

CITY OF  
WOLVERHAMPTON  
C O U N C I L

## Response to Request for Information

Reference      FOI 011643  
Date            8 January 2016

### *Council Spending on Online Advertising*

#### Request:

Please may I request copies of the following:

1. The total amount of money spent by the council on advertising and marketing per financial year from 2010/11 to 2014/15 inclusive;

The external spend on advertising (staff advertising and marketing/other non-staff advertising) is detailed below. These figures have been generated by interrogating expenditure against relevant account codes in the ledger.

#### Marketing/Advertising Summary

	2010/11	2011/12	2012/13	2013/14	2014/15
	£	£	£	£	£
Staff Advertising	100,476	71,154	122,528	16,973	16,937
Marketing /Non-Staff Advertising	581,559	536,179	699,897	625,457	429,573
Total	682,035	607,333	822,425	642,430	446,510

The controllable net cost of the internal communications team is detailed below. The term controllable in this context means that purely internal transactions within the Council, internal support service charges for example, have been excluded.

#### Corporate Communications Team Summary

	2010/11	2011/12	2012/13	2013/14	2014/15
	£	£	£	£	£
Controllable Net Cost	1,011,347	829,170	1,009,383	983,846	370,036

2. The total amount of money spent by the council on Facebook advertising and marketing per financial year from 2010/11 to 2014/15 inclusive; and

1/4/10 to 31/3/11 – £2,496  
1/4/11 to 31/3/12 – £9,157  
1/4/12 to 31/3/13 – £11,537  
1/4/13 to 31/3/14 – £7,018  
1/4/14 to 31/3/15 – £14,366  
1/4/15 to 21/1/16 – £28,898

Please note that the current average weekly reach for our Facebook advertising is approx. 70,000 and click-throughs from the adverts average around 700 weekly.

This equates to 84 campaigns in four years.

Expenditure on Facebook advertising is a very refined and cost effective way of reaching audiences that we wish to target for important campaigns. The majority of this money is spent on recruiting more foster carers to help the city safeguard vulnerable children and young people and on encouraging more parents of two-year-olds to take up the Government's free childcare offer.

3. The total amount of money spent by the council on Twitter advertising and marketing per financial year from 2010/11 to 2014/15 inclusive;  
We have no spend with Twitter.