

# Access to Public Information Response

October 8<sup>th</sup> 2014:

## REQUEST UNDER THE CODE OF PRACTICE FOR ACCESS TO PUBLIC INFORMATION

Request sent on October 8<sup>th</sup> 2014:

How much does the States of Guernsey departments and its committees spend on media/communications/public relations in the last 2 years?

How much of that figure is in house staff costs? I.e. a dedicated officer

How much has been paid to third party companies i.e. public relations firms?

Response from States of Guernsey on March 3<sup>rd</sup> 2015:

All States' Departments and Committees were requested to provide the relevant figures which are shown in the table below.

Third party PR firms	£ 300,473.00
In-house staff costs	£ 397,366.00
Advertising costs	£ 1,125,290.10
<b>Total overall on PR, Comms, Media</b>	<b>£ 1,797,238.10</b>

Following discussion with the requester, it was agreed that specific details of total costs, where they can be identified or disaggregated, spent by any Department or Committee would cover the following areas:

- a) **Contracts with third party PR or communications firms.** Two thirds of this related to the Tourism marketing spend as well as other promotional work.
  
- b) **The aggregated costs of any internal posts which have at least 70% of the job description relating to communications or public relations work.** Many more staff undertake internal communications roles but these have not been included in the total.
  
- c) **Total expenditure on all advertising costs.** The total figure for advertising costs includes legally required adverts such as those posted in La Gazette. £797, 517.22 of the total advertising costs are for States' recruitment and advertising purposes.

The figures produced are for the period January 2013 to October 2014.

