



Information Policy & Compliance
bbc.co.uk/foi

Peter Jones

Via email: request-100473-47f398d7@whatdotheyknow.com

10th February 2012

Dear Mr Jones,

Request for Information – RF120120058

Thank you for your request of 15th January 2012 under the Freedom of Information Act 2000 ('the Act') seeking the following information:

'I believe that TV Licensing publishes a newsletter called "In Brief" three times a year. The newsletter is distributed to TV Licensing stakeholders.

Please provide me with the following:

- 1. Complete and unredacted electronic copies (PDF format) of every "In Brief" issue from 2008 to date.*
- 2. A distribution list showing who routinely receives "In Brief".*
- 3. Any documents or guidelines governing the editorial content of "In Brief".*
- 4. The annual cost of publishing "In Brief" from 2008 to date.'*

Please note that "TV Licensing" is a trade mark used by companies contracted by the BBC to administer the collection of television licence fees and enforcement of the television licensing system. The majority of the administration of TV Licensing is contracted to Capita Business Services Ltd (which undertakes the majority of the administration of the TV Licensing system), with the administration of our cash related payment schemes contracted to iQor UK Limited. PayPoint Network Ltd and PayPoint Collections Ltd are contracted to provide over-the-counter services. Marketing and printing services are contracted to Proximity London Ltd as are public relations and advertising services. The latter are subcontracted by Proximity to Fishburn Hedges Boys Williams Ltd, Abbott Mead Vickers BBDO Ltd and PHD Media Ltd. The BBC is a public authority in respect of its television licensing functions and retains overall responsibility.

Question 1

Please find attached in pdf form all 10 editions of 'In Brief' published from 2008 to date. I have listed the editions as follows:

- Disclosure Document 1 - July 2008
- Disclosure Document 2 - Autumn 2008
- Disclosure Document 3 - Spring 2009
- Disclosure Document 4 - Autumn 2009
- Disclosure Document 5 - Winter 2009
- Disclosure Document 6 - Spring 2010
- Disclosure Document 7 - Summer 2010
- Disclosure Document 8 - Autumn 2010
- Disclosure Document 9 - Spring 2011
- Disclosure Document 10 - Autumn 2011

Question 2

Please find attached a spreadsheet (Disclosure Document 11) showing which organisations and, where they are known to us, the positions of those who routinely receive the In Brief newsletter.

Question 3

Please find attached (Disclosure Document 12) the document we hold relevant to this part of your request. We also hold the following summary which was produced recently to explain what In Brief covers:

The Fishburn Hedges team develops the copy and design, and distributes 'In Brief' three times a year. The pamphlet is designed for a SI (and occasionally also a courts) audience. Typically articles will include an SI re-write of a recent TV Licensing news release, an article, or an interview with one of the SI organisations that we work with, explaining the work that we do and the materials that we provide, and a regular 'Ask TV Licensing' feature which includes answers to questions submitted by the organisations we work with, and contact details for the TV Licensing team.

Question 4

The annual costs of publishing In Brief are as follows:

FY 2008/2009 - £20,904.69

FY 2009/2010 - £20,443.36

FY 2010/2011 - £26,706.43

FY 2011/2012 - April 2011 to December 2011 only (latest available figures) - £9,038.36.

The above include costs for design, layout, typography, printing, distribution and translation (into Welsh) of In Brief and inserts into Magistrates Magazine.

However these costs do not include costs of resource for producing the copy for these publications which is carried out by Fishburn Hedges staff as part of their agreement with the BBC. As this work is not separately costed I can confirm under Section 1(1) of the Act that we do not hold information about the staff costs for producing the copy for In Brief.

I would also like to add that from January 2011 we have moved to producing an electronic-only version of the In Brief newsletter which we anticipate will save the BBC approximately £10K per annum.

I trust this satisfies your request.

Appeal Rights

If you are not satisfied that the BBC has complied with the Act in responding to your request you have the right to an internal review by a BBC senior manager or legal adviser. Please contact us at the address above, explaining what you would like us to review under the Act 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 <http://www.ico.gov.uk/>

Kind regards

Louise Wright
Senior Policy Advisor, Licence Fee Unit

