

## 62074 Communications

Please advise:

How many staff (as measured by full-time equivalents) do you employ to work on communications?

Please include all internal and external communications including work on your website, media queries and social media.

Total number of employees (FTE) currently working wholly or primarily in marketing, communications, media, public relations and graphic design is 21.57 FTE. This includes additional/temporary resource for strategic projects.

Total number of employees (FTE) working on our websites:

Digital Services have 6 FTE officers in the Web Team who manage our Intranet and the web content of our external website.

What was your communication spending for the financial year 2025/26?

We are unable to provide the information as the cost to the Council of locating, retrieving and providing the information far exceeds the statutory maximum of £600.

The Council does not have a central marketing and communications budget. Spend is embedded in service and project/programme budgets. A manual search of all service budgets would be required to identify any spend that could be 'communication spend'.

However, I can advise that the budget for the central Communications team for 2025/26 was £1,236,102. This covered employee costs and a small operational budget.

The summary of annual expenditure on 'paid advertising' for 2025/2026 was:

		<b>Apr 2025 - Mar 2026</b>
<b>Media</b>	<b>Description</b>	
Print	Public/statutory notices	£303,696.47
Print	Display	£7,106.07
Print	Recruitment	£1,550.00
<b>Print Total</b>		<b>£312,352.54</b>
Digital	Recruitment	£2,366.39
Digital	Campaign advertising	£213,547.75
Out of Home	Including bus shelter, large format, etc.	£63,852.21
Radio	All radio	£53,287.33

TV	All TV including on demand, local	£16,151.61
<b>Other Media Total</b>		<b>£349,205.29</b>

<b>Total</b>	<b>£661,557.83</b>
--------------	--------------------

What is your budget for communication spending for the current financial year?

As above, The City of Edinburgh Council does not have a central marketing and communications budget.