

From: [FOI Responses](#)
To: [REDACTED]
Bcc: [REDACTED]
Subject: FOI Request - [REDACTED] - Response
Date: 11 March 2024 17:53:00
Attachments: [image003.png](#)

[REDACTED]

Thank you for your Freedom of Information request dated 23 February 2024, for information about marketing budgets.

Please find below City of Doncaster Council's responses to the questions you have raised.

Request:

I am writing to you under the Freedom of Information Act 2000 to request information on your authority's marketing budgets .

Please may you provide me with how much budget was spent on marketing/ digital marketing in 2023.

If possible would you be able to provide information on the budget in 2022 also.

Please provide the information in the form"

Marketing Service	2022	2023	% of overall budget
SEO			
PPC			
Paid social			
PR - traditional			
Digital PR			
Social media marketing			
Strategy and consulting			
*Any additional services			

Response:

City of Doncaster Council does not hold a specific budget for communications, any spend is from council directorate services' budgets. The communications and engagement service has an overheads budget to cover systems only, which is as follows:

Marketing Service	2022	2023	% of overall budget
SEO	-	-	-
PPC	-	£609.00	-
Paid social	£2,886.58	£2,861.91	-
PR - traditional	£6,500	£6,500	-
Digital PR			-
Social media marketing	-	-	-
Strategy and consulting	-	-	-
*Any additional services	£26,292.00	£26,292.00	e-newsletter solution

Some of the information you have requested is in the public domain and is therefore exempt from disclosure under Section 21 of the Freedom of information Act. Section 21 exempts information from the right of access if that information is reasonably accessible to the applicant by other means. In this case the information is available at: [Local Transparency - Current Contracts - City of Doncaster Council](#) you can apply a filter to the headings in the spread sheet to filter out the contracts that are of interest or you could search by 'keywords' using Ctrl and F.

I hope that this information is useful to you.

City of Doncaster Council estimates that it has cost £46.00 to respond to this request for information.

Reviewing any decisions made:

If you are not happy with this reply you can ask us to review our response. To do this write to us within 40 working days of receiving your response at the address below or email FOIAppeals@doncaster.gov.uk

If you do not agree with the review decision you can apply to the Information Commissioner's Office (ICO) for a decision about our compliance or otherwise with the Freedom of Information legislation. Contact details for the ICO are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. www.ico.org.uk Telephone 0303 123 1113.

Yours sincerely,

Lucy McMahon

Freedom of Information Officer
Corporate Resources
City of Doncaster Council

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