

Reference:	FOI.11439.23
Subject:	Expenditure on TV, radio and media advertising
Date of Request:	5 April 2023

Requested:

I request the total amount of money Hywel Dda University Health Board has spent on TV, Radio and media advertising excluding recruitment for the last 3 years that data is available?

Response:

Hywel Dda University Health Board (UHB) provides, within the table below, its advertising expenditure (excluding recruitment advertising costs), during the 2020/21, 2021/22 and 2022/23 financial years.

Financial year	Expenditure
2020/21	£46,074.15
2021/22	£139,255.47
2022/23	£46,852.18