| Police Scotland logo | Freedom of Information ResponseOur reference: FOI 24-0452Responded to: 18 March 2024 |
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Your recent request for information is replicated below, together with our response.

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

## 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.

## Additional information provided by requester: 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.

## 1) Total spend on social media (including staff costs, software, paid ads etc)

## Clarification provided by requester:

## For Q1 I would like:

## 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

I can advise you that Police Scotland do not record a breakdown of spend between social media and other platforms such as radio or digital.

Therefore, I estimate that it would cost well in excess of the current FOI cost threshold of £600 to process your request. I am therefore refusing to provide the information sought in terms of section 12(1) of the Act - Excessive Cost of Compliance.

A table has been provided for Q3 which details Police Scotland, Corporate Communications spend for the accounting years 2019-2023.

To be of assistance, I can provide the following with regard to salary costs per financial year for posts specific to social media:

2018/19: £263,599.322021/22:£154,703

2019/20: £314,654.012022/23: £205,453

2020/21: £35,249 2023/24: £171,945

Of these costs the following was attributed to Travel Expenses:

2018/19: £20.70 2021/22: £71.00

2019/20: £112.20 2022/23: £375.00

2020/21: NIL 2023/24: £149.00

Please note that in 2019 Corporate Communications went through a re-alignment and will have had an effect on the above figures.

## 2) Number of staff employed to work on social media (full time equivalent)

## Clarification provided by requester:

## 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).

While there are three staff employed dedicated to social media, it should also be acknowledged that until September 2023 there was a Strategy Manager with line management oversight of the team, required to dedicate a significant proportion of their working day to the management of Police social media.  This post is estimated at approximately 0.3 FTE (full time equivalent).  Other staff within the department have some access to and involvement with police social media as part of their daily duties, but this cannot be broken down or quantified.

