

Ref. No: 0207
Date: 22/08/23
Subject: Communications Spend

REQUEST

Can the Trust confirm and provide information on the following:

1. Full spend on communications (all types).
2. Spend on physical leaflets and posters by:
 - Communications Department
 - 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:
 - Cost of purchasing / leasing
 - Cost of ongoing maintenance / management
 - 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.

RESPONSE

Thank you for your request for information submitted under the parameters of the Freedom of Information Act. In your request you ask for information in relation to the cost of communications and leaflets.

In order to answer your request a large number of departments across the organisation who produce, print or purchase communications materials for both patients and staff, in order to answer your request we would have to carry out a review of every department budget and identify if the spend relates to purchasing leaflets or communications, in addition to this some leaflets are printed in house by departments and there would be no way to identify how many have been printed or the cost.

Under Section 12 of the Freedom of Information Act, Mersey and West Lancashire Teaching Hospitals Trust does not have to comply with a request where it is estimated that the cost of compliance would exceed the appropriate limit of £450. The appropriate limit is specified within the regulations and represents the estimated cost of one person spending 2½ working days answering the request, either wholly or partially.

Therefore, for the reasons outlined above the Trust will not be responding to your request. I can however advise that previous FOI request which have been answered in relation to the spend of the Trust communications Team can be found on our website.