

By email to XXXXXXXXXXXXXXX

XXXXX
XXXXXXXXXXXXXXXXXXXX
Department for Transport
Zone 5/31
Great Minster House
33 Horseferry Road
London
SW1P 4DR

Web Site: www.dft.gov.uk

Our Ref: FOI F0008698

23 March 2012

Dear XXXXXXXXXXXXX,

Freedom of Information Request F0008698

I am writing regarding your request for information, received on 8 March 2012. In that request, you asked us the following 16 questions:

- 1. How much money have you spent overall on communications and marketing (including public relations, advertising and all other disciplines) in the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?*
- 2. How much money has been projected to be spent overall on communications and marketing (including public relations, advertising and all other disciplines) in 2012-2013?*
- 3. How much money have you spent, specifically, on public relations (both in-house and external support) in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?*
- 4. How much money has been projected to be spent, specifically, on public relations (both in-house and external support) in 2012-2013?*
- 5. How much money have you spent, specifically, on advertising (both in-house and external support) in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?*
- 6. How much money has been projected to be spent, specifically, on advertising (both in-house and external support) in 2012-2013?*
- 7. How much money have you spent, specifically, on external public relations support in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?*
- 8. How much money has been projected to be spent, specifically, on external public relations support in 2012-2013?*

9. Which public relations agencies, specifically, have you employed or held on a roster in the following years: 2011-2012 (including projected agency use to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?

10. Which public relations agencies, specifically, do you plan to employ or hold on a roster in 2012-2013?

11. How many staff do you currently retain in your in-house communications department?

12. How many staff did you retain in your in-house communications department in each of the following years: 2010-2011, 2009-2010, 2008-2009, 2007-2008?

13. How many staff do you plan to retain in your in-house communications department by the end of the 2012-2013 fiscal year?

14. Please could you provide organograms of your senior communications personnel for each of the following years: 2011-2012, 2010-2011, 2009-2010, 2008-2009, 2007-2008?

15. How much money did you spend on your most expensive public relations campaign of the last five years, and what was the campaign?

16. What is the name, job title, and yearly remuneration of your most senior public relations or communications official?

The Department for Transport consists of a central Department (DfT) and seven executive agencies as follows:

- Driving Standards Agency (DSA).
- Driver and Vehicle Licensing Agency (DVLA).
- Government Car and Despatch Agency (GCDA).
- Highways Agency (HA).
- Maritime and Coastguard Agency (MCA).
- Vehicle Certification Agency (VCA).
- Vehicle and Operator Services Agency (VOSA).

This response covers both the central department and our seven executive agencies.

We have estimated that the cost of complying with your request would exceed £600. Section 12 of the Act (the full text of which is attached at Annex A) does not oblige the Department to comply with requests that exceed this limit, and we are therefore refusing your request.

However, in case you find it helpful, I can provide links to currently published information on the DfT website's transparency page including the DfT organogram on which the senior communications personnel are listed and also links to DfT and Agency staff pay data at <http://www.dft.gov.uk/publications/organisation-charts/> (information on senior personnel and pay is also available at <http://data.gov.uk/dataset/organogram-dft>)

We are unable to answer your full request within the cost limit because we do not keep a central record of the information you request. We would need to contact multiple teams

across the Department and Executive Agencies in order to determine, locate, retrieve and extract the information that you seek. The level of detail readily accessible varies depending on the nature and scale of communications activities and the attributes captured within local business records.

To access the various financial and business records needed to identify expenditure on communications and marketing, advertising and public relations over the last five financial years would require manual searches and be very costly.

You have asked for information dating back to 2007-08. The initial source for searching the information you require will be the current accounting systems of the above business units and in many cases these came into use later than that. Accessing information from previous systems would take a considerable amount of time.

If you send us a new, more specific request, we will consider if that can be dealt with within the limit. This may include reducing the number of parts to the request, specifying a particular part of the Department that you are interested in receiving information from e.g. an agency or just the central Department, reducing your time scales e.g. to the most recent completed financial year or seeking information about a specific campaign.

You may also like to be aware that the Department is fully committed to the Government's transparency agenda and publishes details of expenditure over £500 by month. In case you find this information useful I enclose the relevant link below:

<http://www.dft.gov.uk/publications/dft-monthly-spending/>

If you are unhappy with the way the Department has handled your request or with the decisions made in relation to your request you may complain within two calendar months of the date of this letter by writing to the Department's Information Rights Unit at:

Zone D/04
Ashdown House
Sedlescombe Road North
Hastings
East Sussex TN37 7GA
E-mail: FOI-Advice-Team-DFT@dft.gsi.gov.uk

Please see attached details of DfT's complaints procedure and your right to complain to the Information Commissioner.

If you have any queries about this letter, please contact XXXXXXXXXXXX in our Press Office on XXXXXXXXXXXX. Please remember to quote the reference number above in any future communications.

Yours sincerely,

XXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXX

Your right to complain to DfT and the Information Commissioner

You have the right to complain within two calendar months of the date of this letter about the way in which your request for information was handled and/or about the decision not to disclose all or part of the information requested. In addition a complaint can be made that DfT has not complied with its FOI publication scheme.

Your complaint will be acknowledged and you will be advised of a target date by which to expect a response. Initially your complaint will be re-considered by the official who dealt with your request for information. If, after careful consideration, that official decides that his/her decision was correct, your complaint will automatically be referred to a senior independent official who will conduct a further review. You will be advised of the outcome of your complaint and if a decision is taken to disclose information originally withheld this will be done as soon as possible.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Annex A

Section 12 exemption:

Exemption where cost of compliance exceeds appropriate limit

(1) Section 1(1) does not oblige a public authority to comply with a request for information if the authority estimates that the cost of complying with the request would exceed the appropriate limit.

(2) Subsection (1) does not exempt the public authority from its obligation to comply with paragraph (a) of section 1(1) unless the estimated cost of complying with that paragraph alone would exceed the appropriate limit.

(3) In subsections (1) and (2) “the appropriate limit” means such amount as may be prescribed, and different amounts may be prescribed in relation to different cases.

(4) The Secretary of State may by regulations provide that, in such circumstances as may be prescribed, where two or more requests for information are made to a public authority—

(a) by one person, or

(b) by different persons who appear to the public authority to be acting in concert or in pursuance of a campaign,

the estimated cost of complying with any of the requests is to be taken to be the estimated total cost of complying with all of them.

(5) The Secretary of State may by regulations make provision for the purposes of this section as to the costs to be estimated and as to the manner in which they are to be estimated.