**FREEDOM OF INFORMATION ACT 2000/ENVIRONMENTAL INFORMATION REGULATIONS 2004**

Your request for information has now been considered and the Council’s response to your questions is shown below. The Council [holds / does not hold] the information.

**You asked:**

**Please may you provide me with how much budget was spent on marketing/ digital marketing in 2023.**

**If possible would you be able to provide information on the budget in 2022 also.**

**Please provide the information in the form**

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Service** | **2022** | **2023** | **% of overall budget** |
| **SEO** |  |  |  |
| **PPC** |  |  |  |
| **Paid social** |  |  |  |
| **PR - traditional** |  |  |  |
| **Digital PR** |  |  |  |
| **Social media marketing** |  |  |  |
| **Strategy and consulting** |  |  |  |
| **\*Any additional services** |  |  |  |

Section 12 of the Act makes provision for public authorities to refuse requests for information where the cost of dealing with them would exceed the appropriate limit, which for local government is set at £450. This represents the estimated cost of one person spending more than 18 hours in determining whether the department holds the information, locating, retrieving and extracting the information.

We do not hold the information requested in a reportable format. Staff in all Council teams/services would need to trawl through their budgets/specific projects etc. to establish if costs related to social media, strategy and consulting and so on. This would require weeks of trawling and collating accross the entire Council.

This is therefore a Refusal Notice under section 17.1 of the Freedom of Information Act.

If you would like any help in refining your request, please do not hesitate to contact us.

To assist, we are able to provide the total Communications & Marketing Budget for the years requested:

2022/23 1,333,700.00

2023/24 1,309,900.00

You may re-use the information under an [Open Government Licence](http://www.nationalarchives.gov.uk/doc/open-government-licence/version/2/).

If you are dissatisfied with the handling of your request, please write, explaining your grounds of appeal, to:

**Internal Review**

**Information Governance & Risk**

**Email:** [**info.requests@leicester.gov.uk**](mailto:info.requests@leicester.gov.uk)