



**HEDDLU
GOGLEDD CYMRU
NORTH WALES
POLICE**

Response Date:07/03/2024

2024/191 - Spend on social media

In response to your recent request for information regarding;

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

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

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.

Year	Staff *	Software	Paid Advertising
2019	0	£49,9999	£6,250.00
2020	0	£40,000.20	£1,850.00
2021	0	£60,300	£0
2022	0	£60,300	£2,733.73
2023	0	£60,300	£2,034.31

* In relation to staff, we do not have a dedicated individual employed solely for social media. We would not be able to break down the staff cost for work on social media as it includes officers, pcso's, comms team, on-call provision from Fire service and Press officers and comms operators.

Clarification received

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) – 0

- Staff costs (part of roll SM)

Year	Staff	Cost
2019	4	1 x scale 6 1 x so(1) 1 x so(1) (.92) 1 x PO(a)
2020	6	1 x po(b) 1 x po(a)

		1 x so(1) 1 x so(1) (.92) 1 x scale 6 1 x scale 5 (.69)
2021	6	1 x po(b) 1 x po(a) 1 x so(1) 1 x so(1) (.86) 1 x scale 6 1 x scale 5
2022	6	1 x po(b) 1 x po(a) 1 x so(1) 1 x so(1) (.86) 1 x scale 6 1 x scale 5
2023	7	1 x po(b) 1 x po(a) 2 x so(1)* 1 x so(1) (.86) 1 x scale 6 1 x scale 5

*1 of the roles for on-call support only

[2023-233-police-staff-pay-bands.pdf \(northwales.police.uk\)](https://northwales.police.uk/2023-233-police-staff-pay-bands.pdf)

- Software costs (please indicate what software you use)

The information relating to options for software providers is available via the national procurement framework documentation. The new procurement framework with potential new providers will be released later this year and potential companies have been invited to submit their bids for inclusion this month. Harm has been identified in releasing our annual cost and name of current provider to potential competitors ahead of the inclusion submission process, therefore a Public Interest Test has been carried out;

Section 17(1) of the Freedom of Information Act 2000 requires North Wales Police, when refusing to provide such information (because the information is exempt) to provide you the applicant with a notice which:

- (a) states that fact,
- (b) specifies the exemption in question and
- (c) states (if not otherwise apparent) why the exemption applies.

The exemption/s, as well as the factors considered when deciding where the public interest lies, are listed below:

Section 43 (2) Commercial Interests

This is a prejudice based exemption which means that the public authority must demonstrate that it is satisfied that to release the information would damage someone's commercial interests. It is also a qualified exemption which means that the public authority must consider the balance of the public interest in releasing the information against the public interest in withholding it.

Harm Test

Contracts are awarded following a procurement process in which tenders are invited from interested parties. As one means of ensuring fairness in the process, parties do not know the

details of any of the other parties' tenders. This includes the price at which services can be delivered and sometimes names of suppliers. To release the details of the prices offered in a tender of any party would be likely to harm that party's commercial interests.

This contract was awarded via a competitive tender and the contract is in re tender so the requested information was submitted by the winning supplier and if we release this we could affect the suppliers commercial and competitive position.

Public Interest Test

Factors Favouring Disclosure

There is a strong public interest in ensuring that public money is spent correctly and that North Wales Police, and therefore the tax payer, gets value for money when purchasing goods and services.

Release would also facilitate the accountability and transparency of North Wales Police for decisions taken by them in relation to contracts awarded so that they might be challenged.

Factors Favouring Non - Disclosure

Disclosure of pricing information would make it less likely that companies or individuals would provide the North Wales Police with commercially sensitive information in the future and consequently undermine the ability of the North Wales Police to fulfil one of its roles of running fair tender competitions.

Companies compete by offering something different from their rivals and any difference will often be reflected in price. This may also relate to the quality or specification of the product/service they offer. Information identifying the unique price offered by North Wales Police's current service provider for higher education is commercially sensitive and may also inadvertently reveal information about their profit margins.

North Wales Police's commercial interests would be prejudiced if it released details of customers' tenders as disclosure of these would be likely to damage North Wales Police's business reputation and possibly the confidence that future customers and suppliers would have in it.

Balancing Test

There are factors which in general terms favour release of this information, however, the factors favouring non-disclosure are more specifically relevant. Releasing unit costs and/or information which would allow this to be calculated would not be in the public interest as it would be likely to harm the process of future tenders. Prospective customers, who will include current service providers, expect to enter a tender on a level playing field and North Wales Police have a responsibility to ensure there is fair competition for public sector contracts. No release of information should be made under the Freedom of Information Act that will give one person a commercial advantage over another. The exemption under Section 43 (2) of the Act caters for this situation. My decision, therefore, is not to release this information at this time.

Therefore, in accordance with the Freedom of Information Act 2000, this letter acts as a Refusal Notice under section 17 (1) of the legislation.

- Advertising costs

Please see above

- Then any other relevant category breakdowns you can provide - Not applicable

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.

We have provided the comms team details. The comms team are the team that creates the majority of content on our social platforms. Local officers across departments and LPS create some local level content. The Communication Centre are primarily responding to incoming messages via social media as they would 101, email or live chat.

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

Nil. We do not have a dedicated individual employed solely for social media.

Clarification received**1) the number of people who work full time on social media (full time equivalent)**

Nil, we do not have a full-time employee dedicated to social media.

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).

There are, on average, 75 individuals at any one time with access to publish content to our social media platforms across a variety of roles, shifts and departments within North Wales Police.

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

Year	Software	Paid Advertising
2019	£49,9999	£6,250.00
2020	£40,000.20	£1,850.00
2021	£60,300	£0
2022	£60,300	£2,733.73
2023	£60,300	£2,034.31

Year	Staff	Cost
2019	4	1 x scale 6 1 x so(1) 1 x so(1) (.92) 1 x PO(a)
2020	6	1 x po(b) 1 x po(a) 1 x so(1) 1 x so(1) (.92) 1 x scale 6 1 x scale 5 (.69)
2021	6	1 x po(b) 1 x po(a) 1 x so(1) 1 x so(1) (.86) 1 x scale 6 1 x scale 5
2022	6	1 x po(b) 1 x po(a) 1 x so(1) 1 x so(1) (.86) 1 x scale 6 1 x scale 5
2023	7	1 x po(b) 1 x po(a) 2 x so(1) 1 x so(1) (.86) 1 x scale 6

		1 x scale 5
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4) Number of staff employed in the PR and communications team (full time equivalent)

Year	Staff	Cost
2019	7	1 x scale 5 1 x scale 6 2 x so(1) 1 x so(1) (.92) 1 x PO(a) 1 x PO(g)
2020	8	1 x po(b) 1 x po(a) 2 x so(1) 1 x so(1) (.92) 1 x scale 6 1 x scale 5 (.69) 1 x PO(g)
2021	8	1 x po(b) 1 x po(a) 2 x so(1) 1 x so(1) (.86) 1 x scale 6 1 x scale 5 1 x PO(g)
2022	8	1 x po(b) 1 x po(a) 2 x so(1) 1 x so(1) (.86) 1 x scale 6 1 x scale 5 1 x PO(g)
2023	9	1 x po(b) 1 x po(a) 3 x so(1) 1 x so(1) (.86) 1 x scale 6 1 x scale 5 1 x PO(g)

THIS INFORMATION HAS BEEN PROVIDED IN RESPONSE TO A REQUEST
UNDER THE FREEDOM OF INFORMATION ACT 2000, AND IS CORRECT AS AT 06/03/2024