

Freedom of Information request 1052/2011

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Information request

For each of the following financial years a) 2008/09 b) 2009/10 c) 2010/11 and, if available, the projections for d) 2011/12;

1. How much did Job Centre Plus spend on marketing and communications;
2. If available, how was the spend broken down i) by medium ii) by audience.

DWP response

1) Jobcentre Plus spent the following amounts on marketing and communications:

2008/2009 = £907,000
2009/2010 = £981,000
2010/2011 = £125,000
2011/2012 forecast = £36,000

2)

a) A breakdown of spend for 2008/09 is not available

b) 2009/10

Public Relations campaigns	£20,997
Events/exhibitions	£292,661
Publications & printing	£463,352
Advertising media	£184,363
Digital	£7,201
Direct & Relationship marketing	£22,426
Total	£981, 000

c) 2010/11

Events	£34,620
Printed materials	£90,380
Total	£125,000

d) 2011/12

Anticipated spend will be on events and printed material.

The projected spend for 2011/12 is a 96% reduction on 2008/09 actual spend.