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PRIVATE

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Date: 01/02/2024

Dear Liam,

Re: FOI ref: 670.23-24 - Communications and Public Relations Spend

I am writing in response to your request which was received on 19th January 2024. This has been managed in accordance with the provisions of the Freedom of Information Act 2000, and I am pleased to attach our response which can be found overleaf.

Please note that the data supplied is not allowed to be re-used and/or published without the explicit consent of Walsall Healthcare NHS Trust. Please contact the signatory to request permission if this is your intention.

This letter confirms the completion of this request. A log of this request and a copy of this letter will be retained by the Trust.

If you have any queries related to the response provided, please contact my office via wht.foi@nhs.net in the first instance. Should you have a complaint about the response or the handling of your request, please also contact my office to request a review of this. If having exhausted the Trusts internal process you are still dissatisfied, you are entitled to approach the Information Commissioner's Office (ICO) and request an assessment of the manner in which the Trust has managed your request.

The Information Commissioner may be contacted at: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or via www.ico.org.uk

Kind Regards

Rachel Murphy
Freedom of Information Requests Co-Ordinator

FOI 670.23-24

Re: Communications and Public Relations Spend

Please provide your total spend on communications and public relations for the last three financial year's (20/21,21/22,22/23). For each year I would like a breakdown containing the following information:

- Spend on communications and public relations activities.

Annual Spend against Marketing & Comms budget report

Year	20/21	21/22	22/23
Income	-£7,000	-£7,000	£0
Nonpay	£205,859	£90,983	£58,214
Pay	£389,977	£282,066	£270,534
Grand Total	£588,836	£366,049	£328,748

- Total number of communications and public relations employees.

Budgeted whole time equivalents

	20/21	21/22	22/23
Wte budgeted	5.22	6.22	6.22

- Total salary cost for all communications and public relations employees

Pay spend against Marketing & Comms budget report

	20/21	21/22	22/23
Pay Spend	£389,977	£282,066	£270,534