

Our Ref: ID 2095

NHS Wirral Clinical Commissioning Group
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Tel: 0151 651 0011

Re: Freedom of Information Request - Spending on Communication Activities

Thank you for your request for information made under the Freedom of Information Act 2000, which was received into this office on the 7th April 2022.

You Asked for:

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.

Our Response:

1. Please see below:
 - Communications and Engagement Manager – Band 7 (2020 - 2021 £38,890 - £44,503, 2021 – 2022, £40,057 -£45,838)
 - Communications and Engagement Officer - Band 5 (2020 - 2021 £24,907 - £30,615, 2021 – 2022, £25,654 -£31,533)
2. £0.
3. Please see below:
 - 2020 – 2021 - £24,000
 - 2021 - 2022 - £25,000
4. Please see below:
 - 2020 - 2021 - £2,000
 - 2021 – 2022 - £2,000

5. £0.

We hope this information is useful, however, if you require any further information, please do not hesitate to contact a member of the Corporate Affairs Team, (contact details at the top of this letter).

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