

Request Reference: 3732/15

1. The details of any content management systems or equivalent used by your corporate communications and/or marketing department(s) including i) the make/model of the system and its provider ii) the current pa costs iii) a summary of what the system is used for e.g. handling media enquiries.

We create our own in house bespoke CMS for the main external website – this is at a cost only to ourselves. Other sub-sites use Wordpress and this is included in our annual hosting costs (Website hosting plan costs £52,483 pa). These are all web-based CMS's.

2. The details of any media monitoring systems or equivalent used by your communications and/or marketing department(s) including i) the make/model of the system and its provider ii) the current pa costs.

Google Alert (free service)

3. The details of any other computerised or computer-based systems/tools used by your corporate communications and/or marketing department(s) which incur a regular fee or annual subscription, for example Press Association Media Point, Vuelio and/or Solcara etc including i) the make/model of the system and its current provider ii) the current pa costs iii) a summary of what the system is used for e.g. handling media enquiries.

AI SPOTLIGHT and HOOTSUITE

Costs (£) for support for financial year 15-16:

ACCESS INTELLIGENCE MEDIA AND COMMUNICATIONS LTD	10,750
HOOTSUITE MEDIA INC	4,320

4. A copy of the corporate communications and/or marketing department(s) business plans and/or corporate communication strategy for 13/14, 14/15 and 15/16.

No information held

5. A summary of your corporate communications and/or marketing department(s) key performance indicators or equivalent. Please provide any media/marketing evaluation/analysis reports or equivalent for the financial years 14/15 and 15/16 to date.

No information held

6. The details of any other non-staff costs which total more than £1,000 pa, for example subscriptions to newspapers and magazines, hosting of websites, production and distribution of marketing material, leaflets etc. etc.

Costs recorded under the Corporate Communications Cost Code for 14-15, by account description, where the TOTAL for that account exceeded £1,000:

Account	Comments	Total (£)
Accommodation		1,221
Advertising (Recruitment)		1,012
Assistance & Donations		5,000
Awards / Presentations / Testimonials	Budget centralised for force under Corporate Comms	55,547
Equipment		4,206
Hospitality / Presentations		1,183
IT Bought in Services		1,725
Other Professional Services		10,879
Printing		4,226
Targeted Initiatives		1,339
TV & Music Licences	Budget centralised for force under Corporate Comms	63,019
Grand Total		149,357