

I write in connection with your request for information received by the Office of the Police & Crime Commissioner (OPCC) on 5 August 2014. I note you seek access to the following information:

- 1) How much the PCC spent on PR, marketing and promotional materials in the financial year 2012/13?
- 2) 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) 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.

The following information has been retrieved from the records held by the OPCC;

- 1) In 2012/13, from the date the PCC took office on 22.11.12 to the end of the financial year, the OPCC spent £944.95 which incorporated the *Listening to You First* campaign, a county wide consultation to ensure as many people as possible were able to feed in their views in advance of the setting of the budget and the publication of the Police and Crime Plan.
- 2) In 2013/14 the OPCC spent £1554.80 on the *POCA (Proceeds of Crime Act)* campaign and materials to raise awareness of the work and to get more money back into West Yorkshire.
- 3) The OPCC budget for 2014/15 on marketing and promotional materials is £1000.
- 4) POCA campaign A3 posters x 2000
POCA campaign A5 flyers x 6000
Preventing Crime in Your Area Leaflets x 400
2 x POCA campaign exhibition banner stands
2 x Feeling Safer exhibition banner stands
1 x Listening to You First exhibition banner stand