

Freedom of Information Request: Our Reference CTMUHB_168_22

You asked:

Following a "Keep Wales Safe" campaign appearing in the Chester Standard (England, circulation not recorded by ABC etc) on April 14th 2022 I am looking to discover wider detail on promotional spend. I have recently placed a similar query with all councils in Wales.

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.

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.

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.

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.

Our response:

The Health Board does not hold the data in a format that would enable us to fully respond to your request to the level of detail requested.

However, please see summarised below from our Accounts information (Local Financial Return (LFR) 3 report) the reported expenditure against Advertising and Recruitment during the time period requested:

18/19	£519k
19/20	£1,826k
20/21	£2,375k
21/22	£1,683k