



Response to Request for Information

Reference FOI 003554
Date 7 May 2019

Public Relations and Marketing budget

Request:

What was the council's public relations and marketing budget for each of the following financial years:

-2014/15 - £1,614,690
-2015/16 - £1,193,215
-2016/17 - £1,274,970
-2017/18 - £1,275,130

For context, the budgets above include two elements. Firstly, the pay and non-pay costs for a central communications, marketing and design team of 18 employees. Secondly, an aggregation of all non-centralised marketing budgets for council services such as city and venue events, leisure centres and statutory advertising. In 2017/2018, the latter amounted to £400,000.