

Reference:	FOI.16007.24
Subject:	Minor Injuries Unit (MIU) leaflet
Date of Request:	19 November 2024

Requested:

In the last few days, I've had a leaflet from you, stating that the MIU at PPH will be open between 8am and 8pm.

Can you please send me the following information.

1. Who decided to issue this leaflet?
2. Who designed the leaflet and the cost?
3. Who printed the leaflet and what was the cost?
4. Who delivered the leaflet and what was the cost?
5. How many leaflets were printed?

Response:

Hywel Dda University Health Board (UHB) has considered applying a Section 43 exemption of the Freedom of Information Act 2000 (FOIA), as the costs requested in questions 3 and 4 relate to third parties and this information would be prejudicial to their commercial interests. Section 43(2) exempts information, where disclosure of it would or would be likely to prejudice the commercial interests of any person. Commercial interests may be prejudiced where disclosure would, or would be likely to:

- Weaken a company's position in a competitive environment by revealing market sensitive information or information of potential usefulness to its competitors.
- Damage a company's business reputation or the confidence that customers/users, suppliers or investors may have in it.

This exemption is qualified; therefore, even if information falls within Section 43, public authorities must then apply the public interest test set out in Section 2(2)(b). The information can only be withheld if the public interest in maintaining the exemption outweighs the public interest in disclosure.

The UHB has consulted with the third parties, and their comments have been considered as part of the decision-making process, alongside the public interest test. The UHB has made the decision to disclose the costs requested, and these will be provided in response to questions 3 and 4 below.

1. The UHB confirms that the decision to issue the leaflet was made by the MIU Overnight Closure Implementation Group, made up of clinical representatives, service managers and support services, including Communications and Engagement. The implementation group recognised that a range of communication methods were needed to reach the diverse population of Llanelli and the surrounding areas, and a leaflet drop would help to inform individuals who do not engage with social media, read newspapers or listen to the radio.

2. The UHB confirms that the leaflet was designed in house by its Communications Team, with no additional costs.
3. The UHB confirms that Harcourt Colour Print Ltd printed the leaflets, at a cost of £1,392.00.
4. The UHB confirms that Royal Mail distributed the leaflets at a cost of £5,643.64.
5. The UHB confirms that ninety thousand (90,000) leaflets were printed.