



University of East Anglia

Information Services Directorate

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06 December 2017

Dear [REDACTED]

**Freedom of Information Act 2000 – Information request (ref: FOI\_17-282)**

We have now considered your request of 13 November 2017 as clarified on 05 December for information relating to public relations and communications functions at UEA.

Our response is on page 2 of this letter, together with a copy of your request.

We hope this information will meet your requirements, however if you are not satisfied you have the right of appeal. If you wish to appeal, please set out in writing your reasons for appealing and send to the above address. You must appeal within 60 calendar days of the date of this letter. Any appeal received after that date will not be considered nor acknowledged. This policy has been reviewed and approved by the Information Commissioner's Office.

You also have a subsequent right of appeal to the Information Commissioner's Office. Further information is available on their website:

[https://ico.org.uk/Global/contact\\_us](https://ico.org.uk/Global/contact_us), or by telephone on 0303 123 1113.

Please note that any material over which UEA has copyright is released on the understanding that you will comply with all relevant copyright rules regarding reproduction and/or transmission of the information provided.

Please quote our reference given at the head of this letter in all correspondence.

Yours sincerely

Dave Palmer  
Information Policy and Compliance Manager  
University of East Anglia

## Response to Freedom of Information Act 2000 request (FOI\_17-282)

### **Part 1**

1. *Does your university currently use a private company to undertake any of the following services:*

- *Public relations*
- *Social Media Communications*
- *External stakeholder communications*
- *Internal stakeholder communications*

*[Clarified on 05 December to remove marketing functions from the scope of the request]*

Our response is as below:

Public relations - No

Social Media Communications - No

External stakeholder communications – No

Internal stakeholder communications - No

2. *If yes, can you please confirm:*

- *The services contracted out*
- *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*

Not applicable – see response to question 1 above.

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?*

No.

### **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?*

Yes.

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)?*

In regards our marketing activities, we have engaged various external suppliers to support marketing campaigns for prospective student recruitment which target specific markets and range in length from 2 weeks to 9 months.