



FOI Ref: 2021/001

11th February 2021

REQUEST UNDER FREEDOM OF INFORMATION (SCOTLAND) ACT 2002

We refer to your request for information, received by email on 24th January 2021 and your subsequent clarification, received on 26th January 2021. Your specific requests and the Park Authority's response are provided below.

“Can you please set out how many FTE frontline communications staff/press officers there have been for each of the ten years to 2019/20. If an average number cannot be sourced, pick March as a snapshot.”

Request clarification:

“It is a term used by the Scottish Government and other agencies to describe communications staff/press officers who would deal with the media. It would be for you to define, based on my request which is about FTE jobs.

But I would suggest that if an individual is spending half their time with the media, that that would be a half of an FTE.”

The following information relates to communications staff who have a specific remit for dealing with PR and media.

“What was the annual cost of employing those frontline staff in all those years 2009/10 - 2019/20.”

Details of the number of FTE frontline communications staff/press officers employed by the National Park Authority in the ten years to 2019/20 and the annual cost of employing these staff are shown in the table below:

Year	FTE	Annual Cost (£)
2009/10	1	33340
2010/11	1	35846
2011/12	1	38794
2012/13	1	40185
2013/14	1	40687

LOCH LOMOND & THE TROSSACHS NATIONAL PARK AUTHORITY

National Park Headquarters, Carrochan, Carrochan Road, Balloch, G83 8EG Long: 4°34'24"W Lat: 56°00'12"N
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2014/15	1	40464
2015/16	1	34331
2016/17	1	11296
2017/18	1	24943
2018/19	0.5	16542
2019/20	0.5	10209

“How many FTE frontline communications staff/press officers were there in January (snapshot) 2021.”

There were no FTE frontline communications staff/press officers employed by the National Park Authority in January 2021.

“How many FTE frontline communications staff/press officers have been employed that have been outsourced, in other words, not in-house but external PR/communications supplied by a private company in all those years 2009/10 - 2019/20”

The National Park Authority outsourced some work to an external PR agency between 2008 and 2019. There was no requirement to record how many external staff were used by the agency to complete the work. Accordingly, we have to advise you under section 17(1)(b) of the Act, that this information is not held.

“How much was spent in those outsourced frontline PR/communications/press office functions, in other words, not in-house but external PR/communications supplied by a private company (as per Q4).”

The total spend on outsourced external PR communications work between 2009/10 and 2019/20 is £152,182.78

There were no external PR costs in financial years 2010/11, 2013/14 and 2019/20.

Yours sincerely

**Governance and Legal Team
Loch Lomond and the Trossachs National Park Authority**

Review Procedure

If you are dissatisfied with this decision, or the way in which the Authority has dealt with your request, you are entitled to require the Authority to review its decision. Please note that in order for a review to take place you are required to:

- Send your request for review in writing, setting out in full the reasons why you are requesting a review.
- Submit your review request within 40 working days of either the date on which you received a response from the Authority or the date by which you should have received a

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response under the terms of the Freedom of Information (Scotland) Act 2002, whichever is the later.

- address your review request to:

Governance & Legal Team
Loch Lomond & The Trossachs National Park Authority
National Park Headquarters
Carrochan
Carrochan Road
Balloch
G83 8EG
E-mail: info@lochlomond-trossachs.org

The review will be handled by staff who were not involved in the original decision. You will receive notice of the result of your review within 20 working days.

If you are not satisfied with the response to your request for review, you can contact the Scottish Information Commissioner, the independent body which oversees the Freedom of Information (Scotland) Act 2002, at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS
Tel: 01334 464610
Website: www.itspublicknowledge.info
E-mail: enquiries@itspublicknowledge.info

Online appeal portal: www.itspublicknowledge.info/Appeal

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