

by email to:

Web Site: www.dft.gov.uk

XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXX
XXXXXX@XXXXXXXXXXXXXXXXXXXXX

Our Ref: F0009143

4th September 2012

Dear XXXXXXXXXXXX,

Freedom of Information Request

Thank you for your information request of 6th August 2012. You requested the following information:

1. How much has your Department spent on press and communications in the financial year 2011/2012?
2. How many full-time equivalent press officers have been employed in 2011/2012 in your Department?
3. How much has your Department spent on hiring private PR firms during 2011/2012? If they were hired for a specific project, please give the title and explanation of what the project was and how much they were paid for their work on that project.

Your request has been considered under the Freedom of Information Act 2000.

I am writing to confirm that the Department has now completed its search for the information. The information for your request has been gathered from the central Department and its seven executive agencies as listed below:

- 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).

1. The cost of communications activities in the 2011/12 financial year is provided in the table below.

Organisation	Communications Spend £millions
DfT Central	10.05
DSA	0.43
DVLA	1.20
GCDA	Nil
HA	4.32
MCA	0.63
VCA	0.22
VOSA	0.34

The cost of communications above is a breakdown of the figure published on page 11 of the Department's [Annual Report and Accounts 2011/12](#), available on our website. This Quarterly Data Summary information is also published quarterly on www.dft.gov.uk, and by all Government Departments.

Communications spending has been reduced by 73% between 2009/10 and 2011/12.

Communications spend includes staff costs, staff related cost and external expenditure on the following activities:

External Communications - Press	All costs associated with press office and media activities/functions including but not limited to: Media handling Media evaluation and monitoring Media-focused ministerial events/visits News planning (e.g. managing a grid) Public relations Speech writing undertaken by communications staff Public affairs (in arms-length bodies).
External Communications – Other	All costs associated with other external communications activities/functions including but not limited to: Campaign management Campaign evaluation Events management (non-ministerial, non-news) Partnership marketing Insight and research Design, editorial, copywriting & print management Strategic communications and stakeholder engagement Brand management and corporate communications Advertising management and production (excluding recruitment advertising but including statutory advertising) Communications planning and media buying Digital communications, including social media
Internal Communications	All costs associated with internal communications activities/functions including but not limited to: Employee engagement Internal publications Intranet and internal digital media Staff events and conferences

2. The full time equivalent number of staff employed on press officer activities as at 31 March 2012 is provided in the table below.

Organisation	Press Officer FTE (31 March 2012)
DfT Central	13.0
DSA	2.5
DVLA	3.0
GCDA	Nil
HA	14.0
MCA	2.0
VCA	Nil
VOSA	1.0

Press Office staff numbers have been reduced by 14.5% from 31 March 2010 to 31 March 2012.

3. There was no spend on private Public Relations firms in the 2011/12 financial year compared with £0.7 million in 2009/10.

In keeping with the spirit and effect of the Freedom of Information Act, all information is assumed to be releasable to the public unless exempt. A copy of this response and the information provided may now be published on our website.

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/01
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 xxxxxxxxxx in our Press Office on 020 7944 xxxx. Please remember to quote the reference number above in any future communications.

Yours sincerely,

XXXXXXXXXXXXXXXXXX

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