

64464 Marketing Spend

I would like to request the following information regarding the council's marketing and PR spend between 2021-2025.

A detailed breakdown of marketing and PR spend for each year (2021, 2022, 2023, 2024 and 2025)

Please provide the overall annual marketing and PR budget, alongside a detailed split by the following:

SEO

This is included within Council website hosting and management contracts, and we cannot extract SEO costs from overall contract costs.

PPC

Paid social

PR – traditional

Digital PR

Social media marketing

We do not buy PPC, paid social and social media marketing as separate items; spend is combined in digital media buying reports.

Spend for digital, print, radio, OOH, TV media and PR consultancy is already available on the Council's [Disclosure Log](#) under reference number '58542'.

For ease, the spend for financial years 2020/21-2025/26 is given again in the attached spreadsheet, with the percentage of Council's overall net budget calculated.

Strategy and consulting

Campaign, advertising and marketing strategy is handled by in-house teams. Without specific detail around consulting, based on your request we have been unable to identify the type of consulting you refer to.

Marketing tools and software

Please see attached spreadsheet.

Any additional services

Without specific detail around additional services, based on your request we have been unable to identify the type of additional services you refer to.

For each of the above splits, please indicate the percentage of overall council budget that was spent on it.

Spend on each of these as a percentage of the revenue budget for the Council is shown on the attached spreadsheet.

If these exact splits are not available, please provide the marketing and PR budget details in the specific splits that were used instead.

Not applicable.