

<b>Reference:</b>	FOI.13610.24
<b>Subject:</b>	Communications and public relations spend
<b>Date of Request:</b>	19 January 2024

**Requested:**

1. Please provide your total spend on communications and public relations activities for the last three financial year's (20/21, 21/22, 22/23).
2. Total number of communications and public relations employees.
3. Total salary cost for all communications and public relations employees.

**Response:**

1. Hywel Dda University Health Board (UHB) provides, within the table overleaf, the non-pay costs on communications and public relations activities, for the 2021/22 to 2022/23 financial years.

Financial year	Non-pay cost
2020/21	£61,628.00
2021/22	£73,551.00
2022/23	£90,987.00

2. The UHB confirms that it has 15.43 Whole Time Equivalent (WTE) communications and public relations employees, as recorded on the UHB's Electronic Staff Record (ESR) system, at the date of your request.
3. The UHB confirms that the total annual salary cost for all communications and public relations employees is £579,706.00, as at the date of your request.