



**Scotland's Commissioner for  
Children and Young People**

85 Holyrood Road,  
Edinburgh, EH8 8AU

Tel: 0131 558 3733

Young Persons Freephone: 0800 019 1179

Fax: 0131 556 3378

Email: [enquiries@sccyp.org.uk](mailto:enquiries@sccyp.org.uk)

[www.sccyp.org.uk](http://www.sccyp.org.uk)

16<sup>th</sup> June, 2010

Dear C Knox,

Thank you for your information request dated 25<sup>th</sup> May 2010.

**"I would be grateful if you would supply me with the following information;**

**Total expenditure on publicity materials (absolute amount and as a percentage of the total budget for your office) for the financial year 2009/10 and as allocated for 2010/11.**

For the financial year 2009/10 total expenditure on publicity materials (excluding VAT and delivery charges) was £26,964. This represents 2% of our total budget for the year of £1,350,161.

For the financial year 2010/11 SCCYP has allocated £162,010 of its total budget of £1,350,139 to Participation, Publicity and Promotion. Of this amount £6,750 has been allocated for "Promotional Items" and £98,000 has been allocated to our National Consultation with children and young people entitled "A Right Blether". It is anticipated that the majority of our spending on publicity materials for 2010/11 will be from the budget allocated to the National Consultation.

**A list of individual publicity materials costing £1000 or more, with the unit price paid, for the year 2009/10 and for the year 2010/11 to date.**

The tables at the end of this response list all purchases of publicity materials costing £1000 or more for the financial year 2009/10 and 2010/11 to date.

**For the items with the greatest unit cost in 2009/10 and in the year 2010/11 to date, please provide a full description as per the requisition form.**

In the tables at the end of this response I have highlighted in blue the items with the greatest unit cost for both financial years.

I would be grateful if you would please note that under section 4 of the *Commissioner for Children and Young People (Scotland) Act 2003* (asp17) the general function of the Commissioner is to promote and safeguard the rights of children and young people and in exercising that function promote awareness and understanding of the rights of children and young people. Branded publicity materials are part of the work of the Commissioner's office to meet this duty. Under section 6 of the Act the Commissioner must take reasonable steps to consult children and young people on the work to be undertaken. The Commissioner has already embarked on this national

consultation/conversation with children and young people throughout Scotland which he has called "A Right Blether". As you can see from my earlier response the majority of the publicity materials budget for 2010/11 will be to promote "A Right Blether" to children and young people throughout Scotland as a means of seeking their opinions and experiences on what's important for them.

I hope this information is helpful, however, if you are not satisfied with this response, you are entitled in the first instance to request a review of the decision made by Scotland's Commissioner for Children and Young People. Should you wish to request such a review, please write to Scotland's Commissioner for Children and Young People at the above address within 40 working days of receiving this response. When making a request for review can you please give your name, an address for correspondence (this can be an email address), and details of your original request and say why you want a review. Once informed of the Children's Commissioner's decision, if you are still not satisfied, then you are entitled to apply to the Scottish Information Commissioner for an appeal. Contact details are:

Scottish Information Commissioner  
Kinburn Castle  
Doubledykes Road  
St Andrews, Fife  
KY16 9DS  
Telephone: 01334 464610,  
Email: [enquiries@itspublicknowledge.info](mailto:enquiries@itspublicknowledge.info)

Further information about requesting a review or making an appeal can be found on the website of the Scottish Information Commissioner  
<http://www.itspublicknowledge.info/YourRights/HowToAppeal/>

Should you require any further assistance concerning this matter please contact me on 0131 558 3733.

Regards  
Gillian Munro  
Information Officer

**Publicity Materials costing £1000 or more (Excludes VAT & Delivery)**

**2009 – 2010**

<b>Description</b>	<b>Cost</b>
Design & development of 'A Right Blether' visuals inclusive of: Drafting of core messaging Development of text treatment/outlines Art Direction Provision of Artwork Typesetting	£4420
Development of "A Right Blether" website.	£3250
Stress/Foam Balls with SCCYP Logo x 2500	£1,425
Pop-up banner supplied with branded wheeled case/podium and lights.	£2000
"A Right Blether" Enamel Badges x 5000	£1533
Design, artwork for window graphics for "A Right Blether"	£2165
Bags branded with "SCCYP" logo x 10,000	£3396
Badges "A Right Blether" x 40,000	£3005

**Publicity Materials costing £1000 or more (Excludes VAT & Delivery)**

**2010 - 2011**

<b>Description</b>	<b>Cost</b>
A6 Note Pads with "A Right Blether" logo x 5000	£1200
A4 Sheets of "A Right Blether" stickers x 5000	£1295
Development of "A Right Blether" website to promote the national consultation to children and young people and the people and organisations who work with and for them. Please note that this was payment for phase 2 of the website development. Phase 1 occurred in the previous financial year.	£4550
Design & Production of "A Right Blether" Posters	£1862