



Assurance Group
London Borough of Barnet,
2 Bristol Avenue, Colindale,
London NW9 4EW
26 September 2019
Our ref: 5547780

Thank you for your request received on 12 August 2019, for the following information:

1. What is the total amount spent by this local authority in each of 2016-17, 2017-18 and 2018-19 on advertising, broken down by the following categories:

- * Out-of-home advertising such as banners/billboards/posters/displays/signs etc**
- * Print advertising, excluding local newspapers/publications, such as direct mail and leaflets.**
- * Print advertising within local newspapers/publications**
- * Film/TV/video**
- * Local radio**
- * Social media**
- * Online advertising (recruitment)**
- * Online advertising (non-recruitment)**
- * Any other**

2. The top 5 outlets in terms of advertising spend (in the interest of commercial sensitivity, this answer does not need to include the amount that is spent with each outlet, the list can also be randomised in order if deemed necessary.) By outlet I refer to the specific host for a piece of advertising, such as a local newspaper or advertising company.

If figures cannot be disaggregated into the requested categories, please provide a total figure for each of the requested financial years.

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

Response

We are refusing part of your request under section 12 because we estimate that compliance with your request will exceed the "appropriate limit" under section 12. The appropriate limit is £450 which is equivalent to 18 hours at £25 per hour. The per hour figure is set by Regulations rather than actual salary paid to any officers handling requests. The appropriate limit includes the time it will take the council to discover if it holds the information requested, to locate it, extract it and collate it as well as putting it into any particular format requested by the requester.

We have calculated that it will take approx 24 hours to comply with your request. Our calculation is as follows:

100 print runs x 5 minutes to check= 8.3 hours x 3 years- 24 hours

[you must set out a calculation as to how the figure of hours is made up. For example we have to look at 250 files and we estimate it will take 12 minutes per file which totals 50 hours . You cannot simply state a number of hours: you have to give a breakdown. The breakdown has to be reasonable. If there are a large number of files to look through we advise looking through 5 and recording the time taken and using an average time for the calculation. Keep a note on the case on icasework of how the calculation was made and any trials undertaken in case of Internal Review.]

Advice and Assistance

[to refuse under s 12 you must provide the requester with some advice and assistance as to how they could resubmit a refined request. Provide some here. for example you could suggest they reduce the time period from that originally stated, or reduce the geographical area. If there is some information readily accessible explain this to them. In the rare cases that A and A cannot be given state that it cannot be provided and explain why]

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.