

Freedom of Information Request

Reference Number: EPUT.FOI.22.2462
Date Received: 7 April 2022

Information Requested:

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

2020-21

1 x Director of Communications (Interim, Band 9)
1 x Head of Communications (Interim, Band 8b)
1 x Communications Manager (Band 7)
2 x Senior Communications Officers (Interim, Band 6)
2 x Communications Officers (Band 5)
1 x Communications Assistant (Band 4)

2021-22

1 x Director of Communications (Band 9)
1 x Head of Communications (Band 8b)
1 x Senior Communications Manager (Band 7)
1 x Communications Office (Band 5)
1 x Communications Administrative Support (Band 4)

Branding & Marketing

1 x Director of Marketing & Brand (Band 9)
1 x Digital and Web content Manager (band 6)
2 x Brand Executives (band 5)

- Spending on social media advertising

2020-21 £Nil
2021-22 £3.6k

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

2020-21 Nil
2021-22 Nil

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

2020-21 £14.1k
2021-22 £12.9k

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

2020-21 £0.3k

2021-22 £0.3k

Publication Scheme:

As part of the Freedom of Information Act all public organisations are required to proactively publish certain classes of information on a Publication Scheme. A publication scheme is a guide to the information that is held by the organisation. EPUT's Publication Scheme is located on its Website at the following link

<https://eput.nhs.uk>