

Food Standards Agency: Information released under the freedom of Information Act

Date released: 22 December 2017

Request

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.*

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.*

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?

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

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)?

Response

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.*

Answer: At present we are between contracts, the last contract expired on 31st July 2017. The contract was with SKV Communications and was awarded under the Crown Commercial Service Framework Agreement (RM988) and covered only Public Relations and External Communications. We do not have an appointed agency to deliver social media and/or 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?

Answer:

We have recently concluded a mini tender competition under the mandatory Crown Commercial Service Framework Agreement (RM3744) and have identified MSQ Partners as our preferred supplier. We expect to award the call-off contract to MSQ Partners week commencing 11th December 2017 for a two year period, with an option to extend the contact to 2021. Under the Government transparency agenda this contract will be published on Contracts Finder <https://www.gov.uk/contracts-finder> in due course. We are not considering letting a contract in the future for Social Media or Internal Communications.

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?

Answer:

Yes – Please see response to Part 1.

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)?

Answer:

The contract with SKV Communications was for two years and they worked across a selection of communications projects. The campaigns that we have delivered are

- Food Hygiene Rating Scheme – to raise awareness and usage of the scheme
- Campylobacter – to raise awareness that washing your chicken can spread germs
- Food Safety Week – focusing of food safety in the home