

Response from the office of Vera Baird QC, Police and Crime Commissioner for Northumbria, to a J4MB FoI request relating to matters which recently led to J4MB calling for her resignation:¹

“You asked:

Reference FOI 803/14

Could you please confirm the costs incurred with respect to:

1. Design of the two posters, and any other up-front costs.
2. The production of the posters, printed materials at any stage of production, and origination charges (e.g. printing plates).
3. Scrapping of the posters (how many posters were manufactured, how many were scrapped?)
4. The charges made by the bus company and the Metro for displaying the posters, along with any cancellation charges incurred.

We have now had the opportunity to fully consider your request and I provide a response for your attention.

Following receipt of your request, searches were conducted with the Corporate Communications Department of Northumbria Police. I can confirm that the information you have requested is held by Northumbria Police.

I am able to disclose the located information to you as follows.

1. No costs incurred
 2. Production for transport advertising - £3,869
Bannerstand Production x3 - £210
 3. No cost incurred
 4. Metro - station and carriage advertising £8,650
Bus advertising - £3,000
- There were no cancellation charges”

J4MB: £15,729 of taxpayers’ money has been wasted on ideologically-driven posters concerning rape and domestic violence. The Advertising Standards Authority upheld a complaint that the posters did not meet its requirements that advertisements must be legal, decent, honest and truthful.

¹ <https://j4mb.files.wordpress.com/2015/01/150102-vera-baird-challenge-final-v2.pdf>