

FOI: 8332266 Our East End" business strategy

1. Our East End' business strategy and plans for managing income and expenditure relating to the publication?

The overall cost of East End Life can vary depending on how many pages and advertising it has. To give you a couple of examples:

June, 2016

Print Cost – £10,339.10 (32 pages)

Distribution Cost - £7,135

Advertising Income – £8286.67

December, 2016 (48 pages)

Print Cost – £14,828.27

Distribution Cost - £7,135

Advertising Income – £16,160

2. Can you confirm that the salary of one of the advertising staff is actually more than the yearly advertising revenue?

We have restructured the Communications tem and there are no longer advertising staff.

3. What other duties are Russell Cotman and other staff who work on "Our East End" doing? Mayor John Biggs and Graham White did not go into any details.

We have restructured the Communications Team and Russell's new role is Publications Officer. This new role involves overseeing all council publications not just OEE.

4. Can you tell me are the salaries for staff who work in this publication in line with industry pay?

Under the new structure OEE is one part of the wider comms roles so a comparison is not possible.

5. Can you tell me how many copies of the publication are dumped on the streets?

No copies should be dumped anywhere. If you find they are please notify us and we will investigate. – xxxxxxxxxxxxx@xxxxxxxxxxxxx.xxx.xx

6. Can you also tell me how much does community language translation cost and who does it?

The Bengali content on the Harmony pages is translated in-house. The Somali content costs £135 per quarter, paid as an honorarium to a member of staff in another department.