



Staffordshire Fire and Rescue Service

preventing • protecting • responding

FOI reference 113/17

Date Received 20 November 2017

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 department 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 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.

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?

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)?

Response:

Part 1

1. No

2. N/A

3. N/A

Part 2

4. We use private design companies for campaign artwork. These campaigns include

SAME – fire deaths campaign

Flames aren't games – small fire campaign.

Getting to know us – inside out, – Trust and confidence brand awareness campaign.

Recruitment campaign – Whole time and retained

5. SAME stands for Smoking, Alcohol, Mobility and Elderly and focuses on the SAME fire death factor we are trying to reduce in order to reduce fire deaths and injuries across the county.

Flames aren't games is our yearly campaign that tackles risk specific areas affected by small fires during school holidays in April and the summer.



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Behind the badge addressed our brand and what your fire service does, exploding the amount of diverse roles we have and how prevention is core to our business.

Recruitment campaign is to encourage applications for the wholetime recruitment drive we held.

For these campaigns we use a range of local designers who are briefed and paid per job not as a contractual service.