

Freedom of Information Request

Ref: 22-182

11 May 2022

By Email

Dear Sir/Madam

Thank you for your request for information under the Freedom of Information Act 2000. The Trust's response is as follows:

- We can confirm that we do hold the information you are requesting

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**

The Trust uses Agenda for Change pay bands: <https://www.nhsemployers.org/articles/pay-scale-material-202223>

2020/21	2021/22
Director of Communications (Band 9)	Director of Communications (Band 9)
Head of Communications and Fundraising (Band 8a)	Head of Communications and Fundraising (Band 8a) Role title changed part way through the year, to Senior Communications Manager.
2x Communications Manager (Band 7)	2x Communications Manager (Band 7)
Internal Communications Manager (Band 7)	Interim Communications Manager (Band 7) [part year]
Press Officer (Band 6) [part year]	
Assistant Press Officer (Band 4)	Assistant Press Officer (Band 4) Role title changed part way through the year, to Assistant Communications Officer
Communications Officer (Band 5)	Communications Officer (Band 5)
Web Communications Assistant (Band 4)	Web Communications Assistant (Band 4) [part year]

	Role and title changed part way through the year, to Digital Communications Officer (Band 5) [part year]
Communications Officer (Band 3)	Communications Officer (Band 3) [part year]

- **Spending on social media advertising**

Not applicable

- **Spending on contractors or any other outside bodies hired for the purpose of these activities**

Not applicable

- **Spending on any software, for example media monitoring software, used for these purposes**

- Media Monitoring Software (including VAT):

2020-2021 - £8,952

2021-2022 - £8,952.

- Video hosting:

2020-2021 - £82.80

2021-2022 - £82.80.

- Website hosting:

University Hospitals Bristol NHS Foundation Trust website:-

2020-21: £3,600 (covers period 1/2/20-30/04/21)

2021-22: £2,160 (covers period 1/5/2021-31/1/2022).

Weston General Hospital website:-

2020-21: £6,084

2021-22: £6,554.

University Hospitals Bristol and Weston NHS Foundation Trust website:-

2020-21: £432

2021-22: £432.

- Internal newsletter software:-

2020-21: £365

2021-22: £365.

- **Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions**

Not applicable – the communications function does not hold any subscriptions for these purposes.

This concludes our response. We trust that you find this helpful, but please do not hesitate to contact us directly if we can be of any further assistance.

If, after that, you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to:

Data Protection Officer
University Hospitals Bristol and Weston NHS Foundation Trust
Trust Headquarters
Marlborough Street
Bristol
BS1 3NU

Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Publication

Please note that this letter and the information included/attached will be published on our website as part of the Trust's Freedom of Information Publication Log. This is because information disclosed in accordance with the Freedom of Information Act is disclosed to the public, not just to the individual making the request. We will remove any personal information (such as your name, email and so on) from any information we make public to protect your personal information.

To view the Freedom of Information Act in full please click [here](#).

Yours sincerely

Freedom of Information Team
University Hospitals Bristol and Weston NHS Foundation Trust