

<b>Reference:</b>	FOI.8760.22
<b>Subject:</b>	Promotional spend data
<b>Date of Request:</b>	22 April 2022

**Requested:**

1. I would like to request the total spend excluding VAT on placing notices or advertisements, promotions or similar of any kind in any publication, display, audio, in print or digitally.
2. I would like to request the totals per publishing entity placed with, eg. but not limited to; Newsquest, Reach PLC, Global Radio, Facebook, Twitter, Vivid Outdoor, Clear Channel, or Golley Slater.
3. If it is possible to provide a break down of type of spend per total per publisher eg. the split or explanatory labelling between recruitment advertising, public information, statutory notices, event promotional, or specific campaign advertising and the like that would be greatly appreciated - however not required.
4. If the titles of the publications the adverts appeared in are known, can they be included alongside the publishers name, again appreciated but not required.

I would like to request the totals yearly per entity for recent financial years:

2018-2019

2019-2020

2020-2021

and for this financial year to date.

**Response:**

Hywel Dda University Health Board (UHB) is unable to provide you with the information requested, as it is estimated that the cost of answering your request would exceed the "appropriate limit" as stated in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004. The "appropriate limit" represents the estimated cost of one person spending 18 hours (or 2 ½ working days) in determining whether the UHB holds the information, and locating, retrieving and extracting the information.

This information is not recorded centrally and is not easily identifiable within the UHB's Finance systems. Therefore, in order to provide you with the information requested, all departments across all sites within the UHB would have to be contacted and asked to identify and collate any information that would fulfil your request.

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, we are required as a public authority, to provide advice and assistance so far as it is reasonable, to individuals who have made a request under FoIA. Therefore, the UHB can provide the available accessible data it holds for its Corporate Communications Department under its advertising and staff recruitment cost code, but is unable to break down these details further, as per the Section 12 exemption.

The UHB provides, within the table below, the expenditure for Corporate Communications and COVID-19 Communications cost codes, for advertising and staff recruitment costs, for the financial years 2018/19 to 2021/22.

<b>Financial year</b>	<b>Corporate Communications</b>	<b>COVID-19 Communications</b>
2018/19	No records held	
2019/20	£5,483	£0.00
2020/21	£22,735	£6,966
2021/22	£32,861	£9,996