

9 March 2015

Your Ref:

Our Ref: IM-FOI-2015-0267



Sir Stephen House QPM
Chief Constable

FOI Central Processing Unit
Clyde Gateway
2 French Street
Dalmarnock
G40 4EH

foi@scotland.pnn.police.uk

Dear

FREEDOM OF INFORMATION (SCOTLAND) ACT 2002

SUBJECT: Marketing Department

I refer to your email dated 4 February 2015, which you clarified on 15 February 2015 and which has been handled in accordance with the Freedom of Information (Scotland) Act 2002 (FOISA).

Can you send me the annual report and any strategy document relating to work of your marketing department?

Clarification

I suppose I'm looking for the aims and objectives of the marketing department. Is there a strategic plan set down every year with aims for the department? How does the department decide what campaigns to run?

The aim of the marketing team within Police Scotland is to support operational policing activity and assist in the delivery of our focus Keeping People Safe.

The team run yearly campaigns which support the strategic priorities of Police Scotland and the annual policing plan. All themes for campaigns are agreed in

consultation with the Executive Team and in line with the key objectives of Police Scotland.

The marketing plan is currently running from 2014-2016 and is as follows:

Marketing Campaigns 2014-2016

| Campaign |
|--------------------------------------------------------------------------------------------------------------|
| Alcohol related crime |
| ASB- Youth disorder |
| Domestic Abuse |
| Bogus Callers/Doorstep Crime |
| Hate Crime |
| SOC |
| Drugs |
| CT (Prevent) |
| Rape |
| Protecting vulnerable people Young People - Child protection - Child Abuse - Sexual exploitation |
| Cyber Crime |
| Road Safety and Road Crime |
| Local Policing* |
| Personal Safety - Students - Festive |
| Housebreaking |
| Wildlife Crime |

I trust that the information available is of assistance and should you require any further assistance concerning this matter please contact me on 01786 895862 quoting the reference number given.

If you are not satisfied with the way in which your request has been dealt with, you are entitled in the first instance and within 40 working days of receiving this letter to request a review of the decision made by the Service. Should you wish to do so, contact details are; Police Scotland, FOI Central Processing Unit, Clyde Gateway, 2 French Street, Dalmarnock. G40 4EH (Or email foi@scotland.pnn.police.uk)

Once informed of the Review decision, if you are still not satisfied, then you are entitled to apply to the Scottish Information Commissioner within six months for a decision. Contact details are; 'Office of the Scottish Information Commissioner, Kinburn Castle, Doubledykes Road, St Andrews, Fife, KY16 9DS', telephone 01334 464610. Should you wish to appeal against the Scottish Information Commissioner's decision, there is an appeal to the Court of Session on a point of law only.

Yours sincerely

Lorna Grieve
Information Management
Freedom of Information