



Metropolitan Police Authority

10 Dean Farrar Street
LONDON
SW1H 0NY

Telephone: 020 7202 0185
Fax: 020 7202 0246

By email

Email: yvonne.peart@mpa.gov.uk

Ref:

02 February 2010

Dear [REDACTED],

I refer to your request of 7 January 2010 under the Freedom of Information Act 2000, for information on the Metropolitan Police Authority (MPA) budget.

You asked for:

1. The total police authority expenditure on communications, advertising and marketing activity in each of the past five years?
2. A list of the 3 single highest items of expenditure in this category and what the purpose of this expenditure was in each of the past 5 years?

I am able to respond as follows:

Please find below the MPA expenditure on communications, advertising and marketing activity in the past 5 years. The 3 highest items of expenditure for each of these 5 years are also listed below.

MPA expenditure on communications, advertising and marketing activity in the past 5 years

| | |
|--------|-------------|
| 2004/5 | £ 5,529.00 |
| 2005/6 | £ 9,953.00 |
| 2006/7 | £ 8,491.00 |
| 2007/8 | £ 8,050.00 |
| 2008/9 | £ 16,983.00 |

£ 49,006.00

Highest items of expenditure

2004/5

Electronic News Distribution for the purpose of distributing MPA press releases to the Media

MPA logo bugs for promoting the work of the Authority

Design of leaflets to publicise the work of the Authority

2005/6

Electronic News Distribution for the purpose of distributing MPA press releases to the Media
MPA logo bugs for promoting the work of the Authority
Key Fobs for promoting the work of the Authority

2006/7

Electronic News Distribution for the purpose of distributing MPA press releases to the Media
Banners to publicise the work of the Authority
Design of leaflets to publicise the work of the Authority

2007/8

The 2 largest items of spend relate to Electronic News Distribution for the purposes of distributing MPA press releases to the Media.
Pens for promoting the work of the Authority

2008/9

Electronic News Distribution for the purpose of distributing MPA press releases to the Media
Web Streaming of full Authority meetings
Photography for MPA website and leaflets

I hope that this response answers your questions.

However, if you are unhappy with the decision regarding your request for information you should write to me at the above address. I will arrange for an officer who has not had any involvement with this request to review our decision. If you are still unhappy after that, a further request can be made to the Information Commissioner, who will decide whether the request was dealt with in accordance with the requirements of the Freedom of Information Act. Further information is available on the Information Commissioner's website: www.informationcommissioner.gov.uk.

Yours sincerely,

Yvonne Peart
Information Officer