

Ref: FOI/GS/ID 4364

Please reply to:
FOI Administrator
Trust Management
Maidstone Hospital
Hermitage Lane
Maidstone
Kent, ME16 9QQ
Email: mtw-tr.foiadmin@nhs.net

22 November 2017

Freedom of Information Act 2000

I am writing in response to your request for information made under the Freedom of Information Act 2000 in relation to public relations/media communications.

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)?

Part 1.

1. No
2. Not applicable
3. Not currently.

Part 2

4. We have used an external graphic designer on a relatively small number of occasions.

5. Those campaigns were extensions of others already in place, such as the creation of internal departmental logos and the production of pull-up stands for projects. The Trust is looking to bring that function in-house.