**FOI Ref: 6333**

**Category(ies): Trust – Financial, Staff - Structure**

**Subject: Spending on Communications and Public Relations**

**Date Received: 07/04/2022**

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| **Your request:** | **Our response:** |
| This is an information request relating to spending on communications, public relations, digital and other similar activities.    Please provide information for the 2020-21 and 2021-22 financial years on how much the organisation spent on communications, press relations, public relations, digital, social media and other such activities. Please include a full breakdown including: | |
| A list of your staff working in these fields including job titles and annual salaries. If you cannot provide an exact salary, please provide a pay band | |  |  |  |  | | --- | --- | --- | --- | | Job title | Banding 2020/21 | Job title | Banding 2021/22 | | Communications Assistant | Band 2 | Communications Assistant | Band 2 | | Health Information Assistant | Band 3 | Health Information Assistant | Band 3 | | Communications Officer (x2) | Band 5 | Communications Officer (x2) | Band 5 | | Communications Officer | Band 6 | Communications Manager | Band 7 | | Communications Manager | Band 7 | Director of Communications | Non A4C Staff | | Director of Communications | Non A4C Staff |  |  |   A team restructure took place during the last year and is reflected in the above table. |
| Spending on social media advertising | 20/21 - £660  21/22 - £17 |
| Spending on contractors or any other outside bodies hired for the purpose of these activities | 20/21 - £3,916  21/22 - £24,478 |
| Spending on any software, for example media monitoring software, used for these purposes | 20/21 - £1,284  21/22 - £4,533 |
| Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions | 20/21 - £408  21/22 - £0 |