



Further to your information request FOI/EIR 25/26-336, please find your question and our response below.

Request:

1. Please provide any estimated or actual costs incurred from public funds in producing and promoting the #OptionBForMe campaign on social media and elsewhere.
2. Please provide copies of any advice received from officers or outside parties as to the appropriateness of such a campaign as regards the Code of Recommended Practice on Local Authority Publicity and similar rules.

Response:

1. Considering officer time in the Communications and Reprographics department we estimate the costs of producing the #OptionBForMe campaign amount to circa £300. There have been no costs incurred in promoting the campaign on social media, other than officer time, which we estimate at circa: £50.
2. The Council did not take any advice. We therefore do not hold this information.

In respect of those requests that were answered in full or partially and the total refused please take this as notice under FOIA, that we:

- a) Consider the information as exempt from disclosure under the Act;
- b) Claim exempt under sections of the Act:

Section 12(4)(a) – Information Not Held

- c) State why the exemption applies:

Regulation 12 (4) a public authority may refuse to disclose information to the extent that (a) it does not hold that information when an applicant's request is received.

This concludes your request FOI/EIR 25/26-336.

If information has been refused, please treat this as a Refusal Notice for the purposes of the Act.

If you disagree with our decision or are otherwise unhappy with how we have dealt with your request in the first instance you may approach foi@eastcambs.gov.uk and request a review. A request for review must be made in no more than 40 working days from the date of this email.

Should you remain dissatisfied with the outcome you have a right under s50 of the Freedom of Information Act to appeal against the decision by contacting the Information Commissioner, Wycliffe House, Water Lane, Wilmslow SK9 5AF.