

Directorate of Healthcare Quality and Strategy

Pharmacy and Medicines Division

██████████, Head of Pharmacy Branch

T: 0131-244 ████████ F: 0131-244 ████████
██████████@scotland.gsi.gov.uk



Mr ██████████
Director
CJC Media
No 3, 52 Milnpark Gardens
Glasgow
G41 1DP



19 March 2015

Dear Mr ████████,

Community Pharmacy Public Health Poster Campaigns and Panels

Thank you for your further email correspondence of 23rd February 2015 regarding the provision of the above service, delivered under contract with Carat Media Edinburgh on behalf of the Scottish Government, and the decisions of Carat in the subcontracting of this service.

In your emails of 23rd February 2015 and 8th December 2014 you list a range of concerns and questions regarding Carat Edinburgh's decision to sub-contract this service to Tactical Media in 2013. You also call into question the involvement of officials in the Pharmacy and Medicines Division of the Scottish Government in this decision.

It might first of all be helpful to clarify on what basis contact takes place with officials in Pharmacy and Medicines Division and Carat Edinburgh, and with Tactical Media and previously CJC Media. Crucially, it is important to emphasise from the outset that the provision of the community pharmacy Public Health Poster Campaigns and Panels service is a component of the overall media planning and buying framework which the Scottish Government currently holds with Carat Edinburgh. There is not a separate contract arrangement between its Pharmacy and Medicines Division and Carat Edinburgh, or whoever Carat Edinburgh chooses to subcontract this service to. All payments for this service are invoiced to the Scottish Government by and paid directly to Carat Edinburgh. Carat are responsible for contract management to ensure that the service is being delivered to a satisfactory standard.

In terms of contact between the Pharmacy and Medicines Division and Tactical Media, and previously CJC Media, this has been on a strictly operational basis only and covering the scheduling of poster campaigns, the themes involved, the delivery and mounting of posters, and the maintenance of poster panels. ██████████ has been the point of contact throughout regarding these operational delivery matters whether representing Tactical Media or CJC Media previously.

Turning to your questions about Carat Edinburgh's decision in March 2013, and the associated process, regarding the sub-contracting of the community pharmacy Public Health Poster Campaigns and Panels service, I re-emphasise that under the terms of the Scottish Government Media Planning and Buying Framework, it is solely a matter for Carat Edinburgh to determine how the services are delivered. I understand Carat Edinburgh decided to compete the service in March 2013 and that both CJC Media and Tactical Media were invited to tender and responded by the deadline set. At no point were Scottish Government officials directly involved in the decision to compete the services or the tendering exercise undertaken by Carat Edinburgh, the processes which it undertook, or were party to or requested sight of the documentation or bids involved, or analysis of the results. There was and is no requirement for the Scottish Government to do so.

It is correct that Carat Edinburgh recommended to officials to appoint Tactical Media on the basis that their proposal was the most competitive (i.e. offered the most economically advantageous tender). Carat's decision was not taken on the basis of cost alone, but considered other factors such as quality, continuity and reliability of service.

You asked whether there would be a tender for 2015. I can advise that the framework for the overall media planning and buying services, of which the community pharmacy Public Health Poster Campaigns and Panels service forms part, expires on 31 May 2015 and is about to be retendered. Until that date, it is a matter for Carat to decide how they provide these services. From 1 June 2015 delivery of the services required by the Pharmacy & Medicines Division will be considered by the successful Provider.

With regard to the other statements you make in your email concerning the background and business practices of Tactical Media and [REDACTED], the conduct of [REDACTED] his staff or associates and related impending litigation or criminal proceedings, it would be entirely inappropriate for the Scottish Government to comment on any of the questions you have raised on these matters.

I have given the above information to the best of my knowledge and understanding and have nothing further to add.

Yours sincerely,

[REDACTED]

[REDACTED]
Pharmacy Branch
Pharmacy and Medicines Division