



Freedom of Information request 01/FOI/24/2454
We received your request on the 04/03/2024.

Request

You asked us:

I would like to request all the following numbers for these years: 2019, 2020, 2021, 2022, 2023.

- 1) Total spend on social media (including staff costs, software, paid ads etc)
- 2) Number of staff employed to work on social media (full time equivalent)
- 3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc)
- 4) Number of staff employed in the PR and communications team (full time equivalent)

Regarding parts 1 and 3 ideally I would like this broken down into categories such as: Staff costs (e.g salaries, training, travel expenses) Software costs (e.g monitoring and scheduling tools) Advertising costs (e.g paid facebook ads, printed materials) Then any other relevant category breakdowns you can provide. If this is not practical then under your section 16 duty to advise and assist I would expect you to contact me to discuss how you record this financial data so that I can narrow my request in a way that works for both of us. If you cannot provide all the data within the specified time and budget constraints, then you can focus on the years 2021, 2022, 2023.

Clarification received:

For Q2 I would like:

- 1) the number of people who work full time on social media (full time equivalent)
- 2) the number of people who have social media as part of their roles (full time equivalent), and what % of their time they spend on social media related activities (can be an estimate).

And in Q1: For the staffing costs breakdown, please include a section for staff who work full time on social media and a section for people who have it as part of their job description.

For the people who work on it part time, include the full staffing cost for them. So the breakdown will be: - Staff costs (full time SM) - Staff costs (part of roll SM) - Software costs (please indicate what software you use) - Advertising costs - Then any other relevant category breakdowns you can provide"

Please also limit the data to the team that deals the most with PR and Communications, for example the Comms team or the Media team. I don't need data collated from several team across the police force, unless you don't have a central teams that deals with social media / PR / Comms.

We have handled your request under the Freedom of Information Act (FOIA)

Our response:

Question 1

Costs relating to social media are not categorised or recorded separately.

Question 2(1)

We have one permanent post dedicated to social media, the Digital & Social Media Manager (B002).

- The post was established in April 2019 at a B001 level, as part of the BTP2021 restructure.
- The post remained vacant until March 2020, when it was regraded at B002, and an employee was appointed into the post.

We have one fixed term contract post dedicated to social media, the Digital & Social Media Content creator (A006)

- The post was established in September 2022 on a fixed term contract for two years
- Someone was appointed to the post from September 2022 to December 2023, since when it has been vacant.
- The role is vacant at present as the post holder is carrying out a different role.

Question 2(2)

We have nine posts which have social media as part of their roles – the percentages of their time spent on social media related activities below are estimates:

- Head of Media Relations – 10%
- Media Relations Manager – 10%
- X2 Media Relations Officers – 10%
 - One post has been vacant since 3rd April 2023,
- X5 Corporate Communications Managers – 5%
 - The Corporate Communications Manager (Scotland) role has been vacant since May 2023
 - The Corporate Communications Manager (London & the South East) role was vacant between May 2019 and January 2021, and then from June 2023 to present
 - The Corporate Communications Manager (Wales & Western) role has been vacant since 23rd February 2024.

Question 3 and 4

The following staff numbers and staff costs have been calculated from data held on our Origin HR system. However, the changes in roles and hierarchies within the time period mean that it is not guaranteed to be reliable or comparable between years.

Organisation	13.02.24	13.02.23	13.02.22	13.02.21	13.02.20	13.02.19
Corporate Communications	13.71	15.31	13.6	15.4	10.6	13
External Affairs	2	3	1	1		
Internal Communications	8	5	4	3.5	3	
Grand Total	23.71	23.31	18.6	19.9	13.6	13

	2019	2020	2021	2022	2023
Pay	608,948	624,172	639,776	749,518	752,409

Recorded non-staff costs attributed to Corporate Communications are shown below.

Internal printing costs have been excluded as a change to account systems data in 2019/20 which consolidated multiple cost centres and account lines means that extracting and attributing this data would require in excess of the appropriate cost limit.

Account Desc	2019	2020	2021	2022	2023
Publicity	243,764	49,364	64,280	188,249	736,348
Advertising General	546	16,104	27,170	18,482	29,118
Software Licences	42,154	42,154	42,154	39,032	39,904