



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

I am writing to inform you that we have searched our records and although we hold some of the information requested, some is not held by London Borough of Barnet because it is not collected. We have provided answers to your request below showing where we do not hold the information requested.

**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**

The council has an arrangement with JC Decaux to use a number of out of home advertising sites across the borough free of charge. The only cost related to this is the printing of the posters to go up in the sites. Please see below for the spend per financial year:

2016/17: £24,024

2017/18: £26,321

2018/19: £13,337

*** Print advertising, excluding local newspapers/publications, such as direct mail and leaflets.**

Not held because we do not record whether literature for a print run is for advertising or is informational. Print advertising can include a wide range of material, and it can be commissioned and paid for by any service across the council.

*** Print advertising within local newspapers/publications**

Please see below for total spend on print advertising in local and national newspapers/publications for recruitment advertising for each financial year. All of this advertising is booked in by our recruitment partners TMP who have supplied the data below:

2016/17

Print: £102,874.42

2017/18

Print: £22,593.67

2018/19

Print: £34,560.60

In addition to recruitment, please see below total spend on print advertising in local newspapers:

In 2016/17, a total of £8,257.42 was spent advertising in local newspapers.

In 2017/18, a total of £1,615.54 was spent advertising in local newspapers In 2018/19, a total of £4,935 was spent advertising in local newspapers.

*** Film/TV/video**

The only advertising spend on film, TV or video was in 2017/18. A total of £5,756 was spent on a Sky Ads TV advertising campaign to promote fostering.

*** Local radio**

The council has not spent any money on advertising on local radio for any of the years requested.

*** Social media**

2016: no spend

2017: £1,140.01

2018: £1,030

*** Online advertising (recruitment)**

2016/17

Online: £130,909.72

2017/18

Online: £78,161.44

2018/19

Online: £16,974.61

*** Online advertising (non-recruitment) * NB.** The below is spend on digital advertising for corporate council campaigns

2016/17

Online: £11,900

2017/18

Online: £9,060

2018/19

Online: £7,250

*** 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.

The top five outlets are all outlets which have been utilised for recruitment advertising. Please see below for the top five:

- Times Educational Supplement
- Guardian
- Google
- Barnet and Hendon Press Group
- Jobs go Public

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.