



Animal &
Plant Health
Agency

Animal and Plant Health Agency
Access to Information Team
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[REDACTED]
{By Email}

Our Ref: ATIC1207

23 November 2017

Dear [REDACTED]

PROVISION OF REQUESTED INFORMATION

Thank you for your request for information which we received on 14 November 2017. Your request has been handled under the Freedom of Information Act 2000.

The information you requested and our response is detailed below:

“Part 1

1. Does your department currently use a private company to undertake any of the following services:
 - Public Relations
 - Social Media Communications
 - External Stakeholder Communications
 - Internal Stakeholder Communications.

We use a private company to issue mass messages about outbreaks of animal disease and associated restrictions (SMS, email, voice message).

2. If yes, can you please confirm:
 - When the current contract was last let
 - When the current contract expires
 - Whether the current contract has options to extend its length
 - When you expect to retender the contract.

The service is not subject to a contract.

3. If no (to question 1 above), are you considering letting such a contract in the future and if so, do you have an approximate timetable for engaging the market?

No.

Part 2

4. Have you used a private company to help you with any other marketing or public information campaigns in the past 2 years?

APHA Scientific (the commercial arm of APHA) has used a private company to help with marketing campaigns in the past 2 years.

5. If so, could you please provide a brief overview of what those campaigns were about and approximately how long your contract with the company was for to support the campaign(s)?"

The private company was involved in the marketing of APHA Scientific products and services. Contract was renewed annually for approximately 3 years; the last year of operation ended in March 2016. APHA Scientific has subsequently employed an in house marketing manager.

Information disclosed in response to this FOI request is releasable to the public. In keeping with the spirit and effect of the FOIA and the government's Transparency Agenda, this letter and the information disclosed to you may be placed on GOV.UK, together with any related information that will provide a key to its wider context. No information identifying you will be placed on the GOV.UK website.

I attach an Annex which explains the copyright that applies to the information being released to you and contact details should you be unhappy with the service you have received.

If you have any queries about this letter, please contact the Access to Information Team at the email address below or postal address at the top of this letter.

Yours sincerely

ACCESS TO INFORMATION TEAM

Email: enquiries@apha.gsi.gov.uk

Annex

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Complaints

If you are unhappy with the result of your request for information you may request an internal review within 40 working days of the date of this letter.

If you wish to request an internal review, please contact: The Access to Information Team at enquiries@apha.gsi.gov.uk or at the postal address at the top of this letter, who will arrange for an internal review of your case.

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. Please note that generally the Information Commissioner cannot make a decision unless you have first exhausted APHA's own complaints procedure. The Information Commissioner can be contacted at:

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