



Homes
England

Date: 3 March 2025

Our Ref: RFI5030

Tel: 0300 1234 500

Email: infogov@homesengland.gov.uk

[REDACTED]
By Email Only

Dear [REDACTED]

RE: Request for Information – RFI5030

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:

- 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 (in the format of [month/year])
- 5) Do you use a social listening / media monitoring platform?
- 6) If so, what tools do you use?
- 7) What is your annual spend on a social listening / media monitoring tool?
- 8) What dates does your contract with your current supplier end (in the format of [month/year])
- 9) Who is the senior person responsible for managing these contracts?

Response

We can confirm that we do hold the requested information.

1) Do you use a social media management platform?

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

2nd Floor
The Lumen
St James Boulevard, Newcastle Helix
Newcastle upon Tyne, NE4 5BZ

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





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2) If so, what tools do you use?

We can confirm we use the Sprout Social platform.

3) What is your annual spend on a Social media management tool?

We can confirm that the annual cost is \$21,377.96 (this equates to £16,903.58 at today's exchange rate)

4) What dates does your contract with your current supplier end (in the format of [month/year])?

We can confirm our current contract ends in January 2026

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) What is your annual spend on a social listening / media monitoring tool?

We can confirm that the annual spend is £19,000.

8) What dates does your contract with your current supplier end (in the format of [month/year])?

We can confirm our current contract ends in January 2027.

9) Who is the senior person responsible for managing 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 contact details:

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
The Lumen
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Newcastle Helix

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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

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