



North Tyneside Council

Reference: FOI

Request:

Please provide a full breakdown of the council's advertising expenditure since January 2015.

North Tyneside Council holds information in it's general ledger grouped by general or statutory adverts. Within general adverts there is no distinction for spend by the categories requested and the overall spend includes job adverts.

The spend, by year is as follows:

2015/16 = £56,784.75

2016/17 = £52,072.88

2017/18 = £32,157.82

The breakdown should include: type of ad (e.g bill board, Facebook ad etc.); the ad's purpose/subject/related campaign; cost; date the ad was purchased; date the add was displayed (please provide a range where an ad has been visible for more than a day); if the ad was purchased jointly with another body/campaign or designed to promote another body/campaign, please make this clear in an explanatory note.

We don't hold this information in a central place as any advertising activity is funded by the services to which it relates. Any advertising spend is therefore managed through multiple budgets not the central marketing team.

Cross referencing the spend provided above against the activity that was delivered to the extent requested by this FOI would take more than 18 hours. Therefore this part of the request is refused under s12 (1) Freedom of Information Act 2000, since the cost of complying would exceed the appropriate limit set out in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004.

In assessing the cost of complying, the costs attributable to officer time involved in complying have been taken into account. Such costs are limited to £450.00 under the Regulations, which equates to eighteen hours of officer time.

The information supplied to you is owned by the council unless otherwise stated and may be protected by copyright. You are free to use it for your own purposes, including any non-commercial research or for the purposes of news reporting. Any other re-use of a commercial nature will require the permission of the Council. Further enquiries in this respect should be directed to Head of Law and Governance, North Tyneside Council, Quadrant The Silver Link North, Cobalt Business Park, North Tyneside, NE27 0BY

Date: 08/10/18

Page 1 of 1