| Police Scotland logo | Freedom of Information Response Our reference: FOI 24-2836  Responded to: 29 November 2024 |
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Your recent request for information is replicated below, together with our response.

## In the chief constable’s report at the September SPA board meeting.

[item-5-chief-constables-report.pdf](https://www.spa.police.uk/spa-media/uagjtwh1/item-5-chief-constables-report.pdf)

## She stated: “Our police officer recruitment marketing campaign, which supports outcomes in Police Scotland’s Strategic Workforce Plan 2024-27, launched on 2 September, 2024.

## “The campaign aims to encourage potential candidates to view Police Scotland as an employer of choice and apply to become a police officer.

## “The campaign, which will feature across social media channels, digital advertising, job boards, print and broadcast media, tells the stories of real officers, how they have been able to apply their life skills and experience to the role of police officer and why policing is a job like no other.”

## Please can you provide me with details of all costs associated with the campaign, including a breakdown of expenditure on social media, digital advertising, job boards, print and broadcast media.

In response to your request, a breakdown of the associated costs for the campaign are as follows:

Spirit Media - £39,030.06 (Digital advertising and Social Media)

Printing - £2,446.19

Photo/Video Shoots - £5,095.35

Union TV & Radio Advert - £49,827.44

Job Boards - £10,551

TOTAL - £106,950.04

If you require any further assistance, please contact us quoting the reference above.

You can request a review of this response within the next 40 working days by [email](mailto:foi@scotland.police.uk) or by letter (Information Management - FOI, Police Scotland, Clyde Gateway, 2 French Street, Dalmarnock, G40 4EH). Requests must include the reason for your dissatisfaction.

If you remain dissatisfied following our review response, you can appeal to the Office of the Scottish Information Commissioner (OSIC) within 6 months - [online](http://www.itspublicknowledge.info/Appeal), by [email](mailto:enquiries@itspublicknowledge.info) or by letter (OSIC, Kinburn Castle, Doubledykes Road, St Andrews, KY16 9DS).

Following an OSIC appeal, you can appeal to the Court of Session on a point of law only.

This response will be added to our [Disclosure Log](http://www.scotland.police.uk/access-to-information/freedom-of-information/disclosure-log) in seven days' time.

Every effort has been taken to ensure our response is as accessible as possible. If you require this response to be provided in an alternative format, please let us know.