



Department
for Environment
Food & Rural Affairs

helpline@defra.gsi.gov.uk
www.gov.uk/defra

Your ref:
Our ref: RFI 6252
Date: 27 February 2014

Dear

REQUEST FOR INFORMATION: Consultancy, Subcontracting, Publicity Marketing and Promotion Spending

Thank you for your request for information about spending on consultancy, subcontracting, publicity marketing and promotion spending, which we received on 31 January. We have considered your request under the Freedom of Information Act 2000 (FOIA).

You asked for:

The reason why consultancy and subcontracting costs rose by £4 million between 2012-12 [sic] and 2012-13, please provide the details of which programs account for this increase in spending and the corresponding amounts for each.

The reason why publicity marketing and promotion spending rose from £12.3 million to £13.6 million between 2011-12 and 2012-13. Please include details of what publicity or marketing accounts for these costs and the corresponding amounts spent on each.

In response:

Consultancy and subcontracting programme costs rose by £4.5m between 2011/12 and 2012/13. This increase is entirely due to the response to flooding events in 2012/13. The key areas of additional expenditure were incident response, emergency repair and maintenance by the Environment Agency.

The increase in total publicity, marketing and promotion expenditure is primarily due to the following two reasons:

- The Agriculture and Horticulture Development Board (AHDB) trade development activity which encompasses export development work, consumer publicity, marketing, promotion and supply chain development work. The advertising and



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marketing element in 2012/13, approved under the Cabinet Office Efficiency Reform Group, was £4.7m. The increase in expenditure on trade development relates to an uplift in beef and lamb export development work as well as increased work to communicate the nutrition and health messages around consumption of red meat. It was the direct result of an AHDB beef and lamb levy increase which came into force and was endorsed by the beef and lamb industry for specific additional work to be undertaken in these areas.

- The Royal Botanic Gardens, Kew, held a David Nash exhibition in 2013. Additional marketing activities resulted in increased expenditure against the previous year.

I attach an annex giving contact details should you be unhappy with the service that you have received. If you have any queries about this letter please contact me.

Yours

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Annex A

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Annex B

Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 18 of the EIRs, as applicable, within 40 working days of the date of this letter. Please write to Mike Kaye, Head of Information Standards, Area 4D, Nobel House, 17 Smith Square, London, SW1P 3JR (email: requestforinfo@defra.gsi.gov.uk) and he will arrange for an internal review of your case. Details of Defra's complaints procedure are on our website.

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner for a decision. Please note that generally the Information Commissioner cannot make a decision unless you have first exhausted Defra's own complaints procedure. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF