



OFFICE OF THE POLICE & CRIME COMMISSIONER FOR NORFOLK

Reply to: Claire Buckley

Our Ref: CB/FOI-065

Direct Dial: 01953 424454

4th September 2014

Dear Member of the Public

Freedom of Information Request – FOI/OPCCN/065

I am writing in connection with your email dated 5th August 2014, in which you requested the following information:

- “1. Could you please tell me how much the PCC spent on PR, marketing and promotional materials in the financial year 2012/13?**
- 2. Could you please tell me how much the PCC spend on PR, marketing and promotional materials in the financial year 2013/14?**
- 3. How much is the PCC budgeting to spend on PR, marketing and promotional materials in the current financial year?**
- 4. Could you please list the type, number and cost of physical marketing materials with PCC branding created by the office in the 2013/14 that have been produced – e.g., leaflets, pens, erasers, lollipops etc.”**

Firstly can I apologise for the delay in providing you with this response, which was delayed due to staff sickness. I have reviewed our records and I can advise the following:

- 1. Could you please tell me how much the PCC spent on PR, marketing and promotional materials in the financial year 2012/13?**

During the financial year 2012/13, the PCC spent £8,457.50 on PR, marketing and promotional materials. It should be noted that as this relates to spend which was incurred between 22nd November 2012 and 31st March 2013.

- 2. Could you please tell me how much the PCC spend on PR, marketing and promotional materials in the financial year 2013/14?**

During the financial year 2013/14, the PCC spent £15,340.39 on PR, marketing and promotional materials.

- 3. How much is the PCC budgeting to spend on PR, marketing and promotional materials in the current financial year?**

The PCC has set his publicity budget for financial year 2014/15 at £5,000.

4. Could you please list the type, number and cost of physical marketing materials with PCC branding created by the office in the 2013/14 that have been produced – e.g., leaflets, pens, erasers, lollipops etc.

Leaflets:

Police and Crime Plans	£521
200 copies 'First 6 months' postcards	£98
200 copies A6 Pledge Postcards	£98
5 x Domestic Violence Posters	£847
150 copies PCC Annual Report	£417
100 copies 'My Pledge' Booklet	£324
100 copies CV DL Leaflets	£218
North Norfolk District Council Leaflet	£104
1 x A0 sized poster for Mental Health	£25
100 A5 leaflets	£136

Sticky Notes:

250 pads	£225
500 pads	£353

Retractable Pens:

500 pens	£358
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Safer Places Scheme:

2,000 Safer Place Cards	£130.57
250 Safer Place Window Stickers	£498

Yours sincerely

CBuckley

Claire Buckley
Freedom of Information Officer
Office of the Police and Crime Commissioner for Norfolk