

Schools Publicity Return 2016/17 Guidance Note

In previous years the information relating to the Publicity Return for schools was gathered together based on the final accounts submitted to Schools Financial Services at the Local Authority (LA).

Once the year end accounts were finalised at the LA, Schools Financial Services (SFS) contacted any school where £25,000 or more was spent on the Consistent Financial Code (CFR) E08 – Indirect Employee Expenses in the previous year. These schools were asked to split the year's spend for E08 between Recruitment Advertising and Other. Additionally they were asked to identify any major expenditure for recruitment.

For the year end accounts 2016/17 all schools **spending £25,000 or more** on CFR code E08 are required to complete the Schools Publicity Return which has also been uploaded to KELSI and send it back electronically to the e mail address on the face of the return.

Instructions for completing the Schools Publicity Return

1. Type in the school's DfE number in cell (C5). This will populate the school's name and the school's telephone number
2. Enter the relevant e mail contact details that can be used in the event that further information is required from the school regarding publicity spend
3. Type in the Total E08 Costs - Indirect Employee Expenses as submitted to the Local Authority in cell (B14). This can be found on either the final KCC Income and Expenditure report from FMS6 or the manual report submitted at the year-end to SFS
4. Analyse the Total E08 Costs between Recruitment Advertising Costs in cell (C14) and Other Costs in cell (D14); the Total Costs £ cell (E14) will automatically populate. Cell E14 must agree to cell B14
5. Comments can be included in the final column to establish what recruitment costs were included within code E08

Further guidance on why the Local Authority is required to gather together and keep a separate account of expenditure which is to be available for inspection can be found in a separate document 'Further Information Regarding Publicity'.