

Reference Number: FOI202223/015
From: Commercial
Date: 07 April 2022
Subject: Spending on Communication Activities including social media, contractors, software and subscriptions

Q1 This is an information request relating to spending on communications, public relations, digital and other similar activities.

Please provide information for the 2020-21 and 2021-22 financial years on how much the organisation spent on communications, press relations, public relations, digital, social media and other such activities. Please include a full breakdown including:

- A list of your staff working in these fields including job titles and annual salaries. If you cannot provide an exact salary please provide a pay band
- Spending on social media advertising
- Spending on contractors or any other outside bodies hired for the purpose of these activities
- Spending on any software, for example media monitoring software, used for these purposes
- Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions

A1 **a. Pay Budget: Recurrent Budget/Cost of existing Team:**

	2021		
<i>Recurrent Budget/Cost of existing Team</i>			
Job Title	Band	WTE	Budget
Deputy Director of Marketing & Communications	8a	1.00	£64,944
Senior Communications Manager	8a	0.00	£0.00
External/Internal Communications Manager	7	3.00	£141,720
External Relations Officer	6	0.00	£0.00
Marketing Officer/Events and Engagement Officer	5	2.61	£94,185
Marketing and Communications Intern	2	1.00	£27,040
		7.61	£327,889

	2022		
<i>Recurrent Budget/Cost of existing Team</i>			
Job Title	Band	WTE	Budget
Deputy Director of Marketing & Communications	8a	1.00	£65,918
Senior Communications Manager	8a	0.74	£44,326
External/Internal Communications Manager	7	2.00	£106,835
External Relations Officer	6	0.00	£0.00

Marketing Officer/Events and Engagement Officer	5	2.61	£95,597
Marketing and Communications Intern	2	1.00	£22,285
		7.35	£334,962

b-c: Spend on Social Media:

	2021	2022
Diagram/Kaleidoscope Transactions	£3,830	£2,330
Sprout Social	£517.06	£197.88

d. Spend on Software:

	2021	2022
Computer Software / License Fees	£7,389.02	£7,987.96

e. Spend on Subscriptions:

	2021	2022
Books Journals and Subscriptions	£2,404.98	£3,363.70