



Northamptonshire Police and Crime Commission

Freedom of Information Act

Request Response

No. 003741 / 14

Question

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 spent 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.

Answer

1. With relation to PR, marketing and promotional materials, staff employed in the Northamptonshire PCC's News & Public Involvement and Policy Team provide strategic support services to both The PCC and the Chief Constable. I have therefore provided information and figures for items that relate solely to the work of the Office of the Police and Crime Commissioner.

The figure for 2012/13 was £2,041

2. The figure for 2013/14 was £4,450

3. There is no specific PCC budget for PR, marketing and promotional materials in the current financial year as the Northamptonshire PCC's News & Public Involvement and Policy Team provides strategic support services to both The PCC and the Chief Constable.

A budget of £81,195 has been allocated for Marketing and Promotional for both the Force and the OPCC for 2014/15 which will mainly support large countywide campaign force campaigns, such as the annual drink driving campaign and our current campaign to recruit more special constables and volunteers.

4.

- PCC/Police Branded Balloons
- PCC crest badges
- PCC Branded Pens
- PCC/Police branded bags
- PCC Branded notepads
- PCC branded information cards
- PCC pop up banners
- PCC information cards
- PCC branded flags
- PCC information posters
- PCC branded large cheque