

FREEDOM OF INFORMATION ACT 2000

Your request for information has now been considered and the Council's response to your questions is shown below.

You asked:

- 1. How much money have you spent overall on communications and marketing (including public relations, advertising and all other disciplines) in the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?**
- 2. How much money has been projected to be spent overall on communications and marketing (including public relations, advertising and all other disciplines) in 2012-2013?**
- 3. How much money have you spent, specifically, on public relations (both in-house and external support) in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?**
- 4. How much money has been projected to be spent, specifically, on public relations (both in-house and external support) in 2012-2013?**
- 5. How much money have you spent, specifically, on advertising (both in-house and external support) in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?**
- 6. How much money has been projected to be spent, specifically, on advertising (both in-house and external support) in 2012-2013?**
- 7. How much money have you spent, specifically, on external public relations support in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?**
- 8. How much money has been projected to be spent, specifically, on external public relations support in 2012-2013?**
- 9. Which public relations agencies, specifically, have you employed or held on a roster in the following years: 2011-2012 (including projected agency use to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?**
- 10. Which public relations agencies, specifically, do you plan to employ or hold on a roster in 2012-2013?**
- 11. How many staff do you currently retain in your in-house communications department?**

12. How many staff did you retain in your in-house communications department in each of the following years: 2010-2011, 2009-2010, 2008-2009, 2007-2008?

13. How many staff do you plan to retain in your in-house communications department by the end of the 2012-2013 fiscal year?

14. Please could you provide organograms of your senior communications personnel for each of the following years: 2011-2012, 2010-2011, 2009-2010, 2008-2009, 2007-2008?

15. How much money did you spend on your most expensive public relations campaign of the last five years, and what was the campaign?

16. What is the name, job title, and yearly remuneration of your most senior public relations or communications official?

ANSWER:

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.

The communications and marketing functions of the council underwent a comprehensive restructuring in 2010/11, resulting in fundamental changes to budgets, the disaggregation of budgets and budgetary information and the archiving of much other information relating to the years in question. To extract the information you are requesting will require a substantial manual interrogation of our records. This is therefore a Refusal Notice under section 17.1 of the Freedom of Information Act, because under the provisions of section 12.1 of the Act, the Council estimates that to comply with your request in its current form will exceed the appropriate limit.

If you are able to narrow down your request to a specific area, or question, we would be happy to look at answering your request, if it falls within the 18 hour limit.

The legislation allows you to use the information supplied for your own personal use. Please be aware that any commercial or other use, for example publication, sale, or redistribution may be a breach of copyright under the Copyright, Designs and Patents Act 1988 as amended unless you obtain the copyright holder's prior permission.

Not all the information that is supplied which is covered by copyright will be the Council's copyright, for example it may be the copyright of a government department or another Council. You should seek either the Council's consent or their consent as appropriate. The Council is willing to advise you of any such potential issues on request. In order to make a request to re-use the

information please contact the Information Governance Manager using the details below.

If you are dissatisfied with the handling of your request please write to:

Information Governance Manager

Information and Support

Leicester City Council

FREEPOST (LE985/33)

New Walk Centre

LEICESTER LE1 6ZG

e-mail: FOIA@leicester.gov.uk

Your request for internal review should be submitted to the above address within 40 (forty) working days of receipt by you of this response. Any such request received after this time will only be considered at the Council's absolute discretion.

You can also complain to the Information Commissioner at:

Information Commissioner's Office

Wycliffe House

Water Lane

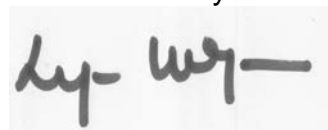
Wilmslow SK9 5AF

Telephone: 01625 545 700

www.informationcommissioner.gov.uk

Please be aware that the Information Commissioner does not normally consider appeals or complaints until the internal appeals and complaints processes of the public authority which is answering the request have been exhausted. You are therefore advised to complain or appeal to the Information Governance Manager before contacting the Commissioner.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lynn Wyeth', is written over a light grey rectangular background.

Lynn Wyeth

Information Governance Manager