



Loch Lomond & The Trossachs National Park Authority
Carrochan
Carrochan Road
Balloch
G83 8EG

FOI Ref: FOI 2023-007
26th May 2023

REQUEST UNDER FREEDOM OF INFORMATION (SCOTLAND) ACT 2002

We refer to your request for information, received by email on 1st May 2023. Your specific requests and the Park Authority's response are provided below.

“Please may you provide me with:

- **The total amount spent in the last five financial years on public relations, both in-house and externally (split if possible).**
- **The total number of public relations officers or communications officers employed by your organisation over the last five years**

Please provide the information in the form of an Excel spreadsheet if at all possible.”

The total amount spent by the National Park Authority in the last five financial years on public relations is shown in the table below, with a breakdown of the spend shown in the attached spreadsheet Appendix A.

The figures include costs paid externally for consultants, subscriptions and photography. In financial year 2018/19 the National Park Authority employed an external PR agency. In financial year 202/21 there was no public relations spend at the height of the global pandemic.

Year ended	2019	2020	2021	2022	2023
PR spend	12,063	4,472	0	2,604	2,400

The total number of communications officers employed by the National Park Authority in the past five years is shown in the table below:

Financial Year (at 31 March)	Total Number of Communication Officers (Headcount)
2022/23	6
2021/22	6
2020/21	5
2019/20	5
2018/19	9

Yours sincerely

**Information Management
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 response under the terms of the Freedom of Information (Scotland) Act 2002, whichever is the later.
- address your review request to:

Information Manager
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

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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