

Reference:	FOI.19386.26
Subject:	Corporate subscriptions
Date of Request:	26 January 2026

Requested:

I'm looking for information relating to corporate subscriptions to/for LinkedIn, benefits and assessments of value-for-money.

In 2024 Hywel Dda UHB disclosed it had spent £30,110 for an annual subscription to LinkedIn, it was not clear which period this was for.

1. How much was spent each year in FY2020-21, FY2021-22, FY2022-23, FY2023-24, FY2024-25 for an annual subscription to LinkedIn?
2. What benefits/services were offered by LinkedIn for each year in FY2020-21, FY2021-22, FY2022-23, FY2023-24, FY2024-25 for each annual subscription?
3. What assessment of value-for-money was made for each year of FY2020-21, FY2021-22, FY2022-23, FY2023-24, FY2024-25 for each annual subscription? Please provide the assessments for each year.

For absolute certainty (and so you don't follow the Welsh Government's unique FOI interpretation) please do not aggregate the figures/data for the five financial years, present them separately so they may be compared

Response:

1. Hywel Dda University Health Board (UHB) provides within the table overleaf, the annual LinkedIn subscription spend, for the 2020/21 to 2024/25 financial years.

Financial year	Spend
2020/21	£33,129.60
2021/22	£33,129.60
2022/23	£29,785.00
2023/24	£30,110.00
2024/25	£26,542.00

2. The UHB does not hold the information exactly as requested as it does not hold the information in financial years. Therefore, the UHB provides below, the benefits/services offered by LinkedIn, during the subscription periods from 20 December 2020 to 19 December 2024 and the current contract period of 20 December 2024 to 19 December 2027.

20 December 2020 to 19 December 2022:

- x2 Recruiter (Headhunting License)
- x6 Rotational Job Slots
- x1 Career Page
- x7 Life pages
- Job wrapping

20 December 2022 to 19 December 2023:

- x6 Job Slots
- x1 Recruiter Licence
- x1 Career Page
- x1 Job Wrap

Current contract 20 December 2024 to 19 December 2027:

Feature	Quantity
Online Job Posting (medical)	Unlimited**
Reporting tool/ self posting	3 User Accounts for Recruiter Portal
Print credits	25
Dedicated Account Manager	9am - 5pm weekdays
Self-service Reporting	Weekly/Monthly/Quarterly
Online enhancement credits	30
Employer Hub	1
Design services	9am - 5pm weekdays
Targeted emails	2 p/year
CV Database access	5 credits
Social Media boost	4 credits
Automated job posting	Yes

3. The UHB does not hold the information exactly as requested, as it does not track applicant journeys and does not record where people are recruited from. However, value for money is assessed during the contract renewal process and the UHB is aware of some specific successful recruitment outcomes from LinkedIn/Headhunting, including into hard to fill roles e.g. Head of Safeguarding, Paediatric Nursing as well as Consultant positions (including Psychiatry and Haematology). Recruiting into a hard to fill position, resulting in the reduction of high-cost agency workers demonstrates the subscription is value for money.