

**Information Governance Unit
Information Management Branch**

19th May 2010

Dear XXXX

FREEDOM OF INFORMATION REQUEST REFERENCE NO: XXXX

I write in connection with your request for information dated 20/04/2010, which was received by Greater Manchester Police on 21/04/2010. I note you seek access to the following information:

Under the Freedom of Information Act, could you please tell me whether your organisation has introduced a new motto, mission statement or equivalent, within the last five years.

If so, could you please tell me what it is and if it is in different forms, or different lengths, please provide all of them.

If it replaced an existing motto/mission statement, could you please say what the previous motto was, and why it was replaced?

Please state also, how and why the new motto/mission statement was selected.

Could you also please provide a cost estimate of changing the motto/mission statement, in terms of:

- a.) any fee paid to consultancies involved in selecting it**
- b.) the cost of replacing any signs/stationary etc.**

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, (GMP).

Responses

GMP made changes to the corporate identity, which took effect from 1st September 2009. The changes involved removing the words 'fighting crime, protecting people', from the existing logo, for newly produced, externally circulated material. This was designed to simplify the process. For internal purposes the Force uses the following

Vision

To be the most effective operational police force in the UK, delivering services from the neighbourhood to the national.

Mission Statement

Putting people first in everything we do

Working with and for the people of Greater Manchester to make communities safe and feel safer

Being proud of delivering excellent service

The above changes were agreed by the Force Leadership Team.

The costs were negligible, no consultancies were involved in the process. Electronic documents have been changed, but printed material featuring the new corporate identity is only produced as stocks of previous stationary run out. Savings were made in printing costs by cutting back on multiplicity of unit branding/logos. Also, an estimated £17k pa has been saved in IT server space by restricting use of automated signature graphics.

Complaint Rights

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

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

Yours sincerely

Information Access Officer