

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

Bí linn/Join us  

Riomh-phoist:/Email: foi@garda.ie

Re: Freedom of Information Request FOI-000046-2024 Request Part-Granted

Dear

I refer to your request, dated and received on 29th January, 2024 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/spreadsheet/record of the amount spent by An Garda Síochána on advertising/marketing related to garda recruitment in each of 2020, 2021, 2022, 2023.*
- *the amount spent according to medium i.e. TV, newspaper, radio, social media, online etc.*
- *the amount spent on social media broken down according to channel i.e. YouTube, Facebook, Twitter, Instagram etc.*
- *the name of the agencies that were used by AGS for such marketing activity plus an aggregate figure for how much each was paid.*

I wish to inform you that I have decided to part-grant your request on 21st February 2024. 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 conducted a search to establish what records were held in relation to your request. The tables

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below detail the amount spent by An Garda Síochána on advertising/marketing related to Garda recruitment for the requested years. These are broken down by year, company, cost and what platforms were used for the advertising as sought in your FOI request.

I wish to advise that there as there was no recruitment to An Garda Síochána in the years 2020 and 2021 no record exists. Therefore I am refusing this part of your request in accordance with Section 15(1)(a) of the Freedom of Information Act 2014 which states:

Refusal on administrative grounds to grant FOI requests

15(1)(a) the record concerned does not exist or cannot be found after all reasonable steps to ascertain its whereabouts have been taken

I have been advised that Spark Media is the only advertising agency contracted by the Office of Government Procurement to provide recruitment advertising services to State agencies. One recruitment campaign was run in 2022 and 2023.

The tables below provide a breakdown of the records sought for 2022 and 2023.

2022			
Company	Campaign	Platform	Cost
Spark Mediavest	Garda Recruitment	Production Costs/Development Creative Assets	16,795.65
Spark Mediavest	Garda Recruitment	Online*	27,583.91
Spark Mediavest	Garda Recruitment	Online*	17,058.56
Spark Mediavest	Garda Recruitment	Google search	2,787.80
Spark Mediavest	Garda Recruitment	Print	68,859.29
Spark Mediavest	Garda Recruitment	Radio	145,901.79
Spark Mediavest	Garda Recruitment	TV	105,725.88
Spark Mediavest	Garda Recruitment	Print	867.89

*Online includes social media, please see breakdown for each platforms

Platform	Total
Facebook	€3,689.05
LinkedIn	€3,690
TikTok	€3,656.47

2023			
Company	Campaign	Platform	Cost
Spark Mediavest	Garda Recruitment	TV Ad	70,906.12
Spark Mediavest	Garda Recruitment	TV Ad	70,906.12
Spark Mediavest	Garda Recruitment	TV Ad Production	73,707.75
Spark Mediavest	Garda Recruitment	Radio	145,825.23
Spark Mediavest	Garda Recruitment	Print	82,134.00
Spark Mediavest	Garda Recruitment	Online*	70,630.72
Spark Mediavest	Garda Recruitment	TV	149,449.32

*Online includes social media, please see breakdown for each platforms

Platform	Total
Facebook	€3,690
LinkedIn	€3,690
TikTok	€3,690

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-000046-2024**.

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-000046-2024 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



FEBRUARY, 2024