

**Reference Number:** FOI202324/240  
**From:** Commercial  
**Date:** 22 August 2023  
**Subject:** Spend on Communications and Digital Screens

Can the Trust confirm and provide information on the following. We need this for the financial years ending:

- March 2024 (Y2D)
- March 2023
- March 2022

Q1 Full spend on communications (all types).

A1 March 2024: £135,192.00  
March 2023: £562,936.00  
March 2022: £555,681.00

Q2 Spend on physical leaflets and posters by:  
a. Communications Department  
b. Patient Experience / Information

A2 Information not held – the Trust does not routinely collate or hold this information centrally as part of its management or performance data.

Q3 Spend on agencies by name for design and copy of Trust materials.

Agency Name	Year	Spend
Garner Mawdsley Print LTF	2022	£2,780.20
	2023	£1,383.60
	2024	£1,254.00
Grand Total		£5,417.80

Agency Name	Year	Spend
Kaleidoscope Advertising Design Marketing Limited	2023	£3,980.00
Grand Total		£3,980.00

Agency Name	Year	Spend
Peter Bowes Design	2022	£6,100.00
	2023	£4,616.00
Grand Total		£10,716.00

Q4 Spend on digital screens broken into three categories:

- a. Cost of purchasing / leasing
- b. Cost of ongoing maintenance / management
- c. Cost of producing the design and copy of any content that is played on the screens

- A4
- a. Zero - devices were gifted to the Trust
  - b. Zero - no ongoing contract in place
  - c. Zero - this is completed in house