



## Northamptonshire Police and Crime Commission

### Freedom of Information Act

### Request Response

No. 000261/15

#### Question

1. What is the total communications/ public relations budget for your police force? Please provide figures for each of the last six financial years, i.e. 2014/15, 13/14, 12/13, 11/12, 10/11 and 09/10.
2. How many staff are employed in your force's communications department? Please provide job titles.
3. Does your police force have a budget for external communications work? If so, please state how much has been spent on this for each of the years above.

#### Answer

1. 2009/10 – £596k  
2010/11 – £699k  
2011/12 – £668k  
2012/13 – £589k  
2013/14 – £685k
2. Head of news and Communication, News Producer x 6,  
Digital media Producer, News Coordinator

3. For the year 2009/10, the force did not have a specific budget for external communications. For the following 2 years, 2010/11 and 2011/12 a specific Strategic Marketing budget of £50K per annum was introduced and this was used solely for external works.

2012/13 – £2,041

2013/14 – £4,450

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.