

COI 



The role of the Central Office of Information

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WHY THE COI?

“... to avoid a wasteful duplication of specialists...
and taking advantage of centralised purchasing”

“...the public should be adequately informed about
the many matters in which government action
directly impinges on their daily lives”

Clement Attlee 1946

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CABINET OFFICE

GOV'T DEPARTMENTS

PARLIAMENT

**Budgets
Partnerships**



COI



Planning, Project Management, Procurement, Evaluation



PRIVATE SECTOR SUPPLIERS

COMMISSIONING SUPPLIERS





“ADVERTISING”

DONATED (TV)
Includes BBC

PAID FOR (ALL MEDIA)

Million\$

75.7

301.6

Year to Sep 2006

Year to Mar 2006

BENEFITS OF CENTRALIZATION

- SHARED LEARNINGS** - Research
 - Results
- PLANNED** - Paid for campaigns
 - Coordination
- EFFICIENCY** - Management time
 - Collective buying power
- STANDARDS** - Propriety
 - Creativity

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CONTROL V. CREATIVITY?

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