

Public Relations Costs: April 2015 to March 2016

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.

Public Relations Costs: April 2015 to March 2016

Area of expense	Expense £	Description of expense
Media and parliamentary relations	93,487	<p><i>Media relations:</i> A key means of communicating our findings 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 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)	47,627	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 cascaded to managers and relevant staff.
Branding and design	30,715	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	21,630	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	135,976	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 online and/or in print 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.

Digital communications	187,517	The use of digital communications is a growing part of every public body and business and Audit Scotland is no exception. We have invested in the development of a new up to date, user-friendly external web site with a high degree of accessibility. This accounts for a large part of the increase in spending in this area during this year. The website has been awarded 'two ticks' accreditation for web accessibility by the Digital Accessibility Centre (DAC). We are also investing in software and skills that will allow us to publish more detailed, localised information to improve our service to the public. We are also increasing substantially our use of social media.
Advertising and media planning	-	
Marketing	-	
Promotional events	-	
External events	-	
Sponsorship	-	
Conferences and exhibitions	-	
Total	516,952	

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.