



Assurance Group
London Borough of Barnet,
2 Bristol Avenue, Colindale,
London NW9 4EW
1 August 2019
Our ref: 5446228

Thank you for your request received on 8 July 2019, for the following information:

Hello: I would like to make the following request under the Freedom of Information act:

Please tell me how much the current 'Together we are Barnet' campaign is costing?

(NB Please do not reply by saying this is impossible to quantify as you may use the same method used to suggest it costs £42K to answer residents' questions to committees and Forums).

Was this campaign produced as a result of any external support eg consultants? If so, how much did that cost?

Please give me copies of all emails by the Communications Team regarding the decision to run this campaign, and any correspondence relating to the campaign with the Leader of the council, or Chief Executive.

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

Response

I can confirm that London Borough of Barnet holds the information you requested.

However, we consider that the following exemptions apply to some of the information requested. The remaining information is not withheld and is below and attached.

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The Together, we are Barnet campaign has cost £9,430 to date. Please note that the campaign is being run with our strategic partners, the majority of whom are also making a £1,000 financial contribution. The CMT Partners are: NHS Barnet Clinical Commissioning Group, Metropolitan Police, Saracens Rugby Club, West London Business, Inclusion Barnet, Groundwork, Federation of Small Businesses, Argent, Middlesex University, the Department for Work and Pensions, Barnet and Southgate College, and Brent Cross Shopping Centre.

Was this campaign produced as a result of any external support e.g. consultants? If so, how much did that cost?

The campaign was conceived, developed and executed by Barnet Council's in-house communications and strategy teams, with no support from external consultancy agencies.

Please give me copies of all emails by the Communications Team regarding the decision to run this campaign, and any correspondence relating to the campaign with the Leader of the council, or Chief Executive.

Please see attached. No time frame was specified in the request but all emails identified as being in scope have been supplied. The names and personal details of third parties and the names officers who are not in the public domain have been redacted.

Refusal Notice Section 40(2)

[Part 1 of Schedule 19](#) of the Data Protection Act 2018 amends the personal data exemption under section 40 of the Freedom of Information Act 2000(FOI). These are consequential amendments designed to ensure that the correct provisions of the GDPR and the new Act are referenced instead of the now repealed DPA 1998. They will not fundamentally impact when personal data can, and cannot, be disclosed in response to an FOI request.

Personal Information is governed by the Data Protection Act legislation and is defined as any information relating to an identified or identifiable natural person ('data subject'). It adds that: an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location number, an on-line identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

The withheld information is exempt because disclosure would contravene the first data protection principle which requires that personal data is processed fairly and lawfully. Disclosure of the requested information would breach this principle and in particular the requirement of fairness.

Because individuals working for the council have a reasonable expectation of privacy and do not expect that the council would disclose their names or contact details in response to a freedom of information request, especially as they are relatively junior and not in public facing roles. The council's redaction policy states that officers' names and contact details under the level of Assistant Director will generally not be released. All of the posts redacted are under the Assistant Director level.

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) London Borough of Barnet, 2 Bristol Avenue, Colindale, NW9 4EW

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.