



**The Clatterbridge  
Cancer Centre**  
NHS Foundation Trust

Clatterbridge Road  
Bebington  
Wirral  
CH63 4JY

Tel: 0151 556 5000  
Web: [www.clatterbridgecc.nhs.uk](http://www.clatterbridgecc.nhs.uk)

Date: 28 April 2022

**Re: Freedom of Information Request**  
**Ref: 124-2022**

Thank you for your email dated the 7/4/2022, requesting information in relation to spending on communications, public relations, digital and other similar activities.

The information that you require is as follows:

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.

Please note there have been several changes to the team over this time. The staff listed were not all in post all of the time. There were vacancies and some changes to the team structure i.e. some junior roles replacing more senior roles. The Communications Team plays an important role supporting clinical teams and patient care in the Trust. This includes internal communications so clinical teams have the information they need to do their jobs and making sure patients have the information they need about their care.

**2020/21**

- 1 x Band 8c Associate Director of Communications
- 0.6 x Band 7 Communications Manager
- 1 x Band 7 Press & PR Manager
- 1 x Band 6 Senior Communications Officer
- 1 x Band 4 Communications & Digital Media Assistant (Apr 2020-Dec 2020)
- 1 x Band 5 Communications Officer (Jan 2021-Mar 2021)

## 2021/22

- 1 x Band 8c Associate Director of Communications
  - 0.6 Band 7 Communications Manager (Apr 2021-Dec 2021)
  - 1 x Band 7 Press & PR Manager
  - 1 x Band 6 Senior Communications Officer
  - 1 x Band 5 Communications Officer (Apr 2021-Sep 2021)
  - 1 x Band 4 Assistant Communications Officer (Nov 2021 onwards)
  - 1 x Band 4 Assistant Communications Officer (Jan 2022 onwards)
- 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 [The Trust had a 12-month contract with Vuelio for a year from 01/09/20-31/10/21 but didn't renew it. This included media monitoring, a comprehensive media database and software for managing enquiries from external contacts. The total cost from 01/09/20-31/10/21 was £7,200. \(We got 13 months for the price of 12.\)](#)
  - Spending on any subscriptions the organisation holds for these purposes, for example newspaper subscriptions – £0

Should you require any further information please do not hesitate to contact me on the email address provided below.

Please remember to quote the reference number above in any future communications.

If you are dissatisfied with the handling of your request, you have the right to ask for this to be investigated internally.

If you are dissatisfied with the information you have received, you have the right to ask for an internal review.

Both processes will be handled in accordance with our Trust's Freedom of Information Policy and the Freedom of Information Act 2000.

Internal investigation and 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: Freedom of Information Review, The Clatterbridge Cancer Centre NHS Foundation Trust, Clatterbridge Road, Bebington, Wirral, CH63 4JY

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

**In order for us to ensure customer satisfaction and to monitor compliance with the Freedom of Information Act 2000, we would be grateful if you could take a couple of minutes to complete a short feedback form via the link below:**

**<https://www.surveymonkey.co.uk/r/H39RFMM>**

Kind Regards,

The Information Governance Team  
Contact Email: [ccf-tr.foi@nhs.net](mailto:ccf-tr.foi@nhs.net)