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|  | **Jim Katouzian****Governance Manager** |
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|  |  06 February 2024 |

I write in response to your Freedom of Information Act (FOIA) request submitted on
10.01.24

The Office of the Police and Crime Commissioner (OPCC) for Thames Valley has now considered this request, which for clarity, has been repeated below:

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| **Request**Hello,I would like to formally request the following information:* How much has been spent on the "Do The Right Thing" initiative since it was launched?

* Please could this expenditure be broken down into a few categories if possible (such as marketing, advertising, graphic design, video production)
* How much was spent designing the new logo for the Police and Crime Commissioner?
* How much did Victims First cost to run for each of the the last five years, and how much is it projected to cost in the current year?
* How many people have been referred to Victims First over each of the past five years?
* How many people have used the Victims First service in each of the past five years.
* How many people work for the Office of the Police and Crime Commissioner?
* What is the mean, median and mode salary for employees of the PCC?
* How much did it cost to design the new website for the PCC, or the wider rebranding that took place relatively recently?
 | **Response**Costs associated to the ‘Do The Right Thing campaign’ were £960, which related to graphic designPlease see above£0 (designed in-house)  cid:image008.png@01DA55B6.254293E044,6282019 – 2020 = 6,864 2020 – 2021 = 6,5782021 – 2022 = 8,2332022 – 2023 = 10,6752023 – 2024 = 12,27841 (including Victims First).Mean - £44,568 Median - £40,864 Mode - calculated in bands due to individual salaries £30,000 - £39,000Cost to build and design the PCC website in 2022 was £18,000 |