

29 May 2012

Freedom of Information request 0294-12 - communications and marketing spend

Thank you for your Freedom of Information request. Here are the answers to the revised questions, relating specifically to the expenditure of Communications Directorate.

The structure of the FCO Communications Directorate is such that all contact with the UK media is handled through the press office within our Press and Digital Department. Communications Directorate does not pay any PR agencies to do this for them. Accordingly, the figures below relate to staffing costs only. The staffing costs represent all salary-related costs of press office staff. It does not include digital staff within PDD updating information on FCO digital channels.

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) and 2010-2011?

- In-house costs of staff (see definition above):
 - 2011-12 = £1.343 million

Equivalent figures are not available for 2010-11 due to the way in which pay costs were captured at that time.

2. How much money has been projected to be spent, specifically, on public relations (both in-house and external support) in 2012-2013?

- Planned in-house costs of staff (see definition above):
 - 2012-13 = £1.473 million

The planned salary costs assume that all press officer posts will be filled. Experience in previous years suggests that this is unlikely to hold, and that actual costs will turn out to be lower than planned.

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) and 2010-2011?

- We do not use external public relations support.

4. How much money has been projected to be spent, specifically, on external public relations support in 2012-2013?

- We do not use external public relations support.

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) and 2010-2011?

- We do not use public relations agencies.

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

- We do not use public relations agencies.

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

- Communications Directorate has a headcount target of 69.7 people.

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

- The total of 69.7 people is the limit from 1 April 2012. In answer to Parliamentary Question 84172, we reported a total of 93 members of staff in October 2011 immediately prior to the FCO Communications Review.

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

Communications Department used a small number of outside companies and a PR agency on a short-term basis to deliver certain parts of the 2012 Olympic and Paralympic campaign and to produce material. They provided expertise which was not available in house on how to write the vision for the campaign, and develop the messages and the central story with Olympic themes. We worked with a film production company to produce short videos which are sent to our Embassies overseas and are posted in many online areas to promote the UK. A single feature length film was also created by a production company, which has now been seen by tens of thousands of people around the world highlighting the sustainable aspects of the Olympic Park and the massive programme of work which the UK is delivering on time and on budget.

Year	Companies Used	Figures paid
2009/2010	Blue Rubicon, 6 More London Place London SE1 2DA	£591,707
	Darlow Smithson, Shepherds Building Central Charecroft Way London W14 0EE	£175,000
	Lion Television, 26 Paddenswick Road London W6 0UB	£371,000
2010/2011	Blue Rubicon	£51,000

Following the FCO Communications Review of November 2011, Communications Directorate no longer manages strategic campaigns. These campaigns are now run by the Directorates that own the relevant policy area.

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

- Communications Directorate is jointly headed by Carl Newns, Head of Press and Digital Department, and Anna Clunes, Head of Communications and Engagement Department. Yearly remuneration for staff in the SMS Pay Band 1 is in the range between £58,200 and £117,750 respectively.