

## **CSR 2015 – MARKETING AND MEDIA REVIEW**

### **PURPOSE OF THE REPORT**

1. The purpose of this report is to provide Members with an update in relation to the CSR 2015 review into the Marketing and Media function. This update will help to contextualise previous media reports which suggested that Humberside Police had intended to embark upon a £3m spend on marketing products.

### **BACKGROUND**

2. In October 2010, a detailed review of the Marketing and Media function commenced as part of the CSR 2015 savings plan. The purpose of the Marketing and Media function is to protect the reputation of the Force, build public confidence, provide public information and supply professional advice on media handling during major incidents and operations.
3. At the commencement of the review, the permanent staffing budget for the function was £402,000. The function also had a protected budget for the provision of marketing products set at £180,000. This cost had been built into the medium term financial plan for the next three years.
4. Upon completion of the review, there were 10 proposals for consideration. Within those proposals an alternate staffing structure was commended. There were a range of staff reductions and an opportunity to reduce the amount of managerial capacity within the function. Greater emphasis was also placed on the development of in-house graphic design and the use of e-communications and social networking.
5. The review entered the May cycle of Integrated Business Management process. At the requisite stage, the Chief Constable approved a range of recommendations that are intended to provide a leaner and more efficient service that is commensurate with the future needs of the organisation.
6. Included within those decisions was the agreement to reduce the marketing budget to £100,000 per year. The current cost of the function including the protected marketing budget is £582,000. The total savings from the function will be a minimum of £178,000. The precise figure will be finalised at the conclusion of the re-evaluation of the management costs of the function. This represents a minimum reduction of 31% on the current expenditure.

7. Members may recall the recent speculation within the local media which made reference to the potential spend of £3m in marketing and media products. This was an inaccurate statement in relation to the ongoing procurement process.
8. Humberside Police, on behalf of the Yorkshire and Humber region, had used data obtained during 2009/2010 from Spikes Cavell. This information allowed the region to use data effectively to create the potential of procurement related savings within the area of marketing and media. The data obtained from the Yorkshire and Humber region suggested that the combined spend in 2009/2010, when extended over a 4 period, may add up to a sum in the region of £3m. In order to deliver cash savings and value for money Humberside led on behalf of the region in going to European tender to identify potential suppliers.
9. The European tender process placed the regional requirements within the public domain and it would appear that potential total figure for the four forces, spread over a 4 year framework, was taken out of context.
10. The procurement process is still ongoing and bids have yet to be fully considered. The process will ensure that any marketing products obtained through this framework will deliver good value for money. This will remain complementary to the significant reduction in the Marketing and Media protected budget.
11. Members can be reassured that the service provision within the function has been realigned to ensure that this business support service remains fit for purpose in the future. It will continue to create marketing product which is focused on the needs of our local communities.

### **OPTIONS, RISKS AND OPPORTUNITIES**

12. This report is for information only and therefore there are no options, risks and opportunities to be considered.

### **POLICING PLAN AND PERFORMANCE**

13. The purpose of the function, as outlined earlier in the report, seeks to maintain the Force reputation and build confidence in our service delivery as outlined in the Police Authority Policing Plan.

### **IMPACTS ON OR LINKS TO COLLABORATION**

14. It should be noted that one recommendation approved within this review is to seek out the potential for further collaboration opportunities with our colleagues in the Yorkshire and Humber region. The procurement framework identified in this report also demonstrates evidence of good collaboration providing best value for money.

## **FINANCIAL IMPLICATIONS**

15. There are no other financial implications apart from the identified savings, which will be incorporated into the CSR 2015 plan.

## **LEGAL IMPLICATIONS**

16. There are no legal implications associated with this report.

## **EQUALITY AND DIVERSITY AND HUMAN RIGHTS**

17. The CSR 2015 plan has been subject to an Equality and Diversity Impact Assessment.

## **RECOMMENDATIONS**

18. It is recommended that Members note the content of the report;

**TIM S HOLLIS**  
**Chief Constable**

Contact Officer: Mr Ian Furlong

Telephone: 578248 (6248)

Background documents: None