

**Information Governance**

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22<sup>nd</sup> August 2022

**Our reference: FOI DA4172**

I am responding to your request for information received **7<sup>th</sup> April 2022**. I am sorry for the delay in responding to your request. This has been treated as a request under the Freedom of Information Act 2000.

I am now enclosing a response which is attached to the end of this letter. Please do not hesitate to contact me on the contact details above if you have any further queries.

Yours sincerely,



Lara Cousens  
Information Governance Manager – Information Rights

If you are dissatisfied with the Trust's response to your FOIA request then you should contact us and we will arrange for an internal review of this decision.

If you remain dissatisfied with the decision following our response to your complaint, you may write to the Information Commissioner for a decision under Section 50 of the Freedom of Information Act 2000. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Tel: 0303 123 1113  
Web: [www.ico.org.uk](http://www.ico.org.uk)

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We promise to work together creatively to: learn  
'what matters' to everyone, achieve a better quality  
of life and continuously improve our services.  
**We care . We respect . We are inclusive**

**Chief Executive:** Paul Calaminus  
**Interim Chair:** Eileen Taylor

**Request: 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:**

**Question 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**

Answer: Section 1(1) of the Freedom of Information Act 2000 states:

Any person making a request for information to a public authority is entitled—

(a) to be informed in writing by the public authority whether it holds information of the description specified in the request, and  
(b) if that is the case, to have that information communicated to them.

East London NHS Foundation Trust contracts a 3<sup>rd</sup> party to provide all support around communications. The Trust therefore does not hold this information.

**Question 2: Spending on social media advertising**

Answer: Section 1(1) of the Freedom of Information Act 2000 states:

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**Question 3: Spending on contractors or any other outside bodies hired for the purpose of these activities**

Answer: The Trust contracts out communication services to a 3<sup>rd</sup> party, the total contract value for which is:

2021/22 = £860,207.49

2020/21 = £633,963.08

**Question 4: Spending on any software, for example media monitoring software, used for these purposes**

Answer: Section 1(1) of the Freedom of Information Act 2000 states:

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**Question 5: Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions**

Answer: East London NHS Foundation Trust does not purchase subscriptions for the purposes of communications but to support the Trust to remain up to date with relevant information.



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