



## FREEDOM OF INFORMATION REQUEST



**Request Number:** F-2011-01204

**Keyword:** Finance

**Subject:** Cost of Re-branding of PSNI

### 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 can I have information on how much the rebranding of the PSNI is costing the public?

### Answer

To date, the revised corporate identity has cost a total of £12,284.50. This is not a rebranding exercise. The change to our corporate identity is part of an overall communication strategy relating to the realignment of our service priorities and vision.

### Question 2

Who requested the change?

### Answer

As part of the Strategic Review carried out in September 2009 – one of the recommendations stated that the **“Police Service of Northern Ireland formally adopts a new vision and ensures that it is visibly embedded in all aspects of policing. It must be the key theme through all aspects of service governance and delivery. The marketing of the Vision must be at a level designed to saturate the organisation structure and change the way we instinctively deliver service.”** The findings of the review and the key recommendations were welcomed and endorsed by the Policing Board and other key stakeholders.

The Police Service should have one identity that everyone both inside the organisation and outside can recognise.

As the Police Service of Northern Ireland enters its tenth year, the revised corporate identity reflects how we as a Service are changing to meet community's needs. Policing in Northern Ireland is evolving and we are making significant efforts across a range of operational areas, to deliver a personal, professional, protective service.

The revised corporate identity provides a clear indication of our commitment to delivering a service

which addresses local needs. Officers and staff are the public face of the Police Service of Northern Ireland. If they deliver a personal service, they are deemed as being more approachable, which assists in the first stages of building public confidence. By delivering a service in a professional manner, this further reinforces confidence in the service.

Policing is about more than a brand, it is about delivering a service to every member of the community across Northern Ireland.

This is not so much a new identity, it is the introduction of four words, four words which sum up what the Police Service of Northern Ireland do on a daily basis.

We have changed the wording of our strap line – to personal, professional, protective policing - this is reflective of our vision of policing within Northern Ireland.

The wording personal, professional, protective policing is a term that we in the police service have been using for some time and one that we wanted to incorporate into our over all brand values.

### **Question 3**

Who authorised it?

#### **Answer**

The style and ethos of policing delivered by PSNI have been developed and agreed by the Service Executive Team, in line with the Policing with the Community Strategy agreed with the Policing Board.

### **Question 4**

Why is it needed in a time of financial cutbacks?

#### **Answer**

It is important that the public know what values we hold, and the style of policing we are developing to serve them.

We have invested to save. This new identity was developed in partnership with our in house design team. By doing this, we are ensuring that more of our design work can be carried out in house, reducing the costs spent with external agencies.

We worked hard to ensure spend was kept to a minimum and best value was in the forefront of our minds at all times for example using up all our current stock levels of stationery, forms etc.

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](mailto: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.psnj.police.uk](http://www.psnj.police.uk)

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