

February 2018



REFERENCE: 18FOI 9

You requested the following information:

- 1. The total amount spent by your Department on public relations in 2016-17. This should include but not be limited to:**
 - a. the amount spent by your department on its internal press and communications team;**
 - b. the amount spent by your department on third-party companies to provide any communications and public affairs services;**
 - c. the amount spent by your department on advertising, marketing, and publicity campaigns.**
- 2. The total amount spent by your department on your internal press and communications staff in 2016-17.**
- 3. The amount spent by your department on third-party public relations or communications companies in 2016-17 including the following specific details:**
 - a. The name of the companies that your Department has employed;**
 - b. The amount of money paid to each company;**
 - c. The period for which the company was employed;**
 - d. The purpose of your employment of each company.**

For the purposes of question 1 and 3, the work provided can be any public relations service including (but not exclusive to) strategic advice, media training for staff or MPs, work on specific campaigns, media monitoring, communications (internal or external). The work may be carried out by companies which describe themselves as public affairs companies, public relations companies, advertising companies, or none of the above.

We have handled your request under the Freedom of Information Act 2000.

Q1. What was the total amount spent by your Department on public relations in 2016-17. This should include but not be limited to: -

- a) The amount spent by your department on its internal press and communications team;
- b) The amount spent by your department on third-party companies to provide any communications and public affairs services;
- c) The amount spent by your department on advertising, marketing and publicity campaigns.

A1. The total amount spent on public relations in 2016-17 was £374,648. The amount is broken down as follows-

	£
• Amount spent on internal press and communications teams (staff costs and travel and subsistence)	359,972
• Amount spent on media monitoring	12,024
• Amount spent on publicity and advertising	<u>2,652</u>
<u>Total spend</u>	<u>374,648</u>

Q2. The total amount spent by your department on your internal press and communications staff in 2016-17.

A2. See A1 above.

Q3. The amount spent by your department on third-party public relations or communications companies in 2016-17 including the following specific details:

- a) The name of the companies that your department has employed;
- b) The amount of money paid to each company;
- c) The period for which the company was employed;
- d) The purpose of your employment of each company.

A3. The Department uses the following companies for media monitoring and publicity and advertising: -

Name of Company	Amount Paid £	Period	Purpose of Service
Press Data	8,450	1 st April 2016 to 31 March 2017	Press Cuttings
NLA Media	3,574	12 months from 6 th August 2016	Licence for Press Cuttings
SocialSignin Ltd	1,512	12 months from October 2016	Annual subscription to SocialSignin
Buffoon Film & Media	545	March 2017	Film for Wales Expo Business Summit
Print Centre Ltd	595	March 2017	Brochure for Wales Expo Business Summit