



Ref: 13/0255

Thank you for your email dated 20 February 2013 where you requested information about the Green Deal PR contract awarded to Freud communications. Your request has been considered under the Freedom of Information (FOI) Act 2000.

1. How much is the total budget for this contract?

The budget for the first element was estimated as £410k other work was listed as a possibility within the Invitation to Quote.

2. What proportion of the Department's spend on communications does this make up?

The budget for the first element is expected to cover the period Jan 2013 to April and represents 14% of the department's total expected spend on the Green Deal (its only major external spend on communications) over that period.

3. What is the length of the contract?

The contract began 20 Dec 2013 and runs to end March 2014 with an option to extend for a further year.

4. How many companies bid as part of the pitch process?

10

5. The names of companies who bid as part of the pitch process - and the documents they submitted as part of the pitch.

DECC has considered your request for details of the names of the companies who bid as part of the pitch process – and the documents they submitted as part of the pitch. This information is being withheld under section 43 of the FOI Act, which exempts information from disclosure if it would, or would be likely to, prejudice the commercial interests of any person. DECC recognise that there is a general public interest in the disclosure of information as greater transparency makes Government more accountable however, account also has to be taken of



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the need to ensure that the commercial interests of third parties are not prejudiced or undermined by disclosure of information which is not common knowledge, and which could adversely impact on future business. We are satisfied that disclosure of the information you have requested, could damage and adversely effect the commercial position of third parties. We consider that the public interest in favour of disclosing such information is outweighed by the necessity to protect the commercial interests of third parties. DECC's own commercial interests could also be damaged as disclosure could damage our business reputation and the confidence our customers have in us, making them reluctant to provide us with commercially sensitive information in the future. DECC considers that releasing information and documentation from other bidders would potentially prejudice the commercial interests of unsuccessful bidders. Also, releasing this information may damage a contractor's competitive position as the pitch process was specific to each contractor, therefore, we consider the balance of the public interest to lie in withholding this information.

The redacted proposal of the awarded contractor is available via the Cabinet Office Transparency website Contracts Finder (please see the link provided below). Contractors are given the opportunity to redact commercially sensitive information and specific costing which are likely to be more sensitive to bidders and contractors commercially.

6. How was the appointment of Freud Communications decided?

The appointment of Freud Communications was decided following an Invitation to Quote via the Government Procurement Service Framework for Public Relations. Suppliers within this framework were given the opportunity to submit proposals in-line with the specification. These proposals were reviewed by DECC using the evaluation criteria and weighting set out in the ITQ documentation.

7. Who is the minister responsible for overseeing this process?

The Right Honourable Gregory Barker MP

8. All documents relating to the tender process for this appointment

This information is exempt under Section 21 of the FOI Act, because the information is accessible to you, as it is already in the public domain. The contract which includes the Invitation to Quote, Evaluation Criteria and redacted proposal is available via the Contract Finder Website. <https://online.contractsfinder.businesslink.gov.uk/>

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to the DECC Information Rights Unit (foi@decc.gsi.gov.uk).

Please remember to quote the reference number above in any future communications.



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If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely,

Green Deal
Department of Energy and Climate Change