



Department
of Energy &
Climate Change

Department of Energy & Climate Change

3 Whitehall Place,
London SW1A 2AW

www.gov.uk/decc

Ref No: 13/1138

19/09/2013

Dear

Thank you for your email of 21st August 2013 where you requested the following information:

1. The amount of money spent by the Department on external PR agencies in the financial years 2010/11, 2011/12, 2012/ 13 and 2013/14
2. The names of individual PR companies, a brief description of the work they have done for the Department and the amount of money they received for each project in the financial years 2010/11, 2011/12, 2012/13 and 2013/14

Under the Freedom of Information Act 2000 ('the Act'), you have the right to:

- know whether we hold the information you require
- be provided with that information (subject to any exemptions under the Act which may apply).

I can confirm that the Department holds the information you have requested. The information you requested is as follows:

Control of government advertising, marketing and communications expenditure ensures that only essential activity continues. The control ensures that future advertising; marketing and communications expenditure will be more transparent, better coordinated and less bureaucratic and is enforced using the Cabinet Office Efficiency & Reform Group (ERG) controls on expenditure.

For all communications expenditure over £100,000, the Department is required to acquire formal Cabinet Office and HMT approval and a business case is produced to this end. All requests that fall into this category are counter signed by the Department's Head Corporate Communication.

To confirm, there was no expenditure in 2010/11 and 2011/12.

Company name	Brief description of project	Which financial year	Amount paid
Freud	Consumer research and marketing for the launch of the Green Deal in 2013	2012-13	£350,155.20
Freud	Consumer media and marketing following the launch of the Green Deal in 2013	2013-14 (until end of Aug)	£63,660.00

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,

Communication Directorate