

20 February 2024

Our ref: FOI 0424

**Freedom of Information Request (continuation):**

* Advertising and PR spend has been defined as costs relating to advertising (of any kind), the design and print of any materials for distribution, and merchandise.  Please note crime prevention materials have not been included in the merchandise costs.
* The budget figures are for all communications and engagement activity, not just advertising and PR.

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|  | Crime Prevention Fund comms and engagement budget | Crime Prevention Fund PR / Advertising actual | Op Deter (knife crime prevention) comms and engagement budget | Op Deter (knife crime prevention) PR/Advertising  actual | Crimefighters strategy comms and engagement budget | Crimefighters strategy PR/Advertising actual | Retail Crime comms and engagement budget | Retail Crime PR/Advertising actual | Cybercrime comms and engagement budget | Cyber PR/Advertising actual |
| 2022/23 | £0.00 | £975.72 | £25,000.00 | £32,071.57 | n/a | n/a | n/a | n/a | n/a | n/a |
| 2023/24 | £50,000.00 | £38.21 | £25,000.00 | £17,831.06 | £50,000.00 | £1,392.20 | £5,000.00 | £312.12 | £25,000.00 | £19,200.00 |
| Totals | £50,000.00 | £1,013.93 | £50,000.00 | £49,902.63 | £50,000.00 | £1,392.20 | £5,000.00 | £312.12 | £25,000.00 | £19,200.00 |