

This matter is being dealt with by:

Name Jilly Walden

Reference: NCC-035606-18

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**Nottinghamshire
County Council**

31 Jan 2018

Request for Information: Ref NCC-035606-18

Total spent by the local authority on print advertising

Thank you for your request for information relating to total spent by the local authority on print advertising. I can now let you have the following information in response to the questions you raised.

The total spent by the local authority on print advertising in local or regional newspapers and magazines in 2018.

2018

1.4.18 - 31.12.18

Public Notice Spend £37,789

Recruitment advertising Spend £76,672

Display Advertising Spend c.£2,000

The total spent by the local authority on print advertising in local or regional newspapers and magazines in 2017

2017

1.4.17 – 31.3.18

Public Notice Spend £38,135

Recruitment advertising Spend £103,296

Display Advertising Spend c.£2,000

The total spent by the local authority on print advertising in local or regional newspapers and magazines in 2008

2008

Figures unavailable for public notices and recruitment advertising, this information is not recorded centrally in a way that would allow us to readily extract it and it would require a manual search of individual records to identify the detail you have requested. You may be aware that there is a statutory limit to the amount of time authorities are required to spend retrieving and collating information in order to respond to a request. This is defined in the Fees and Appropriate Limit Regulations and currently stands at 2.5 days or 18 hours. We estimate that it will take one officer in excess of 2.5 days to locate the information you have requested.

Display Advertising Spend c£2,000

The total spent* by the local authority on authority owned or managed print publications for each of the following categories – A) Newsletters B) Magazines C) Newspapers in 2018 NCC have one owned print channel County Life Magazine –cost breakdown is below:

Design £3,800
Print £20,000
Distribution £25,400
Staffing £1,600
Total = £50,800

The total spent* by the local authority on authority owned or managed print publications for each of the following categories – A) Newsletters B) Magazines C) Newspapers in 2017 NCC have one owned print channel County Life Magazine –cost breakdown is below:

Design £2,750
Print £38,900
Distribution £31,500
Staffing £2,400
Total = £75,550

***Including costs of staffing, design, printing and distribution**

We hope this now satisfies your request, and should you have any further enquiries please do not hesitate to contact me directly using the contact details below. In addition and for future reference Nottinghamshire County Council regularly publish previous Freedom of Information Requests and answers on our website, under Disclosure logs, available at the following link:

<http://site.nottinghamshire.gov.uk/thecouncil/democracy/freedom-of-information/disclosure-log/>

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of our decision, you should write to the Team Manager, Complaints and Information Team, County Hall, West Bridgford, Nottingham, NG2 7QP or email complaints@nottsccl.gov.uk.

Yours sincerely

Name Jilly Walden
Position Complaints information and Mediation Officer
Nottinghamshire County Council