

Reference: FOI.ICB-2324/399

Subject: Communications & Public Relations Spend

I can confirm that the ICB does hold the information requested; please see responses below:

QUESTION	RESPONSE		
<p>Please provide your total spend on communications and public relations for the last three financial year's (20/21,21/22,22/23).</p> <p>For each year I would like a breakdown containing the following information:</p> <ol style="list-style-type: none"> 1. Spend on communications and public relations activities. 2. Total number of communications and public relations employees. 3. Total salary cost for all communications and public relations employees 	Core spend 20/21 £83,716	Core spend 21/22 £150,715	Core spend 22/23 £73,336.04
	Total number of communications and public relations employees 2021 13 Heads, FTE 12.20	Total number of communications and public relations employees 2022 18 Heads, FTE 16.40	Total number of communications and public relations employees 2023 12 Heads, FTE 11.0
	<p>Note: as of Feb 2024, this figure is now reduced to: 10 heads, FTE 9.0</p>		
	Total salary cost 20/21	Total salary cost 21/22	Total salary cost 22/23



**Bristol, North Somerset
and South Gloucestershire**
Integrated Care Board

	£603,385.50	£771,989.20	£741,451.97
<p>NHS communications teams work with patients and their local communities to make sure NHS services are planned and run to meet their needs. They help local people understand how to access NHS services, prevent illness and lead on staff engagement.</p> <p>Like all other ICBs, the financial context for the NHS means we are reviewing overall spending on management costs, and in many cases making reductions which is why our communications team is now reduced in size.</p>			

The information provided in this response is accurate as of 22 February 2024 and has been approved for release by Becky Balloch, Head of Communications & Engagement for NHS Bristol, North Somerset and South Gloucestershire ICB.