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HEADTEACHER V MAHER M Des

Dear Miss Jones

### Marketing and Public Relations Expenditure

I have been given sight of your email dated 20 March 2012 and have investigated the issues raised in your original correspondence. I have asked the finance department to list any expenditure that may pertain to marketing or public relations and I find from their responses that the information given by Mrs Davies to be substantially correct. However, I can report that there has been some expenditure on marketing in 2009/2010 of £2120 (on a magazine), in 2010/2011 £4104 (£1358 on an open day flyer and £2746 on a magazine), 2011/2012 to date £286 (on a flyer).

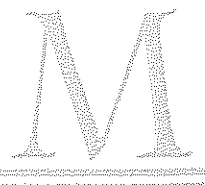
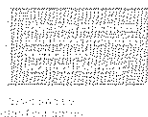
- There is no expenditure on the website, this is done by one of the Academies sponsors free of charge
- There was no expenditure on social media
- Expenditure on printed media is itemised above, we have not employed a professional photographer and instead have used enthusiastic amateurs from both the staff and student cohort
- There is no advertising expenditure relating to marketing or public relations
- There are no consultation costs relating to marketing or public relations
- There are no photography or digital media costs relating to marketing or public relations
- There are no salary costs relating to marketing or public relations
- There are no entertainment or gift costs relating to marketing or public relations

I confirm that we do not employ a full or part time member of staff with responsibility for external public relations, marketing or communications.

No firm has been engaged to provide educational consultancy during the last six years, nor to manage favourable or unfavourable coverage. Any press coverage received has been free of charge when a local paper has chosen to visit the Academy to document student activities or achievements.

Yours sincerely

S Turton  
Governor



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