



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

FREEDOM OF INFORMATION REQUEST



Request Number: F-2009-00266

Keyword: Finance

Subject: PUBLIC RELATIONS, MARKETING AND ADVERTISING COSTS WITHIN THE PSNI

Request and Answer:

I am writing to confirm that the Police Service of Northern Ireland has now completed its search for the information you requested and the answers to your questions are as follows.

Question 1

The total budget and total spend for public relations, marketing and advertising within the PSNI budget in each of the last five years broken down by District Command Area.

Question 2

The total amount spent on advertising space in the BT16plus magazine in Castlereagh District Command in each of the last three years.

Question 3

To detail all the outside publications currently receiving payments from the PSNI for advertising space in each of the last 5 years broken down by District Command Area.

Question 4

To detail the guidelines used by the PSNI when considering purchasing advertising space in publications outside PSNI ownership.

Answer 1 and 3

The Police Service of Northern Ireland has a Media & PR department that is responsible for running campaigns on matters that affect policing province wide and not individual to each district. Whilst each District Command Unit do not have a specified budget for PR the District Commander is best placed to identify the specific needs for their area and can allocate funding accordingly. I have been advised by the 8 Districts that this funding may be spread throughout many budget headings and to retrieve the information required to respond to your questions would require a trawl of all budget folders for the last 5 years. Although there are now 8 districts the search would need to be carried out for the 29 Districts, which existed until 2007. The time required to complete this exercise would be well in excess of that permitted in the Freedom of Information legislation and the cost of complying with your request for information exceed the "appropriate limit" as stated in the Freedom of Information Regulations 2004, which is currently set by the Secretary of State at £450.

On occasion and when a specific need arises funding may also be available from our partners, such as the District Policing Partnership."

The Police Service of Northern Ireland have also considered whether we can be of any assistance in terms of helping you refine your request with regard to questions 1 and 3 in order to bring it under the cost limit however the nature and structure of the information unfortunately makes this impossible.

Answer 2

I have been advised by C District that the total amount spent on advertising space in the BT16plus magazine in Castlereagh District Command in each of the last three years is

2006-07 £0
2007-08 £80
2008-09 £220

Answer 4

Within the Department of Media and PR there are no guidelines as such, each case is looked at on its own merits and consideration of the target market etc are taken into account. Magazines would be considered on their geographical location and number of potential readers and any advertisements placed would be on an ad hoc basis depending on crime trends in particular areas.

The Police Service of Northern Ireland Procurement Policy PD 08/04 will be considered at all stages during the purchase of goods and service and purchases would be made in line with the guidance therein. In many instances the guidance requires that only 1 or 2 oral quotations should be obtained.

If you have any queries regarding your request or the decision please do not hesitate to contact me on 028 9070 0164. When contacting the Freedom of Information Team, please quote the reference number listed at the beginning of this letter.

If you are dissatisfied in any way with the handling of your request, you have the right to request a review. You should do this as soon as possible, or in any case within two months of the date of issue of this letter. In the event that you require a review to be undertaken, you can do so by writing to the Head of Freedom of Information, PSNI Headquarters, 65 Knock Road, Belfast, BT5 6LE or by emailing foi@psni.pnn.police.uk.

If following an internal review, carried out by an independent decision maker, you were to remain dissatisfied in any way with the handling of the request you may make a complaint, under Section 50 of the Freedom of Information Act, to the Information Commissioner's Office and ask that they investigate whether the PSNI has complied with the terms of the Freedom of Information Act. You can write to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. In most circumstances the Information Commissioner will not investigate a complaint unless an internal review procedure has been carried out, however the Commissioner has the option to investigate the matter at his discretion.

Please be advised that PSNI replies under Freedom of Information may be released into the public domain via our website @ www.psnipolice.uk

Personal details in respect of your request have, where applicable, been removed to protect confidentiality.