

Ref: FOI2025-013

[REDACTED]

21 March 2025

Dear [REDACTED],

Further to our previous correspondence regarding your request for the following information:

*What are the contractual performance KPI's for this contract?*

*Suppliers who applied for inclusion on each framework/contract and were successful & not successful at the PQQ & ITT stages*

*Actual spend on this contract/framework (and any sub lots), from the start of the contract to the current date*

*Start date & duration of framework/contract?*

*Could you please provide a copy of the service/product specification given to all bidders for when this contract was last advertised?*

*Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension?*

*Has a decision been made yet on whether the framework(s)/contract(s) are being either extended or renewed?*

*Who is the senior officer (outside of procurement) responsible for this contract?*

Your request has been handled as a request for information under the Freedom of Information Act 2000 (the Act).

We can confirm that AWE holds all of the information in scope of your request.

We are able to release the information in response to questions 4 and 5 of your request.

4) Start date & duration of framework/contract?

The start date of was 04 April 2024 and the duration of contract placement was 3 years.

5) Could you please provide a copy of the service/product specification given to all bidders for when this contract was last advertised?

Please see attached.

However, we are withholding the information in relation to questions 1,2,3,6, 7 and 8 under sections 21, 40 and 43 of the Act.

1) What are the contractual performance KPI's for this contract?

Section 21 of the Freedom of Information Act (FOIA) 2000 is an absolute exemption that applies to information already reasonably accessible to the applicant by other means. This means that if the requested information is available through another route, such as a public library, a publication scheme, or another access regime, the public authority is not required to provide it under FOIA. This information is already reasonably accessible and is therefore being withheld under section 21 of the Act.

Please see the link below:

[RM6126 DPS order schedule 14: service levels v1.1](#)

8) Who is the senior officer (outside of procurement) responsible for this contract?

Section 40(2) has been applied to some of the information to protect personal information as governed by the Data Protection Act 2018. Section 40(2) requires the Department to conduct a balancing exercise which involves balancing the rights and interests of individuals against the legitimate interests in disclosure. This is not the same as carrying out the public interest test associated with certain exemptions under the Act. The balancing exercise is carried out to decide whether the absolute exemption in section 40(2) is engaged. There is no assumption of disclosure in the legitimate interest's test, as there is with qualified exemptions. The outcome of the balancing exercise lay in withholding the third-party personal data identified as being within scope of your request.

2) Suppliers who applied for inclusion on each framework/contract and were successful & not successful at the PQQ & ITT stages

3) Actual spend on this contract/framework (and any sub lots), from the start of the contract to the current date

6) Is there an extension clause in the framework(s)/contract(s) and, if so, the duration of the extension?

7) Has a decision been made yet on whether the framework(s)/contract(s) are being either extended or renewed?

Section 43(1) of the Act exempts information which when disclosed would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it). This includes sensitive procurement data of a financial nature and relationships with third parties.

Section 43 is a qualified exemption subject to a Public Interest Test (PIT) which means that the information requested can only be withheld if the public interest in doing so outweighs the public interest in disclosure.

AWE considered the distinction that has been often made by courts between things that are in the public interest, and things that merely interest the public, and identified the following public interest factors that may be seen as encouraging the disclosure of information:

Disclosing the names of AWE suppliers and the amount spent on specific contracts would promote transparency and accountability, allowing the public to gain insight into how public funds are allocated and spent, ensuring that financial resources are being used efficiently and effectively.

However, revealing the names of AWE suppliers, the amount spent on specific contracts and details of the contract will expose commercially sensitive details which would be highly advantageous to competitors of AWE suppliers and damaging confidence levels in the market of current and potential suppliers, consequently damage the working relation suppliers have with AWE.

After considering the arguments for and against disclosure, it is determined that the public interest in withholding the names of AWE suppliers, the value of specific contracts and details of those contracts outweighs the public interest in disclosure for the reasons stated above and release of the information would be likely to prejudice AWE's commercial interests.

Please remember to quote the reference number above in any future communications. If you have any queries regarding the content of this letter, please contact this office in the first instance.

If you are unhappy with the way your request has been handled you have a right to request an internal review within 40 days of receiving this letter, by writing to [information.requests@awe.co.uk](mailto:information.requests@awe.co.uk) or our postal address: Information Requests Team, AWE Aldermaston, Reading, RG7 4PR. If you are still unhappy after an internal review has been completed, under the provisions of Section 50 of the Freedom of Information Act 2000 you have the right to take your complaint to the Information Commissioner's Office. Please note the Commissioner will generally not consider a complaint until you have exhausted AWE's internal complaints process.

Yours sincerely,

AWE Information Requests Team

## Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

### **AWE media monitoring and analysis service requirements:**

#### **Purpose of service:**

- To provide a professional holistic overview of AWE's media coverage to support tactical execution and strategic insight.
- To report on KPIs and track the performance of campaigns.
- To alert us to real-time breaking news so we can monitor and react in a timely manner to protect company reputation.

#### **Monitoring, alerting and expected volumes:**

- To monitor media coverage and provide accurate and immediate email news alerts (all-in-one solution across all media types covering Print, Online news, Broadcast, Social Media) against a pre-agreed list of key AWE-related searches.
- The average total volume of coverage per month across all media types during 2023 was **245** mentions (with 145 being the lowest total number of mentions in a single month and 700 being the highest).

#### **Bespoke Daily Digests:**

- A bespoke daily morning digest received every morning **by 6am** distributed by email to an agreed list of AWE recipients which provides a summary of coverage across Print, Online news, Broadcast, Social Media.
- The digest is to comprise and present all AWE-related content (regional and national) plus two or three of the top UK national 'defence' stories of the day.
- The digest is useful for the press office, and wider Corporate Affairs team as well as senior audiences in the business who do not need to see individual articles but would like a top-level summary of relevant coverage.

#### **Bespoke customised monthly reporting with tailored metrics:**

- 12 monthly bespoke media performance reports customised to AWE's branding guidelines to include: e.g.
  - Top-level executive summary showing total monthly mentions (month-on-month and annual accumulations), total reach, total sentiment (with breakdowns positive, negative, neutral), total AVE etc.
  - Short commentary on monthly overview (including examples of negative/positive media coverage)

Order Schedule 20 (Order Specification)

Order Ref:

Crown Copyright 2021

- Campaign overview (AWE has 3 always-on campaigns: Excellent Employer, Benefitting Britain, and Preferred Partner) e.g. monitor/track performance e.g. share of voice by media type, owned/earned, impressions, engagement etc.
  - Online
  - Web traffic
  - International coverage geographical spread (online only)
  - Social media (X, LinkedIn, Instagram) including e.g. earned performance analysis, follower growth, owned content performance, best/worst performing owned posts (by impression/engagement) etc.
  - Broadcast
  - Print
  - Sector specific journals (e.g. engineering, construction, defence, STEM)
- AWE Press Office to receive the monthly report by the **8<sup>th</sup>** of the following month to meet the Executive's performance reporting meeting schedule.
  - Contract to have contingency built-in for a further **two** additional ad hoc, deep-dive media analysis reports per contract year e.g. relating to a specific announcement, event, crisis or campaign as required.

**Additional services required:**

- Access to a PR database of UK media contacts and distribution service.

**General service requirements:**

- Supplier analysis and account management team to provide ongoing high-level consultancy for best practice advice on e.g. reporting trends and KPIs – growth proposals etc.
- Onboarding/refresher support and guidance for effective use of the supplier's platform/dashboard.
- Technical support and advice as required – always available.
- Mobile app provision for remote access to daily alerts, dashboard etc. (desirable).