

By e-mail to [REDACTED]

UK Anti-Doping  
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13 December 2017

Official

Ref: FOI-159

Dear [REDACTED]

Thank you for your email of 15 November 2017 in which you requested information from UK Anti-Doping ('UKAD') under the Freedom of Information Act 2000 ('the Act'). UKAD has considered your request for information and, where applicable, provides a response below.

*Part 1*

1. *Does your department/agency/organisation currently use a private company to undertake any of the following services:*

- *Public Relations*  
Yes, in the context of a specific campaign.
- *Social Media Communications*  
Yes, in the context of a specific campaign.
- *External Stakeholder Communications*  
Yes, in the context of a specific campaign.
- *Internal Stakeholder Communications.*  
No.

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

- *When the current contract was last let*  
The tender process took place in early 2017.
- *When the current contract expires*  
It has expired.
- *Whether the current contract has options to extend its length*  
It is being renewed, however falls short of the amount for mandatory retendering
- *When you expect to retender the contract.*  
No, because it falls short of the amount for mandatory retendering

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?*

Not Applicable.

*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 engaged a Public Relations firm in order to assist us with a campaign for “Clean Sport Week”, a campaign which engaged stakeholders that work within sport to promote their activities – and the activities of UKAD – in support of delivering clean sport. The aim of the campaign was to increase public understanding of what anti-doping activities entails.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to: Philip Bunt, Director of Business Services, UK Anti-Doping, Fleetbank House, 2-6 Salisbury Square, London EC4Y 8AE. Please remember to quote the reference number above in any further communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner’s Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely



UKAD