

Department for **Transport**

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High Speed Rail Division
Department for Transport
Zone 3/13
Great Minster House
76 Marsham Street
London
SW1P 4DR
e-mail: highspeedrail@dft.gsi.gov.uk

Web Site: www.dft.gov.uk

Our Ref: F0007787

22 July 2011

Dear XXXXXXXX

I am writing to confirm that the Department has now completed its search for the information you requested on 20 June, which has been dealt with under the terms of the Freedom of Information Act 2000.

You asked how much money has been spent by the Department for Transport (DfT) since January 2011 to date on promoting and communicating high speed rail and how much DfT estimates that the full consultation will cost in total.

You may be aware that as part of the Chancellor of the Exchequer's plan to reduce the deficit, the Government introduced a freeze during 2010/11 on all new non-essential marketing and advertising spend. However, in exceptional cases, the Efficiency and Reform Group, chaired by the Chief Secretary to HM Treasury and the Minister for the Cabinet Office, can authorise such expenditure where deemed essential including where the Government has a legal duty to provide people with information.

You may be aware that the consultation is ongoing and the closing date for responses is 29 July. We do not therefore at this stage have final costs for all communication related activities. However, estimated total spend so far on the High Speed Rail consultation communication related expenditure is £2,020,349 and we expect total spending on this to be approximately £2,033,483. This includes some activity, such as producing consultation documents and the consultation website, which may not ordinarily be considered 'promotion'. In answer to the requests for breakdown, around £1,228,239.29 has been spent on roadshows, no costs have been spent on consultants to advise on communicating and marketing the consultation, and £63,040.11 has been spent on advertising. A more detailed breakdown of the £2,020,349.08 is available in the attached table.

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 40 working days 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,

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Your right to complain to DfT and the Information Commissioner

You have the right to complain within 40 working days 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 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