

Request for information under the Freedom of Information Act – 2022.011
Released – 7 June 2022

Thank you for your email received 7 April 2022 requesting information regarding communications, for which clarification was received on the 9 May 2022.

Please find detailed below a summary of your request, together with our response.

Summary of your original request:

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

2020/21	
Band 6 Communications Officers/Designers	279,944
Band 7 Communications Managers	67,791
Band 8b Communications Managers	116,645

2021/22	
Band 6 Communications Officers/Designers	286,171
Band 7 Communications Managers	69,938
Band 8b Communications Managers	140,545

Spending on social media advertising

2020/21 £6,854.57
2021/22 £7,713.95

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

2020/21 £33,137
2021/22 £29,705

Chair John Goulston Acting Chief Executive Gordon Flack

Trust HQ The Oast, Unit D, Hermitage Court, Hermitage Lane, Barming, near Maidstone, Kent ME16 9NT

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

2020/21	£39,067
2021/22	£45,882

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

2020/21 one user subscription to HSJ £249
2021/22 as above