

Swyddfa'r Prif Weinidog a Swyddfa'r Cabinet

Office of the First Minister and Cabinet Office



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 11866
Date: 5 January 2018

Dear ,

Request for Information – ATISN reference 11866

Thank you for your request which was received by the Welsh Government on 29 December 2017. You asked for the following information detailed at annex 1.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or

Email: FreedomOfInformationOfficer@wales.gsi.gov.uk

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

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

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely



BUDDSODDWYR | INVESTORS
MEWN POBL | IN PEOPLE

Parc Cathays • Cathays Park
Caerdydd • Cardiff
CF10 3NQ

Central Departments-FOI/DPgov.wales
Gwefan • website: www.cymru.gov.uk

Annex 1

Part 1

1. Does the Welsh Government currently use a private company to undertake any of the following services:

- Public Relations
- Social Media Communications
- External Stakeholder Communications
- Internal Stakeholder Communications.

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.

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?

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?

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 Welsh Government uses a range of companies to deliver communication services as appropriate, to support its public information and awareness campaigns. These companies work alongside in-house communication teams and cover areas of work that include Public Relations, Social Media Communications, External Stakeholder Communications.

The Welsh Government holds a roster of companies in different lots for these types of services. These rosters are normally tendered on a 4 year basis. The current frameworks expire in May 2019 and June 2021. The tender opportunity for the replacement frameworks will be advertised on sell2wales.gov.uk

The Welsh Government delivers public information and awareness campaigns across all government portfolios, including education, health, economy, rural affairs. This work is delivered by in-house teams and also managed through contracting external agencies from the frameworks mentioned above. Campaigns vary from short periods of a few months to a few years.