



Information Governance Team

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14 February 2022

Dear Sir/Madam

Freedom of Information Act 2000 (FOIA)

Request ID: FOI394518062

Thank you for your request for information relating to Money spent on public relations.

You have requested the following information:

Please can you provide all information for the financial year 2020-21, and from the start of the financial year 2021 to 31 December 2021, for the following:

1. Money spent on public relations within your local authority area.

Request updated: Money spent by the Council on public relations firms, on advertising, and on communications strategy.

Please provide this information for the last 12 months, and also for the year 2020-2021.

We are unable to answer the question in the format it has been provided as these costs all form part of the overall Corporate Communications spend.

To assist, in the 2020- 2021 financial year, the budget of the Corporate Communications department was £253,030, this includes staffing costs. With the cost saving target of £35,000 that left a budget spend of £218,030.

For the 2021-22 financial year, the budget of the Corporate Communications department was 263,030, including staffing costs. However, with the cost saving target of £35,000 that left a budget spend of £228,030.

The Corporate Communications team have spent no money on PR firms and furthermore as they create their own communication strategies, this cost is also nil.

The supply of information in response to a FOI/EIR request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non-commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the information for any other purpose.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request – email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email icocasework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance