



Information Policy & Compliance  
[bbc.co.uk/foi](http://bbc.co.uk/foi)

11<sup>th</sup> April 2008

Tom Steinberg [request-xxxxxxxxxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx.xxx]

Dear Tom,

**FOI request about Action Network - RFI20080273**

Thank you for your request under the Freedom of Information Act ('the Act') dated 17<sup>th</sup> March 2008 seeking information about the Action Network site. The reference number for your request is **RFI20080273**.

You have requested the following information:

***Now that the BBC is closing Action Network, could you please tell me how much the project cost: 1. In total. 2. Per year?***

Please see attached spreadsheet with the information you requested.

We are including some further background by way of explanation of these figures. You will see from the spreadsheet that the BBC's Action Network website (originally known as BBC iCan) was started in 2003 and expanded in 2004 as more content and a dedicated team was built up to support it. However, with the growth of blogs and social networking sites over the last few years, and following an internal review, the BBC concluded that the Action Network website is no longer needed in its current form.

As you are aware, the BBC will therefore formally close the Action Network website at the end of this month. We are not, however, abandoning our commitment to an engaged citizenship; we are using lessons learnt from Action Network and are now working on a digital democracy project that will aim to give the audience more access to our democratic institutions, with additional aggregated information about issues, organisations and representatives.



For further information on the closure of the website please see  
[www.bbc.co.uk/dna/actionnetwork/A3349172](http://www.bbc.co.uk/dna/actionnetwork/A3349172)

We trust you find this information helpful.

### *Appeal Rights*

If you are not satisfied with our response you have the right to an internal review by a BBC senior manager. Please contact us at the address above, explaining what you would like us to review and including your reference number. If you are not satisfied with the internal review, you can appeal to the Information Commissioner. The contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, telephone 01625 545 700 or see [www.informationcommissioner.gov.uk](http://www.informationcommissioner.gov.uk)

Yours sincerely,

T Samarasinghe  
Legal and Business Affairs Manager  
BBC Future Media and Technology

<b>Period</b>	<b>Project</b>	<b>Title</b>	<b>YTD Actuals</b>
Mar-03	PAA-9740	ICAN	209,776
Mar-04	PAC-5683	ICAN	600,003
Mar-04	PAC-7649	ICAN	10,097
Mar-04	PAD-2614	ICAN	(1,101)
Mar-05	PAD-2614	ICAN	2,209
Mar-05	AAA-3789	ICAN	500,004
Mar-06	PAD-2614	ICAN	(734)

**1,320,253**