

# Freedom of Information request 1083/2012

Received 8 March 2012

## Information request

1. How much money have you spent overall on communications and marketing (including public relations, advertising and all other disciplines) in the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?
2. How much money has been projected to be spent overall on communications and marketing (including public relations, advertising and all other disciplines) in 2012-2013?
3. How much money have you spent, specifically, on public relations (both in-house and external support) in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?
4. How much money has been projected to be spent, specifically, on public relations (both in-house and external support) in 2012-2013?
5. How much money have you spent, specifically, on advertising (both in-house and external support) in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?
6. How much money has been projected to be spent, specifically, on advertising (both in-house and external support) in 2012-2013?
7. How much money have you spent, specifically, on external public relations support in each of the following years: 2011-2012 (including projected expenditure to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?
8. How much money has been projected to be spent, specifically, on external public relations support in 2012-2013?
9. Which public relations agencies, specifically, have you employed or held on a roster in the following years: 2011-2012 (including projected agency use to the end of the fiscal year), 2010-2011, 2009-2010, 2008-2009, 2007-2008?
10. Which public relations agencies, specifically, do you plan to employ or hold on a roster in 2012-2013?

11. How many staff do you currently retain in your in-house communications department?
12. How many staff did you retain in your in-house communications department in each of the following years: 2010-2011, 2009-2010, 2008-2009, 2007-2008?
13. How many staff do you plan to retain in your in-house communications department by the end of the 2012-2013 fiscal year?
14. Please could you provide organograms of your senior communications personnel for each of the following years: 2011-2012, 2010-2011, 2009-2010, 2008-2009, 2007-2008?
15. How much money did you spend on your most expensive public relations campaign of the last five years, and what was the campaign?
16. What is the name, job title, and yearly remuneration of your most senior public relations or communications official?

## DWP response

1. Due to Departmental re-organisations and associated Financial system constraints, we can only provide an accurate comparison of costs since the beginning of the 09/10 financial year.

### Total Cost of Communications Activity in DWP (£m)\*

09-10	10-11	11-12 **
64	23	13

\* The costs identified above include Staff Costs and associated other Communications related costs e.g. marketing activity, publicity, production of printed material for customers, public relations costs, to support all campaigns across the department.

\*\* These figures relate to the period April 2011 to December 2011 (9 Months). This shows a continuing reduction in Communications costs since the beginning of 09/10.

Invoices from suppliers are presented that include costs associated with different types of communications activity but are processed as one invoice. Therefore invoices would have to be recalled from storage and analysed to provide a lower level breakdown. This could only be achieved at disproportionate cost to the Department.

2, 4, 6 8 & 10. Due to the variable nature of this type of spend the Department does not disclose future planned spend. The Departmental priority is to utilise in-house communications services in the first instance. If additional capacity or expertise is required then the Department will undertake a tendering exercise for external services and therefore we cannot predict how much will be spent overall on communications and marketing (including public relations, advertising and all other disciplines).

3, 5, 7. Invoices from suppliers are presented that include costs associated with different types of communications activity but are processed as one invoice. Therefore invoices would have to be recalled from storage and analysed to provide a lower level breakdown. This could only be achieved at disproportionate cost to the Department.

9. 2009/10 - Band and Brown, Grayling UK, Fishburn Hedges, Blue Ribicon; 2010/11 – nil; 2011/12 – nil.

11. At the end of December 2011 there were 215 full time equivalent staff working in the central in-house Communications department.

12. The total number of full time equivalent staff in Central In-house Communications department at the end of 2009/10 was 301 and 2010/11 was 221. We do not have figures for 2007/08 and 2008/09.

13. The Department does not disclose future planned staffing levels at team level. We are continuing to review our staffing levels to ensure we provide best value for money.

14.

2007/08 and 2008/09

Director of Communications

Head of News

Head of Customer Insight

Head of Finance, Planning and Performance

Head of Work and Getting Back to Work Communications Group

Head of Employers, Diversity and Corporate Communications Group

Head of Later Life and Brand Management Communications Group

Head of Entitlements and Responsibilities Communications Group

Head of Internal Communications

2009/10 and 2010/11

Director General, Communications and Customer Strategy

Head of News

Head of Customer Insight and Customer Standards

Head of People and Business Management

Head of Internal Communications

Head of Entitlements and Responsibility Comms/Public Information  
Head of Employment Communications  
Head of Pensions Communications  
Head of Employers, Diversity and Corporate Communications

2011 – Dec 2011

Director of Communications  
Head of News  
Head of Disability & Social Justice  
Head of Pensions Portfolio  
Head of People and Business Management  
Head of Employment Communications  
Head of Internal Communications

Jan 2012 – current

Director of Communications  
Head of News  
Head of Disability & Social Justice  
Head of Pensions Portfolio  
Head of Internal Communications  
Head of Operations and Labour Market Portfolio  
Head of Universal Credit Portfolio

15. Campaign Budgets are managed at a strategic level aligned to business objectives and therefore it is not possible to identify a particular campaign cost.

Optional - Campaign costs connected to the Economic Downturn totalled £8.79m in 09/10 and related to a number of initiatives. This was the largest campaign spend since the beginning of 2009/10.

16. Departments are not releasing the names or banded salaries for those in the lowest (pay band 1) grade of the SCS, nor those at more senior levels who have not consented to the release of their names. In addition, the exact salary of any individual is personal data and as such cannot be released.