



London Borough of Barnet,
2 Bristol Avenue,
Colindale,
London NW9 4EW
9 September 2020
Our ref: 6487336

Thank you for your request received on 10 August 2020, for the following information:

Media monitoring since 2016

**Can you tell me what policies do you have?
How much does it cost per year?
Can you publish all reports produced since 2016?**

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

Response

The council holds the information requested and it is attached/ the answers to your questions are below

Media monitoring since 2016

Can you tell me what policies do you have?

The communications team does not have a media monitoring policy. Instead, it provides a media cuttings service to senior management, sharing press stories that mention Barnet Council.

How much does it cost per year?

The media monitoring tool subscription costs £1,695 (+VAT)

Can you publish all reports produced since 2016?

No – the daily cuttings are sent as an email with links to stories, they are not reports.

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.