

By email to
XXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
Department for Transport
Zone XXXX
Great Minster House
33 Horseferry Road
London
SW1P 4DR

Web Site: www.dft.gov.uk

Our Ref: F0008885
29 May 2012

Dear XXXXXXXXXXXXX,

Freedom of Information Request F0008885

I am writing regarding your further narrowed down request for information, received by email on 2 May 2012. In that request, you asked us the following questions:

- 1. How much money have you spent, specifically, on public relations (both in-house and external support) in 2011-2012 (including projected expenditure to the end of the fiscal year)?*
- 2. How much money has been projected to be spent, specifically, on public relations (both in-house and external support) in 2012-2013?*
- 3. How much money have you spent, specifically, on external public relations support in 2011-2012 (including projected expenditure to the end of the fiscal year)?*
- 4. How much money has been projected to be spent, specifically, on external public relations support in 2012-2013?*
- 5. Which public relations agencies, specifically, have you employed or held on a roster in 2011-2012 (including projected agency use to the end of the fiscal year)?*
- 6. Which public relations agencies, specifically, do you plan to employ or hold on a roster in 2012-2013?*
- 7. How many staff do you currently retain in your in-house communications department?*
- 8. How many staff do you plan to retain in your in-house communications department by the end of the 2012-2013 fiscal year?*
- 9. How much money did you spend on your most expensive public relations campaign of the last five years, and what was the campaign?*
- 10. What is the name, job title, and yearly remuneration of your most senior public relations or communications official?"*

This narrowed down request followed our earlier responses to you made under case reference numbers F0008698 and F0008786, where we explained we were unable to answer

in full on cost grounds, albeit we were able to provide some of the information you requested and to direct you to what was already available publicly.

In response to your questions:

Q1 and Q3: Expenditure on Public Relations in 2011/12

In-house (pay costs for press officers)	£0.98m
External (COI Regional News and PR)	£28,214.79

There was no expenditure on external public relations agencies in 2011/12.

Q2 and Q4: Forecast Expenditure on Public Relations in 2012/13

In-house (pay costs for press officers)	£1.04m
External (Regional News Service)	£53,000

There is no projected expenditure on external public relations agencies at this stage, plans may be developed in due course.

Q5. Which public relations agencies, specifically, have you employed or held on a roster in 2011-2012 (including projected agency use to the end of the fiscal year)?

We have not employed PR agencies in 2011-12, but we did employ COI's regional news and PR service.

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

We do not have plans as yet, but should that position change, we would procure via the Government Procurement Service rosters (see <http://gps.cabinetoffice.gov.uk/>)

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

Total staff across all disciplines: 65 full time equivalent posts.

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

Total staff across all disciplines: 61 full time equivalent posts.

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

The highest cost PR campaign of the last five years, funded by the Department for Transport was for Cycling England, which amounted to £1.85m (over the period from November 2008 to July 2010).

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

As outlined in my response to F0008786, Nick Court is the most senior communications professional in the Department, his job title is Director of Group Communications. I include below an updated link to the DfT organogram on which all the senior communications personnel are listed and re-iterate the link to DfT staff pay data:

<http://www.dft.gov.uk/publications/organisation-charts/>
<http://data.gov.uk/dataset/organogram-dft>)

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 XXXXXXXXXXXXXXX in our Press Office on XXX XXX XXXX. Please remember to quote the reference number above in any future communications.

Yours sincerely,

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

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