

Reference: 1409603

Gloria Akinyemi
Information Rights Adviser
Information.requests@ofcom.org.uk

Dear

4 February 2022

Freedom of Information: Right to know request

Thank you for your request for information about Ofcom's communication strategy and agency.

We received this request on 20 January 2022 and have considered it under the Freedom of Information Act 2000.

Your request

You asked: 'I would like to know if Ofcom's communication strategy is done in-house or with the help of an external agency. If it's done by an agency I would like to know about the name of the agency/company. Second, I would like to ask if Ofcom is working with any communication and advertising agency to implement their strategy, if yes, what is the name of the agency.'

Our response

Ofcom's communications strategy is developed, managed and executed by our in-house Communications team. We occasionally employ consultants for specific projects where additional expertise is needed, but we do not have ongoing agency or consultant relationships for our communications strategy.

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk quoting the reference number above in any future communications.

Yours sincerely,

Gloria Akinyemi

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk.

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