

2 August 2023



**CAMBRIDGESHIRE  
& PETERBOROUGH**  
COMBINED AUTHORITY

Dear [REDACTED]

**Re: Freedom of Information request ref CA244**

Thank you for your request for information received on 19 July 2023. The response is given below:

***Request***

Under the terms of the Freedom of Information Act 2000, I am writing to request information about the use of Media Intelligence Services by your organisation.

Specifically, I would like to know:

1. Whether your organisation is currently using any Media Intelligence services.
2. If your organisation is using Media Intelligence services, what specific services are being utilised? (e.g., media monitoring, media analysis, media contacts database, etc.)
3. The name of the provider(s) of these Media Intelligence services.
4. The total cost of the contract(s) with the provider(s) of these Media Intelligence services, including any fees for additional services not covered by the original contract.
5. The overall value of the contract(s) with the provider(s) of these Media Intelligence services, including both direct costs and indirect costs (such as training, implementation, or support).

**Response**

Cambridgeshire and Peterborough Combined Authority do not have a specific provider or contract for Media Intelligence Services.

The Vuelio Service is used to manage dissemination of news releases to lists of local and national media. This service also monitors media reports regarding the Combined Authority and the Mayor of Cambridgeshire and Peterborough.

2<sup>nd</sup> Floor  
Pathfinder House  
St Mary's Street  
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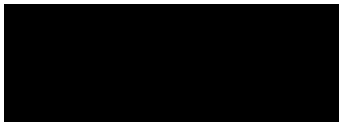
Hubspot CRM is also used, which - as an incidental part of its social media publishing function - monitors social media activity regarding the Combined Authority and the Mayor of Cambridgeshire and Peterborough.

I hope this information is helpful but if you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review, you should write to us via our contact us email address: [democratic.services@cambridgeshirepeterborough-ca.gov.uk](mailto:democratic.services@cambridgeshirepeterborough-ca.gov.uk) or write a letter to Complaints, Cambridgeshire and Peterborough Combined Authority, 2<sup>nd</sup> Floor, Pathfinder House, St Mary's Street, Huntingdon, Cambs PE29 3TN within 40 days of the date of this e-mail.

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, or via their website: <https://ico.org.uk/>

Generally, the ICO will not undertake a review or make a decision on a request until the internal review process has been completed.

Yours sincerely



**Sue Hall**  
Data Protection Officer



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