



Information Governance Team

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Dear Sir/Madam

**Freedom of Information Act 2000 (FOIA)
Request ID: FOI782712818**

Thank you for your request for information relating to Communications Costs.

You have requested the following information:

This request relates to your authority's marketing, communications and engagement activity, including associated staffing, budgets, spend and functions. I am seeking this information to better understand how local authorities resource and deliver communications, engagement and consultation activity.

For the most recent full financial year for which data is available, please provide the following:

1. a) The total number of employees (FTE) working wholly or primarily in marketing, communications, media, public relations, engagement, consultation or related functions.

23 people / 21.2 FTE.

b) The directorate, department or service area in which these staff sit.

Chief Executives (in 24/25).

c) A breakdown of roles or grades where available (e.g. senior leadership, managers, officers) –

One Head of Service (SM2),
Four Communications Managers (G8),
Two Marketing Managers (G8),

One Web Manager (G8),
One Senior Graphic Designer (G6),
10 Assistant Communications Officers (G5s),
Two Web Officers (G5) and
Two Graphic dDesigners (G4s).

2. Budget and expenditure

a) The total annual budget allocated to marketing, communications and engagement activities.

£1.3m.

b) The total actual spend for the year

£1.4m.

c) A breakdown of spend between:

- **Staff costs (including salaries, on-costs and temporary staff or contractors) - broken down by post**
- **External suppliers or agencies**
- **Advertising and media spend**
- **Website development**
- **Graphic and digital design**
- **Print expenditure**
- **Events, consultation exercises and engagement programmes**
- **Any other significant categories of spend**

The Council records spend in different categories, see table below.

| Code (T) | Spend £'000 |
|---|--------------------|
| Employees - Basic Pay | £749 |
| Employees - Overtime | £2 |
| Employees - Statutory Sick Pay | £1 |
| Employees - Allowances - Variable | £14 |
| Employees - Allowances | £1 |
| National Insurance Contributions | £80 |
| Apprentice Levy | £4 |
| Employers Superannuation | £163 |
| Medical Fees - Employees | £1 |
| Security | £1 |
| Travel - Parking and Duty Passes | £1 |
| Printing, Stationery and General Office Expenses | £10 |
| Marketing, Advertising (non recruit) and promotions | £218 |
| Books, Publications and Digital Media | £1 |
| Services - Professional Fees | £1 |
| Services - Consultancy fees | £67 |
| Computing - Software | £1 |
| Computing - IT Hardware | £3 |
| Centralised Charge - ICT | £89 |
| Centralised Charge - Insurance | £7 |
| TOTAL | £1,414 |

3. Core activities

Please outline the core activities undertaken by the marketing, communications and engagement function(s):

- **Corporate communications and media relations**
- **Campaigns and public information**
- **Internal communications**
- **Digital and social media**
- **Web development**
- **Stakeholder or partner communications**

See below.

4. Discretionary vs non-discretionary activity

Please indicate:

a) Which marketing, communications and engagement activities are considered essential or statutory (including any required by legislation or regulation).

- Statutory Public Notices
- Democratic and Governance Communication (publishing agendas etc.)
- Compliance with the Publicity Code (Local Government Act 1986)
- Statutory consultations
- Statutory information provision
- Transparency & Data Publication (Publishing spending over £500, senior salaries, performance data etc.)
- Safeguarding and partnership communications (Safeguarding Adults Board annual reports etc.)

b) Which activities are considered discretionary or non-essential.

- Behaviour campaigns and marketing
- Tourism and place marketing campaigns
- Economic development and inward investment promotion
- Public relations and media engagement
- Reputation management
- Digital Communications (social media, email newsletters, website enhancements beyond statutory content, video content, animations, creative assets etc.)
- Internal communications
- Events (Civic events, festivals etc.)
- Insight and evaluation

c) Any distinction you make between internal, external and community-based engagement.
Not applicable.

5. Consultation and engagement spend

External consultation only moved to Comms in January 2025 hence we do not have the figure for 2024/25 year. Internal engagement continues to sit with HR.

Please confirm:

- Total spend on consultation and engagement activities (internal and external).**
- How this spend is categorised or recorded within your authority (e.g. as part of communications, policy, regeneration, public health or other budgets).**

Not applicable.

The supply of information in response to a FOI/EIR request does not confer an automatic right to re-use the information. You can use any information supplied for the purposes of private study and non commercial research without requiring further permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs. Please contact us if you wish to use the information for any other purpose.

For information, we publish a variety of information such as: [FOI/EIR Disclosure Log](#), [Publication Scheme](#), [Facts about Coventry](#) and [Open Data](#) that you may find of useful if you are looking for information in the future.

If you are unhappy with the handling of your request, you can ask us to review our response. Requests for reviews should be submitted within 40 days of the date of receipt of our response to your original request email: infogov@coventry.gov.uk

If you are unhappy with the outcome of our review, you can write to the Information Commissioner, who can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or email icocasework@ico.org.uk.

Please remember to quote the reference number above in your response.

Yours faithfully

Information Governance