



2 Bristol Avenue,
Colindale, NW9 4EW
16 June 2021
Our ref: 7373516

Thank you for your request received on 4 June 2021, for the following information:

How much money the local authority has spent on advertising and marketing campaigns relating to public health messaging around Covid-19, between February 2020 and May 2021?

*** This figure, broken down by monthly spending and as spending per person residing in the local authority?**

How much money the local authority has spent on establishing and running local Covid-19 testing and vaccination centres, including pop-up and surge events, between February 2020 and May 2021?

*** This figure, broken down by monthly spending and as spending per person residing in the local authority?**

How much money the UK Government has shared specifically with the local authority to support advertising and marketing campaigns relating to Covid-19 or the establishment and running of Covid-19 testing and vaccination centres, between February 2020 and May 2021?

*** This figure, broken down by monthly spending and as spending per person residing in the local authority?**

Please note, these requests do not relate to campaigns, testing or vaccination centres which have been paid for directly by the UK Government. Rather, initiatives run by and paid for by the local authority or money which has been given to the local authority to support its own initiatives.

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.

We have provided answers to your request below showing where we do not hold the information requested. Please see attached.

How much money the local authority has spent on advertising and marketing campaigns relating to public health messaging around Covid-19, between February 2020 and May 2021?

**** This figure, broken down by monthly spending and as spending per person residing in the local authority?***

Information not held. Figures are not broken down by monthly spending and as spending per person residing in the local authority as per the request.

How much money the local authority has spent on establishing and running local Covid-19 testing and vaccination centres, including pop-up and surge events, between February 2020 and May 2021?

Please see attached and below.

We have carried out 3 Surges within the borough between March - April this year.

Surge Testing in N2 occurred from: 3rd March - 16th March

Surge Testing in N10/N11 occurred from: 19th March - 31st March

Surge Testing in N3 occurred from: 15th April - 22nd April

All costs for Surge Testing were paid for by Barnet outright, and reimbursement is in the process of being provided by DHSC via a Section 31.

These figures are not broken down by monthly spending and as spending per person residing in the local authority as per the request, as the very nature of Surge Testing means we cannot provide it in this manner.

**** This figure, broken down by monthly spending and as spending per person residing in the local authority?***

Information not held. Figures are not broken down by monthly spending and as spending per person residing in the local authority as per the request.

How much money the UK Government has shared specifically with the local authority to support advertising and marketing campaigns relating to Covid-19 or the establishment and running of Covid-19 testing and vaccination centres, between February 2020 and May 2021?

Please see attached.

**** This figure, broken down by monthly spending and as spending per person residing in the local authority?***

Information not held. Figures are not broken down by monthly spending and as spending per person residing in the local authority as per the request.

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.