



Reference: RFI 1711054

Request:

Freedom of Information Request

I would therefore be grateful if you would provide the following information submitted as a Freedom of Information Request.

Part 1

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

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

No

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.

Social media support for Investment North Tyneside

When the current contract was last let – March 2017

When the current contract expires – March 2018

Whether the current contract has options to extend its length - No

When you expect to retender the contract – Unsure at this stage

Social media support for The Business Factory

When the current contract was last let – August 2016

When the current contract expires – March 2019

Whether the current contract has options to extend its length - Yes

When you expect to retender the contract – Unsure at this stage

Website development for The Business Factory

When the current contract was last let – August 2016

When the current contract expires – March 2019

Whether the current contract has options to extend its length - No

When you expect to retender the contract – Not applicable

Website development for The Business Factory

When the current contract was last let – August 2016

When the current contract expires – March 2019

Whether the current contract has options to extend its length - No

When you expect to retender the contract – Not applicable as project is complete

PR support for The Business Factory

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When the current contract was last let – March 2017

When the current contract expires – March 2019

Whether the current contract has options to extend its length - No

When you expect to retender the contract – Unsure at this stage

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?

NA

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)?

- We are North Tyneside – developing a creative look and feel and brand guidelines for a place branding campaign. Contract was deliver specific products (brand guidelines etc) not over a specific period of time.
- Mouth of the Tyne Festival – one-off national PR support contract to raise the profile of the Mouth of the Tyne Festival. Contract length: January to July 2017.