



**Date issued:** 14 December 2017

## Use of private marketing and PR companies

I am writing in response to your request for information dated 15 November 2017 in which you requested information regarding our use of private marketing and PR companies.

For ease of reference, I have reproduced your questions below and set out our corresponding responses.

**1. Does your department/agency/organisation 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 undertaken in-house.

**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.

Not applicable

**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?**

We have no plans to do so.

**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)?**

We have engaged private companies as follows:

(a) a PR company was engaged to prepare an internal communication reporting on Board members' experiences following the establishment in 2014 of the Wales Audit Office

Board. This was a one off piece of work completed between September 2016 and February 2017 and we do not intend to retender for such work in the future.

(b) a marketing company was engaged to undertake an employer brand project, on a one year contract from January 2017. There is an option to renew this contract for a further one year period.

If you have any queries, or questions about my handling of your request, please do not hesitate to contact me.

Yours sincerely