

Reference: FOI 521 Freedom of Information request

Thank you for your email, which we received on 14 November. Your request has been handled under the Freedom of Information Act 2000.

You asked us:

To provide the staffing and hard item costs for the Prisons and Probation Ombudsman's (PPO) re-branding exercise.

Our response:

We have searched our records and we hold the requested information. A copy of the information you requested is shown below.

There are no additional staffing costs for the PPO re-branding exercise, as only previous employed staff have been allocated to the exercise.

To date £39,598.54 has been or will be spent on the re-branding exercise. This covers the printing, translation and distribution of our re-branded material, which includes posters, leaflets, banners and business cards.

You asked us:

How will it be determined that the rebranding exercise has been successful?

Our response:

We have searched our records and we hold the requested information. A copy of the information you requested is shown below.

Independent Prisoner Complaint Investigations (IPCI) is responsible for providing independent oversight of eligible complaints for over 85,000 prisoners.

In order to effectively provide this service, we need to ensure prisoners know who we are, what we can do for them and how best to use us, so we have developed a new clearer brand name. We have produced a set of information (posters and leaflets) to raise awareness of IPCI with prisoners, which are being distributed to every prison in England and Wales.

There are four main ways that the Prisons and Probation Ombudsman will measure and determine the success of the rebrand.

1. An increase in the overall numbers of complaints will demonstrate that there is a greater awareness of the service we provide to prisoners. This will be able to be evidenced by management information.
2. A reduction in the number of ineligible complaints will be achieved by the new branding being clearer about when and how to raise complaints to the PPO. This will be able to be evidenced by management information.
3. An increase in the timeliness and quality of responses for further information (RFI) from prisons will demonstrate a greater awareness by prison staff of our remit and their requirement to cooperate with our investigations. This will be able to be evidenced by management information.
4. An increase in awareness of Independent Prisoner Complaint Investigations (IPCI). This will be evidenced by the results in HM Inspectorate of Prisons surveys

You have the right to appeal against our response if you think it is incorrect. Details can be found in the 'How to Appeal' section attached at the end of this letter.

Email: PPOMailFreedomofInformationRequests@ppo.gov.uk

The Prisons and Probation Ombudsman (PPO) carries out **independent investigations** into complaints and deaths in custody. The detailed role and responsibilities of the PPO are set out in our office's Terms of Reference. The PPO has three main duties:

- to **investigate complaints** made by prisoners, young people in detention (prisons and secure training centres), offenders under probation supervision and individuals detained under immigration powers (detained individuals)
- to **investigate deaths** of prisoners, young people in detention, approved premises' residents and detained individuals due to any cause, including any apparent suicides and natural causes
- to **investigate deaths** of **recently released prisoners** that occur within 14 days of release from prison (except homicide)

The purpose of these investigations is **to understand what happened, to correct injustices** and **to identify learning** for the organisations whose actions we oversee so that the PPO makes a significant contribution to safer, fairer custody and offender supervision.

We may use or share your data only to the necessary extent when conducting our independent investigations in the exercise of our official authority. We will share your data with third parties (e.g. the prison) in order to make sure the information is accurate; to prevent or detect failings; and to identify lessons learnt. We may sometimes need to share your data with third parties if required by law. We only keep your personal data for as long as it is needed, as set out in our data retention policy. If you need any further information about how your data is used, please contact us.

How to Appeal

Internal Review

If you are not satisfied with this response, you have the right to an internal review. The handling of your request will be looked at by someone who was not responsible for the original case, and they will make a decision as to whether we answered your request correctly.

If you would like to request a review, please write or send an email to the Prisons and Probation Ombudsman's office **within two months of the date of this letter**, at the following address:

Prisons and Probation Ombudsman
Third Floor
10 South Colonnade
Canary Wharf
London
E14 4PU
E-mail: Mail@ppo.gov.uk

Information Commissioner's Office (ICO)

If you remain dissatisfied after an internal review decision, you have the right to apply to the Information Commissioner's Office. The Commissioner is an independent regulator who has the power to direct us to respond to your request differently, if he considers that we have handled it incorrectly.

You can contact the ICO at the following address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Internet address: <https://ico.org.uk/>