

[REDACTED]

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**From:** [REDACTED]  
**Sent:** 30 April 2015 15:07  
**To:** [REDACTED]@cjcmedia.com  
**Subject:** FOI/15/00623

[REDACTED],

Please find attached the Scottish Government response to your request of 31 March 2015.



Fol - CJC Media -  
payments to ...

Pharmacy and Medicines Division  
Healthcare Quality and Strategy Directorate  
Scottish Government Health Directorates  
1 East Rear  
St Andrews House  
Regent Road  
Edinburgh  
EH1 3DG  
0131 244 [REDACTED]



T: 0131-244 [REDACTED] F: 0131-244  
E: brian.o'donnell@scotland.gsi.gov.uk

[REDACTED]  
CJC Media  
No 3, Milnpark Gardens  
Glasgow  
G41 1DP



Our ref: FoI/15/00623  
30 April 2015

[REDACTED]

Further to your request of 31 March 2015 under the Freedom of Information (Scotland) 2002 (FOISA), I have set out the information requested in the table below.

Your request was set out as follows:-

CJC Media previously tendered for a Community Pharmacy Scotland contract in 2013 after carrying out the same contract for the previous seven years, at the time of the tender CJC Media put together an extremely competitive tender to Carat (organisation that oversee Media Planning and Buying from Contracting Authority). Despite this extremely competitive tender the contract was awarded to Tactical Media. It appears from recent correspondence with government officials, that Carat may not have acted in the best interests of the Contracting Authority by not offering value for money (as per conditions of the framework).

Despite CJC Media's attempts to correspond with Carat for information regarding the contract, CJC Media have received no responses and have no other option but gain insight from The Scottish Government including this FOI request.

Therefore, with reference to FOI request CJC Media wish to clarify Community Pharmacy Scotland sums paid to Carat and ultimately Tactical Media, to provide transparency regarding the tender process and the award of this contract in 2013.

Our response below indicates each payment made by the Scottish Government to Carat between 1 April 2013 and 31 March 2014 in respect of invoices received for the distribution of pharmacy panel posters, and the repair/replacement as necessary of poster panels. The Scottish Government has no information relating to payments made by Carat to Tactical Media.

**PHS Pharmacy Poster Campaign  
Payments to Carat  
April 2013 - March 2014**

<b>invoice processed</b>	<b>net (£)</b>	<b>VAT (£)</b>	<b>gross (£)</b>
12/04/2013	13,807.98	2,761.60	16,569.58
01/05/2013	1,346.56	269.31	1,615.87
21/05/2013	13,807.98	2,761.60	16,569.58
01/05/2013	15,999.98	3,196.80	19,196.78*
25/06/2013	15,984.00	3,196.80	19,180.80*
25/06/2013	2,519.04	503.81	3,022.85
29/07/2013	15,984.00	3,196.80	19,180.80*
28/08/2013	13,807.98	2,758.84	16,566.82
28/08/2013	1,399.20	279.56	1,678.76
09/10/2013	13,807.98	2,758.84	16,566.82
07/11/2013	13,807.98	2,758.84	16,566.82
19/10/2013	13,807.98	2,758.84	16,566.82
24/01/2014	13,807.98	2,758.84	16,566.82
21/02/2014	13,807.98	2,758.84	16,566.82
<b>Totals</b>	<b>163,696.62</b>	<b>32,719.32</b>	<b>196,415.94</b>

\*These amounts do not include a small re-credit to the Scottish Government, amounting to a total of £5408.17 including VAT.

If you are unhappy with this response to your FOI request, you may ask us to carry out an internal review of the response, by writing to:-

[REDACTED]  
Director General, Health and Social Care  
St Andrews House  
Regent Road  
Edinburgh  
EH1 3DG

Your review request should explain why you are dissatisfied with this response, and should be made within 40 working days from the date when you received this letter. We will complete the review and tell you the result, within 20 working days from the date when we receive your review request.

If you are not satisfied with the result of the review, you then have the right to appeal to the Scottish Information Commissioner. More detailed information on your rights is available on the Commissioner's website at: [www.itspublicknowledge.info](http://www.itspublicknowledge.info).

Yours sincerely

[REDACTED]