

Public Relations Costs: April 2016 to March 2017



Audit Scotland helps the Auditor General and the Accounts Commission check that organisations spending public money use it properly, efficiently and effectively. We do this by carrying out performance studies and producing annual audit reports on public bodies. We cover over 200 public bodies and report on our work in public.

The following information on our expenditure in relation to public relations is related to the effective communication to key stakeholders of the work of the **Auditor General**, the **Accounts Commission** and **Audit Scotland** in public. Most of our costs are staff costs.

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Area of expense	Expense £	Description of expense
Media and parliamentary relations	104,087	<p><i>Media relations:</i> A key means of communicating our findings in public is via the media. Audit Scotland runs a professional media service, including communicating sometimes complex messages to a wider audience, providing a press office service to journalists, dealing with media enquiries, setting up interviews and providing podcasts on all our major reports. We also provide an extensive in-house media service, including media training, to senior managers.</p> <p><i>Parliamentary relations</i> Audit Scotland works closely with the Scottish Parliament, most notably but not exclusively with the Public Audit and post Legislative Scrutiny Committee. The press office team closely monitor this area and help ensure Audit Scotland is well informed about a wide variety of issues relevant to Audit Scotland emerging from the Scottish Parliament and the Scottish Government. In addition to daily updates, the communications team produces a monthly extensive communications digest of media and parliamentary issues for Audit Scotland's senior management team.</p>
Marketing research and evaluation (monitoring)	49,083	Audit Scotland's work covers just about every aspect of public service in Scotland. As a result, much of what is written in the media and debated in parliament is relevant to Audit Scotland's work. Audit Scotland receives comprehensive daily summaries of this coverage from external media & parliamentary agencies, both of whom are based in Scotland. This information is reviewed and where relevant cascaded to managers and other staff.
Branding and design	31,909	Our communications team oversee our branding and style guides for all of our corporate publications such as the annual reports and for all reports and materials produced for the Auditor General and the Accounts Commission. They also ensure other means of communication such as our website and external presentations adhere to a professional corporate style and standard.
Corporate communications	21,486	The Communications team provides strategic corporate communications direction to the Auditor General, the Accounts Commission and Audit Scotland. It organises and produces annual reports for Audit Scotland and the Accounts Commission.
Publications and printing	124,170	Audit Scotland reports are read by a wide variety of stakeholders, including MSPs, journalists, chief

executives of public bodies, members of the public etc. Audit Scotland takes great care to produce user-friendly reports. Our reports can be highly specialised with complex graphs and charts. Our in-house team ensures these are produced according to house style and that our reports are produced cost-effectively and on time. We publish between 30 – 40 major performance audit or corporate reports annually plus a variety of other documents and communications. We believe in investing in this area to ensure our messages are communicated clearly and effectively. We publish all of our outputs online but may print small numbers of some of our reports where required.

Digital communications	112,738	The use of digital communications continues to be an important and growing part of how we communicate our work and help us to make an impact. We are increasing substantially our use of social media. This, combined with the recent development of our web site has resulted in an increase in traffic to the site and an increase in downloads. We also continue to invest in software and skills that has allowed us to publish more detailed, localised information to improve our service to the public.
Advertising and media planning	-	
Marketing	-	
Promotional events	-	
External events	-	
Sponsorship	-	
Conferences and exhibitions	2,533	The communications team provide support to the Auditor General and other senior staff attending and often speaking at local, national and international conferences, as part of our ambition to become a world class audit organisation. This can include speechwriting, presentations and the provision of exhibition materials, as well as publicising events.
Total	480,409	

Please note:

i) All headings in the above table are those provided as guidance by the Scottish Government

ii) Public relations costs are largely borne by the communications team. The work of the communications team covers the Auditor General, the Accounts Commission and Audit Scotland. It is not possible to break these into separate cost streams.