



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. Organisational structure and staffing**

- a. The total number of employees (FTE) working wholly or primarily in marketing, communications, media, public relations, engagement, consultation or related functions.
- b. The directorate, department or service area in which these staff sit.
- c. A breakdown of roles or grades where available (e.g. senior leadership, managers, officers).

- a. There are 25 full time members of staff in the council's PR team, covering Media Relations, Marketing, Design, events, Internal Communications, Filming.
- b. There are additional members of staff across the council with 'engagement' included in their job role.
- c. The PR department is managed by a service lead. There are two managers and 2 senior officers, 18 officers and 2 assistants.

## **2. Budget and expenditure**

- a. The total annual budget allocated to marketing, communications and engagement activities.
- b. The total actual spend for the year.
- 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

- a. The annual marketing and communications budget is set at £125k per year which is used to fund events, campaigns and marketing activity aligned to organisational priorities.
- b. £125k
- c. The team's staffing budget is approximately £1,136,151.  
External suppliers (which includes social media monitoring and email distributor) is £28k pa.  
Advertising – refer to marketing budget in 2a.

### 3. Core activities

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

- Corporate communications and media relations
- Campaigns and public information
- Internal communications
- Digital and social media
- Web development
- Advertising/recruitment advertising/public notices
- Public consultation and engagement
- Community engagement
- Stakeholder or partner communications

[See response at Q1.](#)

### 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).
- b. Which activities are considered discretionary or non-essential.
- c. Any distinction you make between internal, external and community-based engagement.

Wigan Council provides over 800 services in total, including mandatory statutory duties like adult and children's social care, education, public health, planning, waste management, and housing, alongside many non-statutory services such as libraries, parks, and community support, fulfilling core local government functions essential for residents' safety and well-being.

### 5. Consultation and engagement spend

Please confirm:

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

**External:**

The Public Relations team spent a total of £2,489.15 in the current financial year on two engagement activities.

Pennington Flash investment proposals engagement exercise - £1100.58

In the loop communications preferences engagement exercise - £1388.57

Teams from across the council perform engagement activities too. This activity is undertaken by officers across the whole of the council and to include figures outside of corporate comms will exceed the appropriate cost limit for FOIs.