

London Borough of Barnet,  
2 Bristol Avenue, Colindale, NW9 4EW  
6 March 2023  
Our ref: 9148108

Thank you for your request received on 8 February 2023, for the following information:

**Please can you provide:**

- a) the total figure for how much the council has spent on net zero/carbon emission reduction advertising campaigns, including money on public communications, social media adverts, public relations and other marketing.**
- b) the total figure of any planned future expenditures on net zero/carbon emission reduction advertising campaigns, including money on public communications, social media adverts, public relations and other marketing.**

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

***Please can you provide:***

***a) the total figure for how much the council has spent on net zero/carbon emission reduction advertising campaigns, including money on public communications, social media adverts, public relations and other marketing. - 20,650.96.***

***b) the total figure of any planned future expenditures on net zero/carbon emission reduction advertising campaigns, including money on public communications, social media adverts, public relations and other marketing. - Future campaign spend has not been confirmed at present.***

## **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](http://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](mailto:foi@barnet.gov.uk). Or by post to Records & Information Management Service, Assurance Group, 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](http://www.ico.org.uk)). There is no charge for making an appeal.