



Homes England

Date: 19 April 2024

Our Ref: RFI4682

Tel: 0300 1234 500

Email: infogov@homesengland.gov.uk

[REDACTED]
By Email Only

Dear [REDACTED]

RE: Request for Information – RFI4682

Thank you for your request for information which was processed in accordance with the Freedom of Information Act 2000 (FOIA).

You requested the following information:

The information that we require is as follows:

- 1) Do you use a Social Media Management platform?
- 2) If so, what tools do you use?
- 3) What is your annual spend on a Social Media Management tool?
- 4) What dates does your contract with your current supplier end (month & year)?
- 5) Do you use a tool for Social Listening and/or a Media Monitoring platform?
- 6) If so, what tools do you use?
- 7) What is your annual spend on a tool for Social Listening and/or a Media Monitoring platform?
- 8) What dates does your contract with your current supplier end (month & year)?
- 9) Who is the senior person responsible for managing these contracts?

Response

We can confirm that we do hold some of the requested information. We will address your queries in turn.

1) Do you use a social media management platform?

We can confirm that we do use a social media management platform.





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2) If so, what tools do you use?

We can confirm we use the Sprout Social platform.

3) How much do you spend annually on a Social media management tool?

We can confirm that the annual cost is \$21,377.96 (£18,234.37 at today's exchange rate)

4) Which month & year does your contract with your supplier end?

We can confirm our current contact ends in October 2024.

5) Do you use a social listening / media monitoring platform?

We can confirm we do use a media monitoring platform.

6) If so, what tools do you use?

We can confirm we use Cision as a media monitoring platform.

7) How much do you spend annually on a social listening / media monitoring tool?

We can confirm that the annual cost is £20,000 exc VAT.

8) Which month & year does your contract with your supplier end?

We can confirm our current contact ends in November 2024.

9) Who is the senior officer in charge of these contracts?

We can inform you that we do hold the information that you have requested. However, we rely on Section 40 (2) of the FOIA to withhold the information from disclosure.

Section 40 – Personal information

We are withholding information on the grounds that it constitutes third party personal data and therefore engages section 40(2) of the FOIA.

To disclose personal data, such as names, contact details, addresses, email addresses and personal opinions could lead to the identification of third parties and would breach one or more of the data protection principles.





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Section 40 is an absolute exemption which means that we do not need to consider the public interest in disclosure. Once it is established that the information is personal data of a third party and release would breach one or more of the data protection principles, then the exemption is engaged.

The full text in the legislation can be found on the following link:

<https://www.legislation.gov.uk/ukpga/2000/36/section/40>

Advice and Assistance

We have a duty to provide advice and assistance in accordance with Section 16 of the FOIA. To comply with this duty we are able to confirm that the relevant team responsible for managing the social media management contract are the procurement team and they can be contacted via our general enquires team via the following methods:

Email: enquires@homesengland.gov.uk

Telephone: 0300 1234 500

Right to Appeal

If you are not happy with the information that has been provided or the way in which your request has been handled, you may request an internal review. You can request an internal review by writing to Homes England via the details below, quoting the reference number at the top of this letter.

Email: infogov@homesengland.gov.uk

Information Governance Team
Homes England
Windsor House
6th Floor
42-50 Victoria Street
London
SW1H 0TL

6th Floor
Windsor House
42 - 50 Victoria Street, Westminster
London, SW1H 0TL

0300 1234 500
@HomesEngland
www.gov.uk/homes-england





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United Kingdom

Your request for review must be made in writing, explain why you wish to appeal, and be received within 40 working days of the date of this response. Failure to meet this criteria may lead to your request being refused.

Upon receipt, your request for review will be passed to an independent party not involved in your original request. We aim to issue a response within 20 working days.

You may also complain to the Information Commissioner's Office (ICO) however, the Information Commissioner does usually expect the internal review procedure to be exhausted in the first instance.

The Information Commissioner's details can be found via the following link:

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

Please note that the contents of your request and this response are also subject to the Freedom of Information Act 2000. Homes England may be required to disclose your request and our response accordingly.

Yours sincerely,

The Information Governance Team
For Homes England