## 3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc)

| Description | 2019 | 2020 | 2021 | 2022 | 2023 |
| --- | --- | --- | --- | --- | --- |
| Salaries - Police |  156,645.63  |  127,148.74  |  89,569.45  |  135,551.36  |  149,028.00  |
| National Insurance - Police |  18,853.52  |  15,786.92  |  11,491.72  |  17,099.56  |  20,386.51  |
| Overtime - Police (Core) | -16.22  |  34.28  |  |  |  |
| Rent, Housing & Allow-Police |  6,037.20  |  4,872.60  |  3,708.00  |  5,874.96  |  6,747.00  |
| Crtp/Pnb Regs - Police |  1,321.00  |  1,130.00  |  |  |  |
| Other Allowances - Police |  431.86  |  458.82  |  560.78  |  102.96  |  |
| Apprenticeship Levy - Police |  783.10  |  135.70  |  |  707.14  |  793.28  |
| Salaries - Police Staff |  1,712,780.14  |  2,080,432.29  |  2,294,412.66  |  2,325,753.75  |  2,625,026.02  |
| National Insurance - Pol Staff |  181,803.80  |  221,820.61  |  249,968.78  |  258,460.38  |  313,889.54  |
| Overtime - Police Staff |  24,220.77  |  16,202.84  |  12,208.02  |  7,968.63  |  16,131.94  |
| Overtime - Police Staff (Nc) |  |  132.37  |  |  |   |
| Allowances - Police Staff |  48,193.34  |  59,843.00  |  71,448.29  |  78,621.24  |  85,653.51  |
| Superannuation - Police Staff |  335,028.55  |  411,265.61  |  462,730.44  |  495,934.90  |  548,371.11  |
| Apprenticeship Levy - Staff |  6,717.12  |  10,583.69  |  11,837.61  |  12,087.18  |  13,770.86  |
| Training |  3,315.50  |  5,499.00  |  2,309.00  |  9,063.67  |  7,045.98  |
| Counselling/ Staff Welfare |  |  |  23.00  | - 3.00  | - 10.00  |
| Subsistence |  300.95  |  396.08  |  122.80  |  109.64  |  167.49  |
| Fixtures And Fittings |  |  |  2,172.28  |  |  98.55  |
| Other Property Costs |  |  |  |  |  17.10  |
| Vehicle Hire Charges |  1,630.36  |  2,432.04  |  32.24  |  1,040.69  |  573.53  |
| Vehicle Fuel |  2,072.83  |  3,129.96  |  126.51  |  611.91  |  1,747.42  |
| Accident Damage Repairs |  389.70  |  1,027.94  |  513.97  |  1,364.52  |  |
| Public Transport Costs |  3,010.40  |  6,710.97  |  1,938.10  |  330.02  |  1,814.48  |
| Casual Car User Costs |  5,264.19  |  2,210.53  |  1,227.60  |  1,163.05  |  2,177.55  |
| Specialist Ops Equipment |  |  |  |   |  69.99  |
| Specialist Consumables |  |  |  |  2.12  |  |
| Photographic Equip & Materials |  1,658.10  |  |  |  179.99  |  126.00  |
| Medical Equipment |  32.97  |  |  |  |  52.70  |
| Firearms Related Costs |  4.59  |  |  |  |  |
| Forensic Costs |  |  |  180.00  |  |  |
| Operational Kits |  37.08  |  |  |  |  |
| Clothing & Uniforms |  153.12  |  98.53  |  1,166.40  |  145.15  |  233.39  |
| Interpreters & Translators |  |  |  129.90  |  201.10  |  643.80  |
| Decontamination Costs |  |  245.00  |  |  |  |
| Catering & Hospitality |  56.36  |  3,320.94  |  |  100.05  |  37.88  |
| Health & Safety Costs |  |  |  |  44.76  |  |
| Conferences & Courses |  |  |  850.00  |  2,608.81  |  4,298.15  |
| Other Supplies & Services |  807.97  |  1,922.91  |  |  1,187.74  |  2,326.90  |
| Printing |  5,808.09  |  5,149.04  | - 2,267.95  |  1,758.07  |  2,156.37  |
| Stationery |  1,029.13  |  1,144.68  |  1,033.72  |  73.42  |  |
| Office Equipment |  |  272.49  |  172.17  |  |  |
| Publications |  11,331.01  |  6,145.05  |  585.67  |  107.00  |  |
| Telecoms Expenditure |  188.03  |  208.00  |  12.70  |  52.00  |  |
| It Purchase |  15.26  |   |  77.37  |   |  3,337.67  |
| It Maintenance |   |   | -319.58  |   |  |
| It Licenses & Subscriptions |   |  |  904.60  |  |  |
| It Consumables |  103.76  |  229.78  |  1,171.81  |   |  |
| Advertising & Public Relations |  147,741.51  |  163,332.41  |  251,974.15  |  253,136.90  |  265,489.49  |
| Other Fees & Charges |  43,254.03  |  42,792.34  |  41,253.11  |  26,061.56  |  26,323.15  |
| Other Third Party Payments |  7,946.87  |  11,988.33  |  12,601.29  |  13,169.27  |  11,201.69  |
| Specific Grant Funding | - 2,806.17  | -10,289.29  |   |  |  |
| Sponsorships & Donations Rec. | -1,500.00  |  |  |  |  |
| Other Income |  |  |  |  | - 60.00  |
| **Total Corporate Communication** |  **2,724,645.45**  |  **3,197,814.20**  |  **3,525,926.61**  |  **3,650,670.50**  |  **4,109,667.05**  |
| ICT Costs (Hootsuite) |  |  |  | 75,667.77 | 75,667.77 |
| ICT Costs (Vuelio) |  |  |  |  | 25,000.00 |
|  \*Other DepartmentsAdvertising & Public Relations | 228,983.81 | 129,448.13 | 165,036.91 | 320,888.17 | 342,980.88 |
| **Grand Total** | **2,953,629.26** | **3,327,262.33** | **3,690,963.52** | **4,047,226.44** | **4,553,315.70** |

\* Includes Non-Staff Advertising, Recruitment and Promotional materials. Note some of these costs are funded by Transport Scotland in relation the Safety Camera Partnership

## 4) Number of staff employed in the PR and communications team (full time equivalent)

| Year end | Corporate Communications | Social Media | Marketing Campaigns & Social Media |
| --- | --- | --- | --- |
| 31-Mar-19 | 62 |   | 8 |
| 31-Mar-20 | 69 | 3 |   |
| 31-Mar-21 | 71 | 2 |   |
| 31-Mar-22 | 66 | 2 |   |
| 31-Mar-23 | 69 | 3 |   |

Please note that in 2019 Corporate Communications went through a re-alignment.

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 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 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.