



FREEDOM OF INFORMATION REQUEST



Request Number: F-2020-01084

Keyword: Organisational Information/Governance

Subject: Costs & Decisions Rebranding

Request and Answer:

Your request for information has now been considered. In respect of Section 1(1)(a) of the Act I can confirm that the Police Service of Northern Ireland does hold information to which your request relates. The decision has been taken to disclose the following.

Request 1

On June 5th, 2020 PSNI CC Simon Byrne released a "draft" rebranding of cars, landrover, and new logo. All questions are in relation to this subject matter.

What is the total cost to date of the "draft" visuals including the cost of "refreshing" and liverying vehicles pictured on the PSNI social media channel, the design of the "draft" logo, consultation etc.?

Answer

The cost has been cost neutral, meaning all work undertaken has been undertaken in-house with no additional costs.

Request 2

Were any new vehicles purchased for applying the new visuals, if so what was the cost? If not are these vehicles still on the road with "draft" logos.

Answer

No new vehicles were purchased, nor do any vehicles in the PSNI fleet currently have alternative branding.

Request 3

What was the cost of designing the "draft" logo, including the cost of any consultation?

Answer

There was no cost incurred as this exercise has been 'cost neutral'.

Request 4

What was the cost of having the livery designed and placed on the vehicles?

Answer

There was no cost for the livery.

Request 5

How many vehicles have the "draft" visuals been applied to?

Answer

A total of 8 vehicles.

Request 6

Did the PSNI perform public or in-house surveys that lead to the decision that visuals needed to be changed or was this decision taken by the Chief Constable?

Answer

No, the decision to scope a refresh of the Police Service of Northern Ireland brand was made by the Chief Constable who then issued a directive outlining his decision.

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 Corporate Information Branch, 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 Corporate Information Branch, 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.