

by email to:

XXXXXXX

Web Site: www.dft.gov.uk

Our Ref: F0008037

29 September 2011

Dear XXXXX,

Freedom of Information Request

I refer to your request for information dated 24 August 2011. I have dealt with it under the terms of the Freedom of Information Act 2000. Your questions were as follows:

How much has your Department spent on press and communications in the financial year (i) 2009/2010 and (ii) 2010/2011?

The cost for the communications function and its expenditure for 2009/10 and 2010/11 for the DfT central Department and each of its seven executive agencies was as follows:

NB. These figures include staff costs.

	2009/10	2010/11
Department for Transport (Central)	£32,953,484	£9,252,542
Driving Standards Agency	£2,937,262	£720,000
Driver and Vehicle Licensing Agency	£12,874,272	£3,984,529
Government Car and Despatch Agency	£99,689	de minimis
Highways Agency	£12,116,300	£5,137,034
Maritime and Coastguard Agency	£1,220,438	£712,959
Vehicle Certification Agency	not available	not available
Vehicle and Operator Services Agency	£653,449	£353,000

How many press officers have been employed in (i)2009/2010 and (ii)2010/2011 in your Department?

The number of Full Time Equivalent (FTE) staff employed on press officer activities on 31st March 2010 and on 31 March 2011 respectively by the central Department and its Agencies is as follows:

	2009/10	2010/11
Department for Transport (Central)	14	14
Driving Standards Agency	3.5	3
Driver and Vehicle Licensing Agency	5	4
Government Car and Despatch Agency	0	0
Highways Agency	15	13
Maritime and Coastguard Agency	2	2
Vehicle Certification Agency	0	0
Vehicle and Operator Services Agency	2	1.6

How much has your Department spent on hiring private PR firms during (i)2009/2010 and (ii)2010/2011? For any spend above £10,000 please state the amount spent, the name and address of the PR company and the project they were paid to work on.

i).

	2009/10	2010/11
Department for Transport (Central)	£640,173	£164,229
Driving Standards Agency	Nil	Nil
Driver and Vehicle Licensing Agency	£74,997	£20,106
Government Car and Despatch Agency	Nil	Nil
Highways Agency	Nil	Nil
Maritime and Coastguard Agency	Nil	Nil
Vehicle Certification Agency	Nil	Nil
Vehicle and Operator Services Agency	Nil	Nil

ii).

Department for Transport (Central): Breakdown of Private PR Firm Spend	Amount Spent	Company Name and Address	Project Name
2009/10	£48,530.00 ⁽¹⁾	Iris via Central Office of Information (COI) Iris London 185 Park Street London	Drug Drive
	£23,272.77 ⁽¹⁾	Iris via Central Office of Information (COI)	Code of Everand – child road safety on- line game
	£23,951.00 ⁽¹⁾	Iris via Central Office of Information (COI)	Motorcycle Safety
	£24,429.41 ⁽¹⁾	Iris via Central Office of Information (COI)	Drink Drive
	£414,123.15 ⁽¹⁾	Blue Rubicon via Central Office of Information (COI) Blue Rubicon Limited 5th Floor 6 More London Place London	Cycling England
	£17,572.43	Forster via Central Office of Information (COI) Forster 49 Southwark Street London SE1 1RU	Climate Change

	£75,900.00	Brando via Central Office of Information (COI Brando 101 New Cavendish Street London	Sharp Helmet Scheme
2010/11	£152,629.01 ⁽¹⁾	Blue Rubicon via Central Office of Information (COI)	Cycling England

Driver and Vehicle Licensing Agency: Breakdown of Private PR Firm Spend	Amount Spent	Company Name and Address	Project Name
2009/10	£74,997.00	Wyndham Leigh PR The Courtyard Bodmoor Green Farm Coventry Road Kingsbury	Numerous initiatives to support the personalised registration scheme.
2010/11	£19,300.00 ⁽¹⁾	ABLM via Central Office of Information (COI Arena ABLM 247 Tottenham Court Road London	Editing of 'Car Thoughts' video. Preparing script and voice over work.

⁽¹⁾ All these figures are inclusive of a Central Office of Information (COI) fee.

All figures are inclusive of VAT and are at the prevailing rate at the time.

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 me. Please remember to quote the reference number above in any future communications.

Yours sincerely,

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