

Rhian Jones

By email to: request-99025-aed9c0ef@whatdotheyknow.com

Our Ref.: 0013

27 January 2012

Dear Ms Jones

FREEDOM OF INFORMATION REQUEST – DARTMOUTH ACADEMY

Thank you for your email dated 4 January 2011 where you requested information about marketing and PR activities at Dartmouth Academy.

In response to your request, numbered and set out for reference, see our bullet point replies:

- 1) Please could you provide data for the total spend on marketing and public relations activities in the academic years 2009/2010, 2010/2011 and 2011/12 (to date).
 - The academy opened in September 2010 and the total marketing budget for the academic year 2010/11 was £22,836, and the figure for 2011/2012 is £16,000.
- 2) Please could you also provide a detailed breakdown of the total marketing/PR spend using the following categories:
 - website
 - social media
 - printed media (e.g. letters and leaflets)
 - advertising (including posters and banners)
 - consultation (of parents)
 - photography/digital media
 - salaries
 - entertainment/gifts
 - public relations representation (to secure local or national print or broadcast media coverage or manage unfavourable media coverage, for example)
 - This budget covers all marketing spend including maintenance of the website, publications and photography and associated activity. Additional public relations support is provided by E-ACT, as the sponsor, if and when required.

- 3) Please could you confirm whether you employ a full or part-time member of staff with responsibility for external public relations, marketing or communications. If so, please provide a figure for their annual salary (before tax) and any additional benefits such as pensions or bonuses.

- The school does not employ dedicated marketing staff.

- 4) Please could you confirm whether you have engaged the services of an education consultancy, during the last six years, for the purposes of public relations/marketing and/or to generate media coverage (print or broadcast) or manage unfavourable coverage.

If so, please provide the name of the organisation or individual, plus details of their duties and responsibilities, as per the contractual agreement. Please also provide details of how much they have been paid to date including any monthly or annual retainers. If the consultancy has been arranged via a third party i.e. consultants, project management companies or contractors, please provide the full name of the organisation and their duties and responsibilities, as per the contractual agreement. Please also provide details of how much they have been paid to date, including any monthly or annual retainers.

- Prior to the school opening and only as part of the project phase before opening, a specialist marketing company was contracted to support brand development. The agency selected was Zest. The terms of this arrangement are commercially sensitive and we are not required to disclose details (Freedom of Information Act 2000, Section 43(2)).

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to FOI@E-ACT.org.uk. Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely



Christopher Balderstone
Director of Legal Services and Company Secretary
For and on Behalf of E-ACT