

Response

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Community and Constitutional Affairs (CCA)	PR – no SM – yes External – no Internal – no	SM – a one-off, short-term social media campaign as part of Chief Minister’s Department trial of social media product. Contractors engaged end of November 2017 to January 2018. No extend options. Do not expect to retender.	PR – no SM – no External – no Internal - no	PR – yes	Provision of strategic advice to Chief Minister in relation to publication of Independent Jersey Care Inquiry Report (also see Chief Minister’s Department). Contact period, approximately six months.
Chief Minister’s Department	PR – no SM – no External – no Internal – no		Communications support will be engaged as necessary.	Yes	As for CCA, Strategic advice in relation to publication of IJCI report. Support for publication of the Jersey Care Inquiry report, Brexit and other external issues.
Chief Minister’s Department – Human Resources	PR – no SM – no External – no Internal - yes	No current contracts in place.	No plans for the future.	Yes	Public Sector Reform and Workforce Modernisation – internal engagement.

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					<p>Workforce Modernisation – external stakeholder engagement.</p> <p>Staff HR portal – internal engagement.</p> <p>Contracts are project rather than time based.</p>
Department for Infrastructure	PR – no SM – no External – as required Internal – no	External – work is undertaken on an ad hoc basis and not via a contract.	PR – no SM – no External – no Internal – no	Yes	Stakeholder engagement in relation to waste strategy. Engaged for two periods of two to three weeks.
Economic Development, Tourism, Sport and Culture – Fort Regent	PR – yes SM – no External – yes Internal – no	<p>PR – awarded in August 2017, expired December 2017. No plans to re-tender.</p> <p>External – awarded January 2017 and ended December 2017. No option to extend. No intention to re-tender.</p>	N/A	No	N/A

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Economic Development, Tourism, Sport and Culture – Sport Division	PR – no SM – yes External – yes Internal – no	SM – awarded in 2016 and expires in 2019, extendable by one year. Expect to retender 2018/2019.	N/A	No	N/A
Economic Development, Tourism, Sport and Culture – Locate Jersey	PR – yes SM – no External – no Internal – no	PR – awarded in 2017 and expires in July 2019 with option to extend. Expect to retender in 2021.	N/A	No	N/A
Education Department	PR – no Soc media – no External – no Internal – no	N/A	No	Yes – design only	Contracts are based on project length rather than time. New Skills Jersey logo. Jersey Skills Show marketing collateral. Video explaining the new GCSEs.
External Relations	No	N/A	No	Yes	A logo and series of short videos used for “Let’s Talk Brexit” public information campaign. Campaign planned and managed internally.

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Department of the Environment	<p>PR – no SM – yes External – yes Internal – no</p>	<p>Current contract last went out to tender end 2013 for the contract to start 2014 Contract expired in December 2017. Contract has options to extend its length and may be extended for up to six months. Department expects to go out for tender February / March 2018.</p>	As previous column.	Yes	<p>Over the last 2 years DoE has run many one-off campaigns for various periods, these include:</p> <p>2016 Pollution Prevention animation in conjunction with Eco-active States.</p> <p>2016 logo “Future St Helier” initiative.</p> <p>The Jersey Bat Project –2017 to design a film/animations/artwork - still in use.</p> <p>Banner for Wild About Jersey 2017 public event.</p> <p>Proud of You Dog Poo Campaign (won National Marketing Award). Created 2015 and used again 2016.</p> <p>Turn It Off campaign. Created 2015 still in use.</p> <p>Water Campaign 2016/17 but content still used as appropriate.</p>

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<p>Department of the Environment (continued)</p>					<p>Get Eco Active 2016. Green Travel Fortnight – happened for five years up until 2017.</p> <p>Images for Waste Free Wednesdays campaign in 2016 / 2017.</p> <p>Eco drive project 2016-17 to reduce fuel consumption through driving behaviour.</p> <p>Energy top tips campaign. 2016, 2017 ongoing.</p> <p>Pollution Prevention animation 2017 and still in use.</p> <p>States of Jersey principles of being eco – developed ready for internal use in 2018.</p> <p>Food waste campaign ready for use 2018.</p>

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Health and Social Services (Preventive programmes)	No	N/A	No	Yes	Branding for the winter flu vaccination campaign for targeted groups and producing an information video. The work was carried out over a two-month period in summer 2017. No activity in 2016.
Future Hospital	PR – no SM – yes External – no Internal – no	SM – let from 1/10/17, expires on 31/12/17, extendable by one month. Will not retender as support no longer required.	No	Yes	Six-month contract to support Future Hospital Project public engagement. 16-month contract to support Future Hospital Project public engagement. Ad hoc quoted work for graphics and printed material.
Health and Social Services Community & Social Services	No	N/A	No	Yes	Production of a video to raise public awareness of Multi-Agency Safeguarding Hub (MASH) and reporting of child safeguarding concerns.

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Social Security	PR – no SM –yes External – yes Internal – no	Social Media contract from 29 September 2017 to 13 October 2017. No plans to retender. External stakeholder contract from August 2017 to March 2018. No options to extend and will not be retendering the contract.	No plans for PR or internal engagement contracts.	Yes	The department has used local marketing agencies for some design work. These were for individual pieces of work, not contracts over a time-frame. As referenced in question 2, the department used a company for a public information campaign to conduct a survey via social media on contributory benefits.
States Greffe	PR – no SM – no External – yes Internal – no	External contract from May 2017 to May 2018. Not extendable and do not expect to retender.	External – possibly in 2022.	No	N/A
Treasury and Resources	No	N/A	No	Yes	June to September 2016 – supporting the communication of the Medium Term Financial Plan.