

Nicola Hesketh
Project and Information Coordinator

Our Ref: FOI3741/NH/02
Please ask for: Nicola Hesketh
Direct dial: 01827 709 587
E-mail: FOImailbox@tamworth.gov.uk

[name redacted]

4th February 2016

Dear [name redacted]

Freedom of Information – Request for Information

With regards to your recent enquiry for information held by the Authority under the provisions of the Freedom of Information Act. Please find the information you requested below with reference in the box to your original enquiry for clarity where multiple answers are required.

Details of Your Request

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

The response to your request as follows:

YEAR	TOTAL EXPENDITURE	FACEBOOK	TWITTER
2010/11	£60,650.19	-	-
2011/12	£41,999.19	-	-
2012/13	£43,527.12	£1,046.24	-
2013/14	£43,447.94	£1,179.73	£140 (repair twitter feed?)
2014/15	£37,154.17	£119.48	£5

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This council also believes in transparency of information, this includes requests made under the Freedom of Information Act and the Environmental Information Regulations and we reserve the right to publish these requests in our Disclosure Log along with the response, the requestors name and/or company where the information is requested on a regular basis. Care shall be taken not to publish your email address or physical address where it is considered personal information as defined under the Data Protection Act 1998.

Project and Information Coordinator,
Tamworth Borough Council,
Marmion House,
Lichfield Street,
Tamworth,
B79 7BZ

Details of Tamworth Borough Council's internal review and complaints procedure are attached, in accordance with the provisions of the Act.

Yours Sincerely

Nicola Hesketh
Project and Information Coordinator