

An Garda Síochána

Oifig Saorála Fáisnéise,
An Garda Síochána, Teach áth Luimnigh,
Lárionad Gnó Udáras Forbartha Tionscail,
Baile Sheáin , An Uaimh,
Contae na Mí.
C15 ND62



Freedom of Information Office,
An Garda Síochána, Athlumney House,
IDA Business Park,
Johnstown, Navan,
Co Meath.
C15 ND62

Teileafón/Tel: (046) 9036350



Láithreán Gréasain/Website:
www.garda.ie

Ríomh-phoist:/Email: foi@garda.ie

Re: Freedom of Information Request FOI-000001-2023 Request Granted

Dear

I refer to your request, dated 3rd January, 2023 and received on 4th January, 2023 which you have made under the Freedom of Information Act 2014 (FOI Act) for records held by An Garda Síochána.

Part 1(n) of Schedule 1 of the FOI Act states that An Garda Síochána is listed as a partially included agency "insofar as it relates to administrative records relating to human resources, or finance or procurement matters". Therefore, only administrative records that relate to human resources, finance or procurement shall be considered.

Your request sought:

Under the FOI Act 2014, I am seeking the following:

- *a database/record/spreadsheet of how much AGS have spent on advertising in 2021 and 2022. This data to be broken down according to platform i.e. print, radio, TV, web, social media, and also by campaign.*

I would prefer to receive this information electronically, ideally in its original electronic format.

I wish to inform you that I have decided to grant your request on 31st January, 2023.

The purpose of this letter is to explain my decision.

1. Findings, particulars and reasons for decision

On receipt your request was forwarded to the relevant Sections of An Garda Síochána who have in turn provided the tables below that provide details of year, company, campaign, cost and what platforms was used for the advertising as sought in you FOI request.

2021			
Company	Campaign	Platform	Cost
BMF Business Services Eolas	Justice Report	Print	3,130.35
Mediavest Limited	Diversity Research Project	Print,TV, Radio & Social Media	47,637.90
Public Appointments Service	Advertising for Call Takers	Print	2,598.57

2022			
Company	Campaign	Platform	Cost
BMF Business Services Eolas	Sponsorship of the “Future of Policing” in Justice Report Garda Centenary	Print	9,274.20
Spark Mediavest	Memorial Day Public Announcement	Print	2,375.85
Spark Mediavest	Garda Recruitment Jan		16,795.65
Spark Mediavest	Garda Recruitment Feb	Online	27,583.91
Spark Mediavest	Garda Recruitment Mar	Online	17,058.56
Spark Mediavest	Garda Recruitment Mar	Google search	2,787.80
Spark Mediavest	Garda Recruitment Feb	Print	68,859.29
Spark Mediavest	Garda Recruitment Feb	Radio	145,901.79
Spark Mediavest	Garda Recruitment Feb	TV	105,725.88
Spark Mediavest	Garda Recruitment Mar	Print	867.89
JP Devlin Media Ltd	Public Sector Advert	Print	2,453.85
Public Appointments Service	Advertising	Print	820.16
Public Appointments Service	Advertising Costs	Online	606.39

2. Right of Appeal

In the event that you are not happy with this decision you may seek an Internal Review of the matter by writing to the address below and quoting reference number **FOI-000001-2023**.

Freedom of Information Office, An Garda Síochána, Athlumney House, IDA Business Park, Navan, Co. Meath, C15 ND62.

Please note that a fee applies. This fee has been set at €30 (€10 for a Medical Card holder). Payment should be made by way of bank draft, money order, postal order or personal cheque, and made payable to Accountant, Garda Finance Directorate, Garda Headquarters, Phoenix Park, Dublin 8.

Payment can be made by electronic means, using the following details:

Account Name: An Garda Síochána Imprest Account

Account Number: 30000302

Sort Code: 951599

IBAN: IE28DABA95159930000302

BIC: DABAIE2D

You must ensure that your FOI reference number FOI-000001-2023 is included in the payment details.

You should submit your request for an Internal Review within 4 weeks from the date of this notification. The review will involve a complete reconsideration of the matter by a more senior member of An Garda Síochána and the decision will be communicated to you within 3 weeks. The making of a late appeal may be permitted in appropriate circumstances.

Please be advised that An Garda Síochána replies under Freedom of Information may be released in to the public domain via our website at www.garda.ie

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

Should you have any questions or concerns regarding the above, please contact the FOI Office by telephone at (046) 9036350.

Yours sincerely,



ASSISTANT PRINCIPAL

PAUL BASSETT

FREEDOM OF INFORMATION OFFICER

31 JANUARY 2023.