

**Information Governance Unit
Information Management Branch**

07th September 2010

Dear XXXX,

FREEDOM OF INFORMATION REQUEST REFERENCE NO: XXXX

I write in connection with your request for information dated 13th August 2010, I note you seek access to the following information:-

Please can I now ask that, under the Freedom of Information Act, you provide me with details of any additional costs incurred as part of the billboard campaigns you have provided information about.

Question 1, specifically, can you tell me how much it cost to design and create the posters?

Question 2, was this done through an external graphic design company or internally?

Question 3, were there any other costs involved? If so, what were they?

Result Of Searches

Following receipt of your request searches were conducted within Greater Manchester Police to locate information relevant to your request. I can confirm that the information you have requested is held by Greater Manchester Police and is as follows;

Question 1, £950.00

Question 2, Yes

Question 3, yes, there were other costs of £1,500 for ageing of the defendants, which was a key component of the campaign to reach the target audience and visually show what a life sentence actually means.

Complaint Rights

Your attention is drawn to the attached sheet, which details your right of complaint.

Should you have any further queries concerning this matter, please write or contact me on telephone number 0161-856-2529 quoting the reference number above.

Yours sincerely

Information Access Officer

COMPLAINT RIGHTS

Are you unhappy with how your request has been handled or do you think the decision is incorrect?

You have the right to require Greater Manchester Police to review their decision.

Prior to lodging a formal complaint you are welcome and encouraged to discuss the decision with the case officer that dealt with your request.

Ask to have the decision looked at again –

The quickest and easiest way to have the decision looked at again is to telephone the case officer that is nominated at the end of your decision letter.

That person will be able to discuss the decision, explain any issues and assist with any problems.

Complaint

If you are dissatisfied with the handling procedures or the decision of Greater Manchester Police made under the Freedom of Information Act 2000 regarding access to information, you can lodge a complaint with Greater Manchester Police to have the decision reviewed.

Complaints should be made in writing and addressed to:

Freedom of Information Officer
Greater Manchester Police
Police Headquarters
Chester House
Boyer Street
Manchester
M16 0RE

The Information Commissioner

After lodging a complaint with Greater Manchester Police if you are still dissatisfied with the decision you can make an application to the Information Commissioner for a decision on whether the request for information has been dealt with in accordance with the requirements of the Act.

For information on how to make an application to the Information Commissioner please visit their website at www.informationcommissioner.gov.uk. Alternatively, phone or write to:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Phone: 01625 545 700