



23 July 2024

Freedom of Information Request, Oxford City Council – Reference: **FOI2024/00709**

Further to our acknowledgement, we can confirm that Oxford City Council can advise as follows in response to your Freedom of Information Request received on 25 June 2023:

**Request**

How much did Oxford City 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 Oxford City Council advertising including:

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

**Response**

How much did Oxford City Council spend in total on advertising in 2019, 2020, 2021, 2022, and 2023?

Year	Amount	% of total
2019	£ 5,876.85	7%
2020	£ 7,350.40	8%
2021	£ 38,896.34	45%
2022	£ 15,112.64	17%
2023	£ 8,815.36	10%
2024	£ 10,820.49	12%
Total:	£ 86,872.08	100%

1. Regional and local UK news brand publishers

(a) in print

Year	Clear Channel	Newsquest	Bauer media (formerly JACKFM)	Reach PLC	Other
2019	£ 2,376.85	£ -	£ -	£ -	£ 3,500.00
2020	£ -	£ 2,000.00	£ 5,350.40		£ -
2021	£ 11,201.53	£ 14,294.81	£ 10,000.00	£ 2,500.00	£ 900.00
2022	£ 2,150.00	£ 11,707.64	£ -	£ -	£ 1,255.00
2023	£ -	£ 5,625.36	£ -	£ -	£ 3,190.00
2024	£ -	£ 7,420.49	£ -	£ -	£ 3,400.00
	<b>£ 15,728.38</b>	<b>£ 41,048.30</b>	<b>£ 15,350.40</b>	<b>£ 2,500.00</b>	<b>£ 12,245.00</b>
	<b>18%</b>	<b>47%</b>	<b>18%</b>	<b>3%</b>	<b>14%</b>

(b) online

1. Google
2. Facebook
3. Other major online platforms e.g. Twitter, Instagram, YouTube, LinkedIn, Tik Tok

Calendar Year	Twitter	Facebook/Instagram	YouTube	Linkedin	TikTok	Google
2019	£0	£3,971.66	£0	£0	£0	£0
2020	£0	£20,412.71	£0	£0	£0	£0
2021	£1,200	£21,897.10	£0	£448.49	£0	£0
2022	£0	£12,372.23	£0	£956.42	£0	£0
2023	£0	£4,968.69	£0	£0	£0	£0
2024 (so far)	£0	£917.31	£0	£0	£0	£0
<b>Total</b>	<b>£1,200</b>	<b>£64,539.7</b>	<b>£0</b>	<b>£1404.91</b>	<b>£0</b>	<b>£0</b>
<b>%</b>	<b>2%</b>	<b>96%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>

If you disagree with any part of the response to your request, you are entitled to ask the Council for an internal review of the decision(s) made. You may do this by writing to the Monitoring Officer, by either email [monitoringofficer@oxford.gov.uk](mailto:monitoringofficer@oxford.gov.uk) – or by post to Monitoring Officer, Oxford City Council, Town Hall, St Aldate's, Oxford, OX1 1BX. After the result of the internal review, if you remain dissatisfied, you may ask the Information Commissioner to intervene on your behalf. You may do this by writing to the Information Commissioner's Office, Wycliffe Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely,

Freedom of Information Officer

