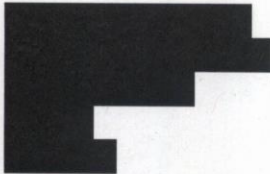




Ministry
of Defence

Ref: FOI2015/07438



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22 September 2015

Dear

Thank you for your e-mail of 20 August 2015 requesting the following information:

"The amount in pounds and sterling concerning MOD spending on PR and marketing between the years of 2010 – 2015 broken down by financial year including information concerning core staff, additional staff and consultancy, social media, print, broadcast, events (including grants to other organisations to support events), marketing material and travel and subsistence."

I am treating your correspondence as a request for information under the Freedom of Information Act 2000 (FOIA).

I am writing to confirm that MOD holds some of the information on the subject you have requested for the financial years 2012/13, 2013/14 and 2014/15. The figures below show communications spend by MOD including the Armed Forces. Information for the financial year 2015/16 is not yet available.

Total communications spend:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£72.627 million	£80.673 million	£82.818 million

A breakdown of the above total spend relevant to the areas you have specified, where available, is provided below.

Total salary overhead:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£25.207 million	£31.837 million	£30.145 million

Contractors and temporary staff:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£625,356	£383,451	£484,032

Consultants:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£6,824	£51,726	£7,038

Digital communication:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£1.106 million	£1.650 million	£2.287 million

Publications and printing:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£2.391 million	£ 994,835	£2.217 million

Events/conferences/exhibitions:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£4.456 million	£7.455 million	£4.107 million

Travel and expenses:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£1.048 million	£1.475 million	£956,951

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance team, 1st Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <http://www.ico.org.uk>.

Yours sincerely,

DDC Secretariat Parliamentary