



Freedom of Information Request FOI 19 37

PR and marketing

Query and response:

Dorset Fire and Rescue Service and Wiltshire Fire and Rescue Service combined to form Dorset & Wiltshire Fire and Rescue Service on 1 April 2016 so this response covers both Dorset and Wiltshire.

What was the service's public relations and marketing budget for each of the following financial years...

- 2014/15?
- 2015/16?
- 2016/17?
- 2017/18?
- 2018/19?

We are unable to provide budgets for “public relations and marketing”, because this does not directly correlate with our cost centres.

Before the combination of the two Services, Dorset Fire Authority published the amount spent on publicity in its statement of accounts. These figures included some staff costs and direct costs of advertising;

Financial year	Total expenditure
2014/15	£63,259
2015/16	£50,964

Wiltshire & Swindon Fire Authority employed a Corporate Communications Officer and spent the following amounts on advertising, marketing and publicity;

Financial year	Total expenditure
2014/15	£55,117
2015/16	£53,158

The information for Dorset & Wiltshire Fire and Rescue Service, since combination, is as follows;

Financial year	Media & communications	Corporate events	Advertising	Total expenditure
2016/17	£114,629	£13,895	£18,086	£146,610
2017/18	£136,620	£7,588	£21,092	£165,300
2018/19	£201,566	£7,916	£15,673	£225,156



Whilst we are confident that the information that we have recorded is correct, we must add the caveat that the expenditure for each year may not be directly comparable because there has been a lot of change in this area, both in staffing and other expenditure,

For each of the periods mentioned above can you also provide how much was spent on vehicle maintenance in each financial year?

The total expenditure on vehicle maintenance in each year was as follows;

Financial year	Total expenditure (all vehicles)
2014/15	£876,125
2015/16	£866,582
2016/17	£914,884
2017/18	£1,002,882
2018/19	£967,195

These amounts include inhouse mechanics pay costs and the direct costs of repairs and maintenance by outside contractors, plus MOT charges and tyre repair and replacement.

Additionally, how many staff are currently employed in marketing, public relations and communications based roles?

There are five staff members employed in this type of role (four full time and one part time).

Of those staff, how many earn above £50,000 per year? How many earn above £100,000 per year?

None of these staff earn in excess of £50,000.