

## Response to Request for Information

Reference      FOI 003660  
Date            12 June 2019

### *Advertising Spend*

#### **Request:**

Please answer the following Freedom of Information request:

1. What is the total amount spent by this local authority in each of 2016-17, 2017-18 and 2018-19 on advertising, broken down by the following categories:
  - Out-of-home advertising such as banners/billboards/posters/displays/signs etc
  - Print advertising, excluding local newspapers/publications, such as direct mail and leaflets.
  - Print advertising within local newspapers/publications
  - Film/TV/video
  - Local radio
  - Social media
  - Online advertising (recruitment)
  - Online advertising (non-recruitment)
  - Any other
2. The top 5 outlets in terms of advertising spend (in the interest of commercial sensitivity, this answer does not need to include the amount that is spent with each outlet, the list can also be randomised in order if deemed necessary.) By outlet I refer to the specific host for a piece of advertising, such as a local newspaper or advertising company.

Your request for information has now been considered and the City of Wolverhampton Council is not obliged to supply the information you requested for the reasons set out below.

Section 17 of the Freedom of Information Act 2000 requires City of Wolverhampton Council, when refusing to provide such information (because the information is exempt) to provide you, the applicant with a notice which:

- (a) states the fact,
- (b) specifies the exemption in question and
- (c) states (if that would not otherwise be apparent) why the exemption applies:

In relation to your particular request, the following exemption applies:

### **Section 12 - Exemption where cost of compliance exceeds appropriate limit**

We can confirm that the Council holds information falling within the description specified in your request. However, Section 12 of the Freedom of Information Act 2000 allows a public authority to refuse a request if the cost of providing the information to the applicant would exceed the 'appropriate limit' as defined by the Freedom of Information.

The Regulations provide that the appropriate limit to be applied to requests received by local authorities is £450 (equivalent to 18 hours of work). In estimating the cost of complying with a request for information, an authority can only take into account any reasonable costs incurred in:

- (a) *Determining whether it holds the information,*
- (b) *Locating the information, or a document which may contain the information,*
- (c) *Retrieving the information, or a document which may contain the information,*  
*and*
- (d) *Extracting the information from a document containing it.*

*For the purposes of the estimate the costs of performing these activities should be estimated at a rate of £25 per hour.*

The information appertaining to your request is not easily accessible as there are 6,000 separate entries that would need to be reviewed and as such this information is not held as a distinct set able to be retrieved or reported on. To get the information would require a full-scale look into all individual records. This would be a manual exercise and as such we believe that the aggregated time it would take to collate the information would be in excess of 18 hours (equivalent to a notional cost of £450).

Excess cost removes the City of Wolverhampton Council's obligation under the Freedom of Information, however under Section 16 – (the duty to provide advice and assistance, the Council may be able to provide answers to the request, should you wish to submit a refined request.