

Request

How much did Wigan Metropolitan Borough Council spend in total on advertising in 2019, 2020, 2021, 2022, and 2023?

For each of these years, please provide a full percentage breakdown of all the platforms used for Wigan Metropolitan Borough Council advertising including:

1. Regional and local UK news brand publishers
 - a) in print
 - b) online
2. Google
3. Facebook
4. Other major online platforms e.g. Twitter, Instagram, YouTube, LinkedIn, Tik Tok

Response

We do not hold the information that you have requested in an easily retrievable format. Section 12 of the Freedom of Information Act 2000 (FoIA) relieves a public authority from the obligation to comply with a request for information where the estimated time required to locate, review and extract the information exceeds a certain threshold set out in Regulations.

Regulation 4(4) further provides that where the local authority estimates the time taken to gather the information would exceed this limit (which based on the prescribed hourly rate, equates to 18 officer hours), it may refuse the request under section 12 of FoIA. I am satisfied the cost limit applies to your request and will explain why this is the case.

The information is held across multiple services. As an estimate it would take 5 officers from one service at least 1 full day to filter through 5 years of budget spreadsheets. Spreadsheets are split down by year, directorate and supplier so every supplier would need to be filtered and calculated. Other services across the council would also need to carry out a similar process.