

## Response to Request for Information

Reference      FOI 003525  
Date            30 April 2019

### ***PR Budgets 2019***

#### **Request:**

What was the council's public relations and marketing budget for the last financial year?

The total net controllable expenditure budget for the central Corporate Communications Team was £857,250 in 2018-2019. This includes employee costs, running expenditure and externally generated income. The corresponding outturn was £817,267, a saving of £39,983 compared to budget. It is also worth noting that the team is currently under review with the aim of reducing costs / generating income equivalent to £200,000 over the next three years.

The Council's wider marketing budget beyond the central Corporate Communications Team was £652,800 in 2018-2019.

How many staff are currently employed in communications, public relations and marketing based roles?

Within the central corporate communications team there are 18 posts (including 2 vacant posts). As previously mentioned above, the team is currently subject to review and a cost-cutting restructure is imminent.

There is also one member of staff in a marketing role working for the council's WV Active fitness and leisure brand.

Of those staff, how many earn above £50,000 per year? How many earn over £100,000 per year?

1 over £50,000  
0 over £100,000