

Freedom of Information Request: Our Reference CTMUHB_398_23

You asked:

I am seeking information on the amount of spending that the Health Board contracts with external PR companies for the period 2020/21; 2021/22; 2022/23

1. Does the Health Board have or had a contract with Lynn Global (or associated names or previous names).

Yes.

2. If Yes was this negotiated by NHS Shared Services?

No.

3. What are the names of any other business that have been contracted to provide PR support to the Board?

Lynn PR.

4. For what purpose are PR contracts in place for?

CTMUHB has no live PR contracts in place. Lynn Global PR was engaged in 2021 to inform and enhance the health board's activities to increase healthy behaviours and vaccination update during the COVID-19 pandemic.

5. On what occasions have the Health Board brought in a PR company to develop messages following a failure in the delivery of a service that resulted in the death of a patient.

None.

6. How many managers have undergone PR training to deal with the media on negative Health issues?

We do not keep a record of this level of detail re. media training sessions.

7. What is the total spend on contracts with PR companies split between a retainer contract and those for specific issues?

£92,910 in January 2021.