

NCC-038259-19 advertising spend 2016-2019

Dear Requester,

Further to your request for information on the freedom of information act, please see below responses from the relevant departments.

We do however already publish within the statutory Statement of accounts, some info on publicity. Please see attached re-created these in the attached

Below is the breakdown of information in relation to social media
2016/17

Facebook: £5,741.91

Google AdWords: £7,025.61

2017/18

Facebook: £2,694.46

Google AdWords: £8,535.82

LinkedIn: £967.20

2018/19

Facebook: £7,241.09

Google AdWords: £5,500

LinkedIn: £633.33

Twitter: £307.63

This is a response to a recent freedom of information request that may be of use also

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:

2018

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:

2017

Design £2,750

Print £38,900

Distribution £31,500

Staffing £2,400

Total = £75,550

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

Dear Sir/Madam,

Please answer the following Freedom of Information request:

1. What is the total amount spent by this local authority in each of 2016-17, 2017-18 and 2018-19 on advertising, broken down by the following categories:

- Out-of-home advertising such as banners/billboards/posters/displays/signs etc
- Print advertising, excluding local newspapers/publications, such as direct mail and leaflets.
- Print advertising within local newspapers/publications
- Film/TV/video
- Local radio
- Social media

- Online advertising (recruitment)
- Online advertising (non-recruitment)
- Any other

2. The top 5 outlets in terms of advertising spend (in the interest of commercial sensitivity, this answer does not need to include the amount that is spent with each outlet, the list can also be randomised in order if deemed necessary.) By outlet I refer to the specific host for a piece of advertising, such as a local newspaper or advertising company.

If figures cannot be disaggregated into the requested categories, please provide a total figure for each of the requested financial years.

We trust this now resolves your enquiry, however should you have any further queries please do not hesitate to contact me directly on the details below.

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.

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 Regard

Complaints, Information & Mediation Officer
Chief Executive's Department
Nottinghamshire County Council
County Hall