

NCC-048785-20 Marketing Spend 2019

Dear,

Further to your request for information under The Freedom of Information Act, Please see attached the information. We apologise for the delay in providing this to you on this occasion and hope this has not caused too much inconvenience.

We trust this now resolves your enquiry. Where we have not been able to provide details we expect that this information is not held by Nottinghamshire county Council at this time.

We suggest all requesters search under our publication scheme in advance of requesting information under the freedom of information act.

Nottinghamshire County Council regularly publishes previous FOIR, s and answers on its website, under Disclosure logs. (see link) <http://site.nottinghamshire.gov.uk/thecouncil/democracy/freedom-of-information/disclosure-log/>

You can use the search facility using keywords. i.e. care / home etc.

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@nottscc.gov.uk .

Kind Regards
Complaints and Information Team
Nottinghamshire County Council

Hi,

Under the Freedom of Information act, I would like to request data on your marketing spend for the most recent financial year.

I would like the overall total spent on marketing in the last year and specifically the breakdown of specific marketing activity into its disciplines. Wherever budget has been spent and allocated to 'marketing' please give details.

For example, this might look like:

Overall marketing spend for 2019/20: £100,000
- Communications, including internal comms and public relations - £30,000
- Social Media management - £20,000
- Digital marketing, including SEO and Paid Media e.g. pay per click advertising - £30,000
- Advertising, including billboards, transport, newspapers - £20,000

Can you please present all data in a spreadsheet in the following format.

| Name of council authority | Specific Marketing Activity | Cost |

Please let me know if you have any questions or need any clarification.

Many thanks,

