

Date released: 1 March 2018

Request

Please can you provide me the details of the PR firms including Comotion, used by the FSA as part of the Regulating our Future programme. How many hours work have they completed for the FSA on RoF? How much has the FSA paid for their services?

FSA Response

The FSA can confirm that the following organisations, Bell Integrated Communications Ltd and Social and Local have been engaged by the FSA to undertake public relations - type activities in support of the Regulating Our Future programme. Please note we don't hold total hours completed information on these companies. The information we do hold is as follows:

Bell Integrated Communications Ltd
Details
Creative input and production of A4 Regulating Our Future (ROF) report – July 2017 Cost - £4,200,00 including VAT
Design implementation and typesetting of Welsh language version of ROF report
Production Cost - £960 excluding VAT
Social and Local
Details
Adaptation of the Regulating Our Future animation changing the English caption to Welsh Cost: £1,452.00 including VAT

Total costs: £6,804,00

Comotion Consulting Ltd

The FSA wishes to clarify that Comotion Consulting Ltd does not fall within the definition of a Public Relations company. The work carried out for the FSA as part of the Regulating Our Future programme is around strategy and transformation support and not Public Relations activities. The FSA nevertheless acknowledges your specific request for information relates to expenditure in connection with their support to the Regulating Our Future (ROF) programme.

Total costs: £382,834 including VAT

In providing this information, Comotion have asked us to furnish you with some contextual background to inform the total costs:

1. The work pertaining to strategy and transformation support covers a period of 6 months from July 2016 through to December 2016
2. The work value of £382,834 pertained to 192 professional days. Comotion Consulting Ltd work as many hours as are required in a professional day; therefore hours cannot (and should not) be used as a true measure of value.