



**CAMBRIDGESHIRE  
& PETERBOROUGH**  
COMBINED AUTHORITY

Cambridgeshire & Peterborough Combined Authority  
Pathfinder House  
St Marys Street, Huntingdon  
PE29 3TN

18<sup>th</sup> June 2025

[REDACTED]

[REDACTED]

Dear [REDACTED]

**Re: Freedom of Information request ref CA434**

Thank you for your request for information which was received on 4<sup>th</sup> June 2025.

***Request:***

The information that we require is as follows:

- 1) Do you use a Social Media Management platform?
- 2) If so, what tools do you use?
- 3) What is your annual spend on a Social Media Management tool?
- 4) What dates does your contract with your current supplier end (month & year)?
- 5) Do you use a tool for Social Listening and/or a Media Monitoring platform?
- 6) If so, what tools do you use?
- 7) What is your annual spend on a tool for Social Listening and/or a Media Monitoring platform?
- 8) What dates does your contract with your current supplier end (month & year)?
- 9) Who is the senior person responsible for managing these contracts?

***Response:***

- 1) Cambridgeshire and Peterborough Combined Authority currently utilises HubSpot as a social media management platform
- 2) The tool is also used as a CRM solution for the organisation.
- 3) The Marketing Enterprise package costs £18,892.82 per year.
- 4) The current contract with HubSpot expires on 16th May 2026.
- 5) The Combined Authority has a contract with a media monitoring platform called Vuelio. We do not have a contract with any social listening platform.
- 6) N/A
- 7) Vuelio costs the Combined Authority £10,447.50 + VAT per year
- 8) The current agreement expires on 31 October 2025.

9) The Manager responsible for these contracts is Ed Colman, Head of Communications, Engagement and Public Affairs.

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 letter.

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 via their complaints portal [FOI and EIR complaints | ICO](#) or writing to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

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

A black rectangular box redacting the signature of Sophie Purvis.

Sophie Purvis  
**Data Protection and Information Governance Assistant**