



FREEDOM OF INFORMATION REQUEST



Request Number: F-2020-01327

Keyword: Organisational Information/Governance

Subject: PSNI Support of External Advertising Company

Request and Answer:

Your request for information has now been considered. Under section 1 (1) of the Freedom of Information Act 2000 (FOIA) PSNI is under a twin duty when it receives a request, firstly to confirm if it holds recorded information in regard to your request and if so to provide it to you unless an exemption at Part 2 of the FOIA applies. In respect of Section 1(1)(a) of the Act we can confirm that the Police Service of Northern Ireland does hold information to which your requests relate.

You made the following requests to us:

"After the latest news that ASG & Partners (owned by Colin Anderson) have hired, and continue to hire a violent sexual offender who is also his son, Jeffrey Anderson, to work on advertising campaigns,

I would like to request the following information:

Request 1

In the last 5 financial years how much has your organisation paid to ASG & Partners for services.

Answer

The ScamwiseNI Partnership is one of the largest crime prevention partnerships in Northern Ireland, with over 40 members. The Police Service of Northern Ireland is just one of the partners involved and the information we hold which you have requested relates to information held about that partnership. The objective of the partnership is to raise awareness and to educate the public on the various types of scams and to ensure they are scam aware. To do this, the Partnership appointed an advertising agency through the appropriate procurement channels. The successful company was ASG & Partners.

The ScamwiseNI advertising budget has been received through ARCS/ARIS funding. ARIS is the Asset Recovery Incentivisation Scheme which is the distribution by the Home Office of money obtained through the Proceeds of Crime Act (POCA). The aim of ARIS is to improve the POCA regime and/or Increasing Effectiveness in Crime fighting/Crime Reduction.

ARCS is Assets Recovery Community Scheme fund, part of which is used to support projects that prevent crime or the fear of crime and is distributed by DoJ.

The Police Service of Northern Ireland administer the monies on behalf of the ScamwiseNI Partnership.

Breakdown of ScamwiseNI Spend is as follows:

| | | |
|------------|------------|------------|
| Year 17/18 | ScamwiseNI | £81,661.42 |
| Year 18/19 | ScamwiseNI | £52,596.28 |
| Year 19/20 | ScamwiseNI | £47,973.26 |

ScamwiseNI total spend - £182,230.96

In addition to above, The Police Service of Northern Ireland appointed ASG & Partners through a separate procurement process to purchase/buy advertising space to promote the Christmas Domestic Abuse campaign in November 2017.

Year 17/18 PSNI £28,043.79

Police Service of Northern Ireland Total spend - £28,034.79

Request 2

In light of the news articles below, will your organisation be reviewing your relationship with ASG & Partners?

Answer

It is the ScamwiseNI Partnership that have a contract with ASG & Partners and this will cease on 04 February 2021.

Request 3

Is your organisation currently working with ASG on current/future advertising campaigns?

Answer

As above, it is the ScamwiseNI Partnership that have a contract with ASG & Partners and this will cease on the 04 February 2021.

Request 4

Was your organisation aware of the fact that they hire violent convicted sexual offenders?

<https://www.bbc.com/news/uk-northern-ireland-53281250>

<https://gemmamcsherry.com/2020/07/05/northern-irelands-epstein-power-privilege-and-the-pr-guru-determined-to-protect-his-pervert-son/>

Answer

PSNI does not hold any information in regard to your request. However we received the following attached statement on the 7th July from the Chief Executive of ASG & Partners. The communication was entitled "ASG & Partners, statement in relation to media reporting regarding Jeffrey Anderson". It stated:

"I am writing in relation to recent media reports in connection with Jeffrey Anderson. A number of the reports stated that he "is employed writing jingles for his father's advertising agency".

On behalf of the Board, I wish to clarify that Jeffrey Anderson has never been an employee of ASG & Partners, nor has he ever provided services of any kind to ASG & Partners.

If you have any concerns or questions relating to this, please do not hesitate to

contact me directly.

*Yours sincerely
Valerie Ludlow
Chief Executive"*

ASG & Partners

Request 5

Why did your organisation show support for a convicted violent sex offender on your facebook account?

<https://archive.vn/qScML>

<https://www.facebook.com/373579835964/posts/10150936573980965>

Answer

The post you refer from July 2012 has been removed and PSNI do not hold any information relevant to your request.

If you have any queries regarding your request or the decision please do not hesitate to contact me on 028 9070 0164. When contacting the Corporate Information Branch, please quote the reference number listed at the beginning of this letter.

If you are dissatisfied in any way with the handling of your request, you have the right to request a review. You should do this as soon as possible or in any case within two months of the date of issue of this letter. In the event that you require a review to be undertaken, you can do so by writing to the Head of Corporate Information Branch, PSNI Headquarters, 65 Knock Road, Belfast, BT5 6LE or by emailing foi@psni.pnn.police.uk.

If following an internal review, carried out by an independent decision maker, you were to remain dissatisfied in any way with the handling of the request you may make a complaint, under Section 50 of the Freedom of Information Act, to the Information Commissioner's Office and ask that they investigate whether the PSNI has complied with the terms of the Freedom of Information Act. You can write to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. In most circumstances the Information Commissioner will not investigate a complaint unless an internal review procedure has been carried out, however the Commissioner has the option to investigate the matter at his discretion.

Please be advised that PSNI replies under Freedom of Information may be released into the public domain via our website @ www.psni.police.uk

Personal details in respect of your request have, where applicable, been removed to protect confidentiality.