

Reference:	FOI.8667.22
Subject:	Spending on communication activities
Date of Request:	7 April 2022

Requested:

This is an information request relating to spending on communications, public relations, digital and other similar activities.

Please provide information for the 2020-21 and 2021-22 financial years on how much the organisation spent on communications, press relations, public relations, digital, social media and other such activities. Please include a full breakdown including:

1. A list of your staff working in these fields including job titles and annual salaries. If you cannot provide an exact salary, please provide a pay band
2. Spending on social media advertising
3. Spending on contractors or any other outside bodies hired for the purpose of these activities
4. Spending on any software, for example media monitoring software, used for these purposes
5. Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions

Response:

1. Hywel Dda University Health Board (UHB) provides, within the table below, the job titles, number of staff and the Agenda for Change (A4C) pay band of those currently working in the Communications Department.

Job title	Number	A4C pay band
Digital Communications Assistant	2	Band 4
Communications Asistant	2	Band 4
Communications Officer	1	Band 5
Senior Communications Officer	5	Band 6
Communications Manager	1	Band 7
Assistant Director of Communications	1	Band 8b
Communications Director	1	Band 8d

2. to 5. The UHB provides within the table below, the spending on social media advertising, contractors, software and subscriptions, for the 2020/21 and 2021/22 financial years.

Spending category	2020/21	2021/22
Social media advertising	£3,715.00	£2,174.00
Contractors	£9,408.00	£16,072.00
Software	£7,077.00	£9,882.00
Subscriptions	£13,678.00	£15,788.00

Please note:- the figure provided for contractors includes working with agencies for graphic design services and photography, the figure for subscriptions includes the annual NLA licence fee.