

59584 Communications Costs

This request relates to your authority's marketing, communications and engagement activity, including associated staffing, budgets, spend and functions. I am seeking this information to better understand how local authorities resource and deliver communications, engagement and consultation activity.

For the most recent full financial year for which data is available, please provide the following:

Organisational structure and staffing

- a) The total number of employees (FTE) working wholly or primarily in marketing, communications, media, public relations, engagement, consultation or related functions.

The following responses are based on our central Communications and Insight teams.

Total number of employees (FTE) working wholly or primarily in marketing, communications, media, public relations:

- For the period 2019/20 to 2023/24, this information is published on our Disclosure Log at:

<https://edinburgh.axlr8.uk/disclose/>

Please enter '50748' in the Search field.

- The figure for 2024/2025 is 21.57 FTE. This includes additional/temporary resource for strategic projects.

Total number of employees (FTE) working wholly or primarily in engagement and consultation:

- 3.62 FTE
- b) The directorate, department or service area in which these staff sit.

Chief Executive's Office

- c) A breakdown of roles or grades where available (e.g. senior leadership, managers, officers).

Communications Team

- Head of Communications - Grade 12
- Communications Manager - Grade 10
- Media and Social Media Manager - Grade 10
- Senior Communications Officer - Grade 8
- Senior Media and Social Media Officer - Grade 8
- Senior Communications Officer (Graphic Design) - Grade 8
- Communications Officer - Grade 7
- Communications Officer (Graphic Design) - Grade 7
- Media and Social Media Officer - Grade 7

- Digital Communications Assistant - Grade 5

Insight Team

- Strategy Manager - Grade 10
- Senior Policy and Insight Officer - Grade 8

Budget and expenditure

a) The total annual budget allocated to marketing, communications and engagement activities.

b) The total actual spend for the year.

Marketing and Communications activities: Total annual budget spent

This information is published on our Disclosure Log at:

<https://edinburgh.axlr8.uk/disclose/>

Please enter '58542' in the Search field. This request refers to other relevant published information on our Disclosure Log.

Engagement (Insight team): Total annual budget spend

There is no separate budget for the Insight team staffing costs; staffing is contained within a wider Strategy team cost.

Please note that the council does not have a central marketing and communications nor engagement budget. This spend is embedded in service and project/programme budgets.

c) A breakdown of spend between:

- Staff costs (including salaries, on-costs and temporary staff or contractors) - broken down by post
- External suppliers or agencies
- Advertising and media spend
- Website development
- Graphic and digital design
- Print expenditure
- Events, consultation exercises and engagement programmes
- Any other significant categories of spend

Staff costs - Pay scales for each post type are shown below. The Council's current pay structure/salaries are available on our website at:

<https://www.edinburgh.gov.uk/work-us/pay-award>

Please refer to the 'LGE salary rates for 2025 to 2027'.

'On costs' are approximately 30% of the Salary Scale Point (SCP) shown in the Pay Structure.

Communications Team

Post title	Grade
Head of Communications	Grade 12
Communications Manager	Grade 10
Media and Social Media Manager	Grade 10
Senior Communications Officer	Grade 8
Senior Media and Social Media Officer	Grade 8
Senior Communications Officers (Graphic Design)	Grade 8
Communications Officer	Grade 7
Communications Officer (Graphic Design)	Grade 7
Media and Social Media Officer	Grade 7
Digital Communications Assistant (temporary)	Grade 5

Insight Team

Post title	Grade
Strategy Manager	Grade 10
Senior Policy and Insight Officer	Grade 8

External suppliers or agencies – Please refer to A2a above.

Advertising and media spend – Please refer to A2a above.

Website development – A breakdown of these costs is not separately recorded as it is included within our ICT contract with CGI. There is no standalone cost specifically for website development.

Graphic and digital design - The Council's Communications team has its own in-house Graphic/Digital Designers.

Print expenditure – This information specifically in relation to marketing, communications and engagement activities is not separately recorded and the cost to locate, retrieve and provide this information far exceeds the statutory maximum of £600.

Events, consultation exercises and engagement programmes - Please refer to A2a above.

Any other significant categories of spend – Significant categories of spend are likely to be included in our Contract Register which is published on our website at:

<https://www.edinburgh.gov.uk/contractregister>

Core activities

Please outline the core activities undertaken by the marketing, communications and engagement function(s), for example:

- Corporate communications and media relations
- Campaigns and public information
- Internal communications
- Digital and social media
- Web development
- Advertising/recruitment advertising/public notices
- Public consultation and engagement
- Community engagement
- Stakeholder or partner communications

Communication/marketing team functions

- Corporate communications and reputation management
- Media relations
- Incident/resilience response communications
- Internal and change communications
- Campaigns, marketing communications and behavioural change activities
- Managing the Council's logo and brand as well as creating campaign brands
- Digital and social media
- Graphic and digital design
- Managing supplier frameworks for recruitment advertising and public notices (services deal directly with supplier)

Insight team functions

- Own and manage the Council's Consultation Policy
- Support service to development and delivery of consultations and public engagement exercises
- Provide analytical support of responses
- Develop and delivery surveys

Discretionary vs non-discretionary activity

Please indicate:

- a) Which marketing, communications and engagement activities are considered essential or statutory (including any required by legislation or regulation).

Statutory activities:

- Statutory advertising including Planning Applications, Traffic Orders, Temporary Road Closures, Annual Accounts, Election Notices, School closures and changes, Notice of Poll and Elections-related advertising
- In some services areas there is a requirement to consult including Community Planning, budget, service changes, Common Good property, Licensing, Planning and Development

- b) Which activities are considered discretionary or non-essential.

All others listed in response to Q3.

- c) Any distinction you make between internal, external and community-based engagement.

We have been unable to identify recorded information which demonstrates any such distinction.

Consultation and engagement spend

Please confirm:

- a) Total spend on consultation and engagement activities (internal and external).
- b) How this spend is categorised or recorded within your authority (e.g. as part of communications, policy, regeneration, public health or other budgets).

This information is not separately recorded. Costs are embedded in service/programme budgets across the Council.