

Corporate Officer
Direct Line: 0151 643 5334
Email: foirequests.nhswirralccg@nhs.net



Wirral
Clinical Commissioning Group

Date: 30th November 2017

NHS Wirral Clinical Commissioning Group
Old Market House
Hamilton Street
Birkenhead
Wirral
CH41 5AL
Tel: 0151 651 0011

Re: Freedom of Information Request

Thank you for your request for information made under the Freedom of Information Act 2000 which was received into this office on 13th November 2017.

You Asked for:

As this letter has been sent to multiple NHS departments, I have used the word Trust or CCG interchangeably. I would be grateful if you would take this term to mean any part of the NHS for which you have responsibility.

Part 1

1. Does your Trust/CCT 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(s) was/were last let
- When the current contract(s) expires/expire
- Whether the current contract(s) has/have options to extend its length
- When you expect to retender the contract(s).

3. If no (to question 1 above), are you considering letting such a contract(s) 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)?

Our Response:

1. Does your Trust/CCT currently use a private company to undertake any of the following services:

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

No, these activities are managed in house.

2. If yes, can you please confirm:

- **When the current contract(s) was/were last let**

N/A

- **When the current contract(s) expires/expire**

N/A

- **Whether the current contract(s) has/have options to extend its length**

N/A

- **When you expect to retender the contract(s).**

N/A

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

No.

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

Yes, the CCG has used two companies for discreet campaign support in the past 2 years. This was for one off pieces of work and hence will not be re-let.

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)?

Both companies were used to support winter campaign messages and were short term contracts (e.g. a campaign utilising bus tickets to promote awareness of winter pressures ran for one month).

We hope this information is useful, however if you require any further information please do not hesitate to contact a member of the Corporate Affairs Team (contact details at the top of this letter)

Yours sincerely

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