



Department for Transport

Ray George
GROUP COMMUNICATIONS
DEPARTMENT FOR TRANSPORT
33 HORSEFERRY ROAD
LONDON
SW1P 4DR
DIVISIONAL ENQUIRIES: 020 7944 3000
ray.george@dft.gov.uk

By email to:
request-606705-207c3883@whatdotheyknow.com

Web Site: www.dft.gov.uk

Our Ref: F0017839

18th October 2019

Dear Mr Tranter,

I am writing regarding your request for information, received on 23 September 2019. In that request, you asked us for:

“total marketing spend over the last five years (or for as long as you have records for) for any PR and wider marketing activity relating to ALL of the Department for Transport's brief”

And clarified this to include:

“any grants given to third party organisations to promote DfT or its objectives on your behalf”

“external and internal costs, such as external agency support, internal staffing costs, printing, activations/events, advertising, etc”

The Department for Transport consists of a central Department (DfTc) and four executive agencies as follows:

- Driver and Vehicle Licensing Agency (DVLA)
- Driver and Vehicle Standards Agency (DVSA)
- Maritime and Coastguard Agency (MCA)
- Vehicle Certification Agency (VCA)

We have estimated that the cost of complying with your request would exceed £600. Section 12 of the Act (the full text of which is attached) does not oblige the Department to comply with requests that exceed this limit, and we are therefore refusing your request.

We are unable to answer your request within the cost limit because we do not keep a central record of the information you request. We would need to contact multiple teams

across the Department in order to determine, locate, retrieve and extract the information that you seek. The level of detail readily accessible varies depending on the nature and scale of communications activities and the attributes captured within local business records.

If you send us a new, more specific request, we will consider if that can be dealt with within the limit. This may include significantly reducing the number of years, the range of expenditure items covered and reducing your request to a central communications unit or specific campaign for example.

You may like to be aware that the Department is fully committed to the Government's transparency agenda and publishes details of expenditure over £25,000 by month. In case you find this information useful I enclose the relevant link below:

<https://www.gov.uk/government/collections/dft-departmental-spending-over-25000>

If you are unhappy with the way the Department has handled your request or with the decisions made in relation to your request you may complain within two calendar months of the date of this letter by writing to the Department's FOI Advice Team at:

Zone D/04
Ashdown House
Sedlescombe Road North
Hastings
East Sussex TN37 7GA
E-mail: FOI-Advice-Team-DFT@dft.gov.uk

Please send or copy any follow-up correspondence relating to this request to the FOI Advice Team to help ensure that it receives prompt attention. Please also remember to quote the reference number above in any future communications.

Please see attached details of DfT's complaints procedure and your right to complain to the Information Commissioner.

Yours sincerely,

Ray George

Section 12 exemption:

Exemption where cost of compliance exceeds appropriate limit

(1) Section 1(1) does not oblige a public authority to comply with a request for information if the authority estimates that the cost of complying with the request would exceed the appropriate limit.

(2) Subsection (1) does not exempt the public authority from its obligation to comply with paragraph (a) of section 1(1) unless the estimated cost of complying with that paragraph alone would exceed the appropriate limit.

(3) In subsections (1) and (2) “the appropriate limit” means such amount as may be prescribed, and different amounts may be prescribed in relation to different cases.

(4) The Secretary of State may by regulations provide that, in such circumstances as may be prescribed, where two or more requests for information are made to a public authority—

(a) by one person, or

(b) by different persons who appear to the public authority to be acting in concert or in pursuance of a campaign,

the estimated cost of complying with any of the requests is to be taken to be the estimated total cost of complying with all of them.

(5) The Secretary of State may by regulations make provision for the purposes of this section as to the costs to be estimated and as to the manner in which they are to be estimated.

Your right to complain to DfT and the Information Commissioner

You have the right to complain within two calendar months of the date of this letter about the way in which your request for information was handled and/or about the decision not to disclose all or part of the information requested. In addition a complaint can be made that DfT has not complied with its FOI publication scheme.

Your complaint will be acknowledged and you will be advised of a target date by which to expect a response. Initially your complaint will be re-considered by the official who dealt with your request for information. If, after careful consideration, that official decides that his/her decision was correct, your complaint will automatically be referred to a senior independent official who will conduct a further review. You will be advised of the outcome of your complaint and if a decision is taken to disclose information originally withheld this will be done as soon as possible.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF