

## Your request

You requested the following:

1. Full spend on communications (all types).
2. Spend on physical leaflets and posters by:
  - a. Communications Department.
  - b. Patient Experience / Information.
3. Spend on agencies by name for design and copy of trust materials.
4. Spend on digital screens broken into three categories:
  - a. Cost of purchasing / leasing.
  - b. Cost of ongoing maintenance / management.
  - c. Cost of producing the design and copy of any content that is played on the screens.

We need this for the financial years ending:

- March 2024 (Y2D)
- March 2023
- March 2022

Please provide this information in an editable spreadsheet.

You provided the following clarification:

For question 1 we are looking for non-pay, expenditure on communications materials digital and print.

## Our response

1. Our response to question 1 is provided in the table below:

Financial Year	Total Expenditure on communications materials
2021 - 2022	£85,742.14
2022 - 2023	£60,154.17
2023 - 2024 (YTD Sep-23)	£4,192.16
<b>Total</b>	<b>£150,088.47</b>

For questions 2a and 2b, it is not possible to calculate costs for physical leaflets and posters as they are designed in-house.

3. Our response to question 3 is provided in the table below:

Financial Year		2021 - 2022	2022 - 2023	2023 - 2024 (YTD Sep-23)	Total
Agencies	<b>HARLEQUINN LTD.</b> Physical Leaflets and Posters Print Costs	£10,719.46	£17,710.68	£2,576.00	<b>£31,006.14</b>
	<b>JAMJAR PR LTD.</b> Providing design and copy for the Health Board's Social Media Strategy	£5,760.00	£0.00	£0.00	<b>£5,760.00</b>
	<b>JAMJAR PR LTD.</b> Design, copy and distribution of a A5 leaflet and printed resources for weight management pilot scheme	£0.00	£24,954.30	£0.00	<b>£24,954.30</b>
	<b>POPULATE SOCIAL LTD.</b> Producing materials for a sexual campaign	£5,940.00	£0.00	£0.00	<b>£5,940.00</b>
	<b>TINY WIZARD STUDIO LTD.</b> Spend on a Health Board animation	£20,182.84	£0.00	£0.00	<b>£20,182.84</b>
	<b>WORKING WORD PUBLIC RELATIONS LTD.</b> Support with design and copy of the new Communications and Engagement Strategy	£6,000.00	£0.00	£0.00	<b>£6,000.00</b>

4. Our response to questions 4a to 4c is provided in the table below:

Digital Screens		
Financial Year	TV Screen Purchases	Maintenance Costs
2021 - 2022	£37,139.84	£0.00
2022 - 2023	£17,489.19	£0.00
2023 - 2024 (YTD Sep-23)	£1,616.85	£0.00
<b>Total</b>	<b>£56,245.88</b>	<b>£0.00</b>