



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

FREEDOM OF INFORMATION REQUEST



Request Number: F-2010-01709

Keyword: Finance

Subject: Advertising & Public Relations Costs

Request and Answer:

This is to inform you that the Police Service of Northern Ireland has now completed its search for the information you requested. The decision has been taken to disclose the located information to you in full.

Question 1

Please could you tell me how much your force has spent on:

Public relations (internal and external consultancies, if applicable)

Answer

Please see response to question 2 below. PSNI do not account separately for Public Relations and Advertising, therefore the totals provided in answer to Q2 include spend on Public Relations.

Question 2

Advertising (including leaflets, flyers and promotion).

If it is possible to say how much of figure 2 is for recruitment advertising, that would be helpful.

Answer

Please see table below detailing the advertising costs which also includes spend on Public Relations and Patten expenditure on recruitment (Patten Commission reforms implemented to the Police Service in 1999)

Total Advertising Spend

Financial Year				
2009/10	2008/09	2007/08	2006/07	2005/06
£k	£k	£k	£k	£k
3,552	3,515	4,575	7,979	6,522

The costs in relation to recruitment are provided separately below but are also included in the 'Total

Advertising Spend' above.

Recruitment

Financial Year				
2009/10	2008/09	2007/08	2006/07	2005/06
£k	£k	£k	£k	£k
2,934	2,963	3,918	7,480	6,077

These figures have been extracted from the Integra finance system by Finance Support Services. It should be noted that Finance are unable to identify if there are any costs within the recruitment advertising codes, included in error.

Question 3

Website set-up, development and maintenance, SEO fees (internal and external consultancies if applicable)

Please could you supply these as annual figures, itemised for each category for each of the last five years or however many years you have information available for.

Answer

The Department of Media & PR spend on the external website are as follows:

2007/08 £2,260
2008/09 £21,733
2009/10 £14,510

IT support costs to run the PSNI website over the last 5 years are as follows :

05/06 £ 28,866 Line Rental & Hardware and Software support
06/07 £ 28,866 Line Rental & Hardware and Software support
07/08 £ 28,866 Line Rental & Hardware and Software support
08/09 £ 28,866 Line Rental & Hardware and Software support
09/10 £ 28,866 Line Rental & Hardware and Software support

No further breakdown of costs can be provided.

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.psni.police.uk

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