

Date: Friday, 15th September 2023
Our Ref: MB/CM FOI 5890

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Re: Freedom of Information Request FOI 5890

We are writing in response to your request submitted under the Freedom of Information Act, received in this office on 22nd August 2023.

Your request was as follows:

Can the trust confirm and provide information on the following:

1. Full spend on communications (all types).

I can confirm that the Walton Centre NHS Foundation Trust had the following communications spend for the financial years requested:-

2021/22 - £220,445.00
2022/23 - £342,528.00
2023/24 - £112,126.00 (YTD)

2. Spend on physical leaflets and posters by:

i. Communications Department

ii. Patient Experience / Information

The Communications Department spend for the financial years requested was as follows:-

2021/22 - £190.80
2022/23 - £860.21
2023/24 - £704.40

We are unable to provide the spend for Patient Experience/Information as these were printed as part of a corporate bundle and we do not have specific breakdowns for each department.

3. Spend on agencies by name for design and copy of trust materials.

SF Talyor - 2021/22 - £648.00, 2022/23 - £916.40 and 2023/24 - £787.56.
Wheatcroft&Co - 2021/22 - £3,420.00, 2022/23 - £1920.00 and 2023/24 - Nil.
Zenith Print and Packaging Ltd - 2021/22 - £447.00, 2022/23 - £1,709.00 and 2023/24 - Nil.

4. Spend on digital screens broken into three categories:

i. Cost of purchasing / leasing



ii. Cost of ongoing maintenance / management

iii. 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.

i - Cost of purchasing/leasing - 2021/22 - Nil, 2022/23 - Nil and 2023/24 £7200.00

ii - Cost of ongoing maintenance/management - 2021/22 - Nil, 2022/23 - £2,178.96 and 2023/24 - Nil.

iii. Cost of producing the design and copy of any content that is played on the screens - N/A

Please see our response above in [blue](#).

Re-Use of Public Sector Information

All information supplied by the Trust in answering a request for information (RFI) under the Freedom of Information Act 2000 will be subject to the terms of the Re-use of Public Sector Information Regulations 2005, Statutory Instrument 2005 No. 1515 which came into effect on 1st July 2005.

Under the terms of the Regulations, the Trust will licence the re-use of any or all information supplied if being used in a form and for the purpose other than which it was originally supplied. This license for re-use will be in line with the requirements of the Regulations and the licensing terms and fees as laid down by the Office of Public Sector Information (OPSI). Most licenses will be free; however the Trust reserves the right, in certain circumstances, to charge a fee for the re-use of some information which it deems to be of commercial value.

Further information can be found at www.opsi.gov.uk where a sample license terms and fees can be found with guidance on copyright and publishing notes and a Guide to Best Practice and regulated advice and case studies, at www.opsi.gov.uk/advice/psi-regulations/index.htm

If 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 the Freedom of Information Office at the address above.

Please remember to quote the reference number, FOI 5890 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 by:

Post: Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Online: <https://ico.org.uk/make-a-complaint/foi-and-eir-complaints/>

Telephone: 0303 123 1113

Yours sincerely

Mike Burns



Mr. Mike Burns, Executive Lead for Freedom of Information