



LONDON FIRE BRIGADE

London Fire Brigade Headquarters
169 Union Street London SE1 0LL
T 020 8555 1200 F 020 7960 3602
Textphone 020 7960 3629
london-fire.gov.uk

Freedom of Information request reference number: 8185.1

Date of response: 05 January 2024

Request:

I would be most grateful if you would provide me, under the Freedom of Information Act, the information requested below.

The details we require are:

- 1) Do you use a social listening platform?*
- 2) If so, what tools do you use?*
- 3) How much do you spend annually on a social listening tool?*
- 4) Which month & year does your contract with your supplier end?*
- 5) Do you use a media monitoring platform?*
- 6) If so, what tools do you use?*
- 7) How much do you spend annually on a media monitoring tool?*
- 8) Which month & year does your contract with your supplier end?*
- 9) Who is the budget holder for these contracts?*

Response:

Please see my response to each of your queries in turn below, provided by our Communications team:

- 1) Do you use a social listening platform?*

Yes, the Brigade uses a social media management tool that has a social listening function.

- 2) If so, what tools do you use?*

Orlo

- 3) How much do you spend annually on a social listening tool?*

I would like to direct you to the [London Datastore](https://data.london.gov.uk/dataset/lfepa-procurement-information---current-contracts) website which publishes information the Brigade routinely makes available to the public. The Local Government Transparency Code 2015 requires the publication of the details of every contract commissioned activity (including external consultants), purchase order, framework agreement and any other legally enforceable agreement with a value that exceeds £5,000. The London Fire Commissioner scheme of governance provides for tenders for purchases of £10,000 or more in value. The LFB current contracts list is updated quarterly and can be accessed via the following link:

<https://data.london.gov.uk/dataset/lfepa-procurement-information---current-contracts>

If you download the most recent spreadsheet, you can search by vendor (Orlo (vendor no: 21957)) using column AA 'Successful supplier'.

- 4) Which month & year does your contract with your supplier end?*

The expected end date is currently May 2024, but this may be extended and we are looking at renewal options.

5) *Do you use a media monitoring platform?*

Yes, the Brigade uses a media monitoring platform.

6) *If so, what tools do you use?*

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7) *How much do you spend annually on a media monitoring tool?*

As we are currently on a rolling contract, we do not hold this information.

8) *Which month & year does your contract with your supplier end?*

Our current contract has ended and we are participating in a shared procurement exercise with GLA Group partners which is near completion.

9) *Who is the budget holder for these contracts?*

Head of External Communications

Further information about procurement at the LFB can be found online using the following link:
<https://www.london-fire.gov.uk/about-us/services-and-facilities/services-we-offer/procurement/>

The Brigade does not respond to unsolicited emails or telephone calls and therefore encourages all companies wishing to work with the Brigade to register with the BlueLight E-tendering Portal.

We have dealt with your request under the Freedom of Information Act 2000. For more information about this process please see the guidance we publish about making a request [on our website](#).