

Public relations expenditure

2026/2027

Report period – 1 April 2026 to 30 June 2026

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 a result of reporting our work in public.

Expenditure

Audit Scotland's public relations costs are largely borne by our in-house communications team, whose work covers the Auditor General (AGS), the Accounts Commission (AC) and Audit Scotland (AS).

'Public relations' is broken down into the following areas:

- **Parliamentary relations and media:** Media relations to proactively support reports, reactively manage media enquiries and manage relationships with media contacts; and in-house media training and advice to colleagues.
- **Publications and printing:** In-house design and typesetting of all Audit Scotland reports, including exhibits, accessibility requirements, template management, proof-reading and quality assurance, supplementary products and alternative formats. Small volume printing outsourced to external suppliers.
- **Digital communications:** Website management, development and security updating, and social media management and strategy.
- **Market research and evaluation:** Daily media and parliamentary monitoring reports.
- **Branding and design:** Development and management of AGS, AC and AS written and design styles and guidance, including compliance with best practice and accessibility.
- **Corporate communications:** Strategic advice to leadership, external communications about AS as a business, and corporate reporting (eg, Annual Report).

- Conferences and exhibitions: Support for AGS, AC and AS staff speaking at external events, and design and production of exhibition materials.

Total: £235,599