



Home Office

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Dominic Grieve MP
House of Commons
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15 DEC 2008

PARLIAMENTARY QUESTION No 232816 ON Department branding and marketing, how much was spent by (a) her Department, (b) the UK Border Agency, (c) Identity and Passport Service and (d) the Criminal Records Bureau and their predecessors in each of the last five years.

You tabled the above Parliamentary Question and I undertook to write to you with a substantive answer.

The following table summarises spend of Home Office, UKBA, IPS and CRB over the last five years on branding and marketing.

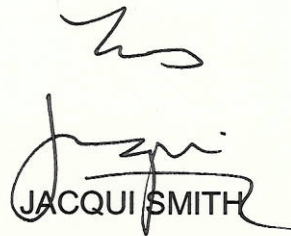
	Home Office		UKBA		IPS		CRB
	Branding	Marketing	Branding	Marketing	Branding	Marketing	B/M
2003/04	£80,200	£8,462,070	£0	£0	£0	£410,000	£0
2004/05	£123,054	£11,312,765	£0	£0	£0	£138,000	£0
2005/06	£67,613	£9,348,810	£0	£0	£0	£160,000	£0
2006/07	£66,720	£13,658,673	£0	£0	£37,825	£239,000	£0
2007/08	£2,540	£8,143,961	£95,969	£0	£17,304	£1,694,000	£0

The figures provided for branding include the research and development of new brands as well as logo design and application. They include brands developed for campaigns as well as organisational brands. The Home Office branding figures also include work undertaken on behalf of Executive agencies and NDPB's.

The figures provided for marketing include the research and development of campaigns, and media costs for press, radio, TV and poster advertising (exclusive of VAT and fees). In order to match resources to priorities we

focus on where we will get the most impact and value and where we will deliver the greatest return on investment.

I will arrange for a copy of this reply to be placed in the House Library.


JACQUI SMITH