously releasing this response to the public via our website: <http://www.highways.gov.uk/>

If you are unhappy with the way we have handled your request, you may ask for an internal review. A leaflet detailing our internal review process is attached. You should contact me if you wish to complain.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

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

Yours sincerely,

Gill Stevens
Head of Communications

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