

5 June 2019
Our ref: 5299528

Thank you for your request received on 7 May 2019, for the following information:

What was the council's public relations and marketing budget for the last financial year?

How many staff are currently employed in Communications marketing and public relations and marketing based roles?

Of those staff, how many earn above £50,00 per year? How many earn over £100,00 per year?

What was the council's public relations and marketing budget for each of the following financial years...

-2014/15?

-2015/16?

-2016/17?

-2017/18?

We have processed this request under the Freedom of Information Act 2000.

Response

The council holds the information requested and the answers to your questions are below

What was the council's public relations and marketing budget for the last financial year?

The council's published budget for the central Communications function (including Consultation) for the financial year 2018/19 was £758,307 .

How many staff are currently employed in Communications marketing and public relations and marketing based roles?

Of those staff, how many earn above £50,00 per year? How many earn over £100,00 per year?

There are 14 posts in the central communications structure (including Consultation). Of those there are five roles graded in salary bands of £50,000 or above. None are

above £100,000.

What was the council's public relations and marketing budget for each of the following financial years...

-2014/15?

-2015/16?

-2016/17?

-2017/18?

2014/15: £666,287

2015/16: £662,045

2016/17: £635,822

2017/18: £670,897

Further information

If you are interested in the data that the council holds you may wish to visit Open Barnet, the council's data portal. This brings together all our published datasets and other information of interest on one searchable database for anyone, anywhere to access. <http://open.barnet.gov.uk/>

Advice and Assistance : Direct Marketing

If you are a company that intends to use the names and contact details of council officers (or other officers) provided in this response for direct marketing, you need to be registered with the Information Commissioner to process personal data for this purpose. You must also check that the individual (whom you wish to contact for direct marketing purposes) is not registered with one of the Preference Services to prevent Direct Marketing. If they are you must adhere to this preference.

You must also ensure you comply with the Privacy Electronic and Communications Regulations (PECR). For more information follow this Link www.ico.org.uk

For the avoidance of doubt the provision of council (and other) officer names and contact details under FOI does not give consent to receive direct marketing via any media and expressly does not constitute a 'soft opt-in' under PECR.

Your rights

If you are unhappy with the way your request for information has been handled, you can request a review within the next 40 working days by writing to the Information Management Team at: foi@barnet.gov.uk. Or by post to Information Management Team (FOI) The London Borough of Barnet, North London Business Park, Oakleigh Road South, London, N11 1NP

If, having exhausted our review procedure, you remain dissatisfied with the handling of your request or complaint, you will have a right to appeal to the Information Commissioner at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF (telephone: 0303 123 1113; website www.ico.org.uk). There is no charge for making an appeal.

