

Our ref: FOI 743,131  
Your ref:

OT Directorate Services Team Manager  
9th Floor  
The Cube  
199 Wharfside Street  
Birmingham B1 1RN

25 October 2016

Dear

Thank you for your email of 27 September 2016 to asking for costs charged for football stadium signs. I am writing to confirm that we have now completed our search for the information.

In your email of 27 September you asked the following question:  
*Under the Freedom of Information Act 2000, please also provide me with the following: Costs charged to all EFL League One, EFL League Two and National League Clubs in relation to the erection and supply of road directional signing to their stadiums.*

We are responsible for brown signs only on England's strategic road network which comprises approximately 4,300 miles of motorways and all-purpose trunk roads. Our service providers are not contracted to hold football stadium brown sign information that you have requested and I can confirm that we do not hold a central list of the costs associated with them.

To explain further, our central records do not show the level of detail to attribute individual signs to individual football clubs. It has been estimated that to identify such signs, for just one region (out of six regions in total), would take 30 hours of work. Therefore, we are unable to provide you with the requested information, as your entire request would involve a considerable diversion of resources and therefore falls under Section 12 of the Freedom of Information Act. The specified limit for a Freedom of Information request is £450 which is the equivalent of 18 hours work.

However, it still may be possible to provide some information to you if the scope of your request is reduced so that it comes within the FOI threshold.

If you wish to receive the above information or if you want to submit a revised question, please let me know.

Brown signs are usually funded by a Section 278 agreement. There are many factors to consider in signage costings, such as road type, location, sign design, size, type of foundations, the extent of any survey work and whether the sign can be installed as part of one of our schemes, as the sharing of traffic management costs helps to reduce

overall sign costs. In the majority of cases, therefore, costs for brown signs are not comparable. In addition, costs have increased over the years, particularly those in relation to VAT which changed last December, so it would be difficult to make a fair comparison, even if the sign and cost information was readily available.

We can, however, provide you with the Ricoh stadium in Coventry as an example of a Section 278. There were seven signs erected, which were completed in January 2012. The total scheme costs were £98,325.07, including all design, administration fees, and non-recoverable VAT.

More information on brown signs is available on our website. This guide gives an indication of the costs involved: <https://www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage>

If you are unhappy with the way we have handled your request you may ask for an internal review. Our internal review process is available at: <https://www.gov.uk/government/organisations/highways-england/about/complaints-procedure>

If you require a print copy, please phone the Information Line on 0300 123 5000; or e-mail [info@highwaysengland.co.uk](mailto:info@highwaysengland.co.uk). 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

If you have any queries about this letter, please contact me. Please remember to quote reference number FOI 743,131 in any future communications.

Yours sincerely