

Date: 11th June 2021

Mr Anthony Wood
[request-757052-003367a3@whatdotheyknow.com](#)

Our Ref: 210488/F3
Direct Line: 01253 477477
Email: FOI@blackpool.gov.uk

Dear Mr Wood

FREEDOM OF INFORMATION ACT 2000 – INFORMATION REQUEST

I am writing to confirm that we have now completed our search for the information you requested on 20.05.2021.

A copy of the information that you requested is shown below.

Please could you let me know if the Council uses any text messaging bundles to personalise messages to residents on mass.

If so, what supplier/product do you use, how much is the annual spend, how many text messages does the Council send per year and if in contract with a supplier, when does that contract expire?

Blackpool Council uses Gov Notify across the council.

We get 25,000 free per account after that the costs are at:

<https://www.notifications.service.gov.uk/pricing>

We do also have TextMarketer. The Council bought a bundle of texts in 2017 at a cost of £330.

When these have been used up, we will use Gov Notify.

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If you are dissatisfied with the handling of your request you may ask for an internal review and you should submit this in writing to: FOI Internal Review, Blackpool Council, PO Box 4, Blackpool, FY1 1NA. Your request for internal review should be submitted within 40 working days of receipt by you of this response.



Information Governance Team
PO Box 4
Blackpool, FY1 1NA

Contact
T: (01253) 477 477

www.blackpool.gov.uk

If you are not happy with the outcome of the review, you have the right to apply directly to the Information Commissioner's Office for a decision. You can contact the Information Commissioner at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, (www.ico.org.uk).

If you have any queries about this letter you can contact me, or write to: FOI, PO Box 4, Blackpool, FY1 1NA, or email us at FOI@blackpool.gov.uk. Please remember to quote your reference number when you contact us.

Yours sincerely

Information Governance Team



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