

Date: Friday, 29th April 2022
Our Ref: MB/SH FOI 5140

Sid Watkins Building
Lower Lane
Fazakerley
Liverpool L9 7BB
Tel: 01515253611
Fax: 01515295500
Direct Line: 01515563038

Re: Freedom of Information Request FOI 5140

We are writing in response to your request submitted under the Freedom of Information Act, received in this office on 08th April 2022.

Your request was as follows:

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:

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

Spending on social media advertising

Spending on contractors or any other outside bodies hired for the purpose of these activities

Spending on any software, for example media monitoring software, used for these purposes

Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions

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 -

Communications and Marketing Manager, Band 8a

Senior External Communications Officer, Band 6

Senior Internal Communications Officer, Band 6

Senior Graphic Designer and Communications Officer, Band 6

Spending on social media advertising - £0

Spending on contractors or any other outside bodies hired for the purpose of these activities - £0

Spending on any software, for example media monitoring software, used for these purposes -

Vuelio - Media monitoring and request service £3580

Orlo - Social media planning and analytics platform £3200 (2021/22 only)

Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions -

HSJ - £274

Please see our response above in [blue](#).

Re-Use of Public Sector Information

All information supplied by the Trust in answering a request for information (RFI) under the Freedom of Information Act 2000 will be subject to the terms of the Re-use of Public Sector Information Regulations 2005, Statutory Instrument 2005 No. 1515 which came into effect on 1st July 2005.

Under the terms of the Regulations, the Trust will licence the re-use of any or all information supplied if being used in a form and for the purpose other than which it was originally supplied. This license for re-use will be in line with the requirements of the Regulations and the licensing terms and fees as laid down by the Office of Public Sector Information (OPSI). Most licenses will be free; however the Trust reserves the right, in certain circumstances, to charge a fee for the re-use of some information which it deems to be of commercial value.

Further information can be found at www.opsi.gov.uk where a sample license terms and fees can be found with guidance on copyright and publishing notes and a Guide to Best Practice and regulated advice and case studies, at www.opsi.gov.uk/advice/psi-regulations/index.htm

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to the Freedom of Information Office at the address above.

Please remember to quote the reference number, FOI 5140 in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely

Mike Burns

Mr. Mike Burns, Executive Lead for Freedom of Information