



Department of Energy & Climate Change

Ref No: FOI2015/04233

Date: 17 March 2015

Thank you for your email of 25 February 2015 where you requested the following information:

1. What the Department for Energy and Climate Change - and any affiliated bodies - have spent on marketing in the last twelve months;
2. What was spent for previous periods, as far back as records go;
3. A breakdown of marketing budgets: what was spent on print media, television, digital, social media, billboards and other mediums;
4. Plans for future marketing spending, as far forward as such plans exist.

I can confirm that the Department holds the information you have requested.

Questions One & Two

The costs for the advertising, public relations and marketing activity for the Household Energy Efficiency Programme, including the Green Deal framework and its related initiatives and incentives, covering the period of Financial Years 2012 - 2013 up to December 2014 is provided in the table at Annex A.

The Green Deal, with the Energy Company Obligation (ECO) is a long-term initiative designed to upgrade the energy efficiency of Britain's homes. The advertising promoted the energy efficiency measures that can help consumers to cut energy waste, keep their homes warm and reduce bills.

A breakdown of other advertising activity from financial year 2014-2015 is also included. Expenditure on job adverts, in publications such as The Sunday Times, was made to help find the best candidates for jobs at the Department of Energy & Climate Change.

To provide information for the financial year 2012-2013 would not be possible without exceeding the cost limit of £600 provided under s12 of the Freedom of Information Act ('the Act'). This represents the estimated cost of one person spending 3.5 working days locating, retrieving, extracting and assessing the

information. The reason for this is that DECC was using a different Finance Reporting system at this time and expenditure would have been categorised using codes which are different to those currently in use.

The Act provides that we are not obliged to comply with requests where the estimated cost of complying would exceed the £600 limit. You may wish to refine your request by narrowing its scope by being more specific about what information you particularly wish to obtain, including any dates or period of time relevant to the information required.

The Nuclear Decommissioning Authority, an Executive Non-Departmental Public Body (NDPB) reporting to the Department of Energy & Climate Change, does not have a marketing budget.

Question Three

Overall spend figures have been provided. To provide a breakdown by medium would exceed the cost limit of £600 provided under s12 of the Freedom of Information Act ('the Act'). This represents the estimated cost of one person spending 3.5 working days locating, retrieving, extracting and assessing the information. You may wish to refine your request by narrowing its scope by being more specific about what information you particularly wish to obtain, including any dates or period of time relevant to the information required.

Question Four

During FY 14-15 we have allocated a budget for the 'Power to Switch Campaign' as follows:

- £620,000 to develop, produce and supply advertisements. This includes budgets agreed with the agency to produce each of the TV and Radio advertisements: the component costs of production of these adverts, including voice over artists' costs, are not specified.
- £4,100,000 to buy advertising space (including agency media buying and communications planning fees).

Actual final spends are not yet available.

The 'Power to Switch' campaign will run for 5 weeks and will include national, regional and online advertising, encouraging people to switch and save.

Appeals Procedure

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be sent to the Information Rights Unit at:

Information Rights Unit
Department for Business, Innovation & Skills

1 Victoria Street
London
SW1H 0ET
E-mail: foi.requests@bis.gsi.gov.uk

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

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

Yours sincerely,

Communications Directorate