

<b>Reference:</b>	FOI.12493.23
<b>Subject:</b>	Communications spend
<b>Date of Request:</b>	22 August 2023

**Requested:**

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:
  - i. Communications Department
  - ii. 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:
  - 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.

**Response:**

Hywel Dda University Health Board (UHB) is unable to provide you with all of the information requested for question 4, as it is estimated that the cost of answering your request would exceed the “appropriate limit” as stated in the Freedom of Information Act 2000 and the Data Protection (Appropriate Limit and Fees) Regulations 2004. The “appropriate limit” represents the estimated cost of one person spending 18 hours (or 2½ working days) in determining whether the UHB holds the information, and locating, retrieving and extracting the information.

As the information requested for question 4i and 4ii is not collated and recorded centrally, the UHB would be required to undertake a manual trawl of its Finance Ledgers and invoices, to identify the information that would fulfil your request.

In order to provide you with the data requested, the UHB would need to undertake a manual analysis of all purchase orders and invoices, to identify the information requested, as it is not recorded centrally.

The UHB is therefore applying an exemption under Section 12 of the Freedom of Information Act 2000 (FoIA), which provides an exemption from a public authority’s obligation to comply with a request for information where the cost of compliance is estimated to exceed the appropriate limit.

However, under section 16 of the FOIA, the UHB has a duty to provide advice and assistance. Therefore, the UHB provides the accessible information it holds, within the attached spreadsheet, as requested, at Attachment 1.