

Freedom of Information Request Number: FOI 6125 – PR Costs

1. The amount of money spent on PR by the CCG in the last 5 years;		
Financial		
Year	Total (£)	
2014/15	14,439.75	
2015/16	5,335.47	
2016/17	19,809.58	
2017/18	3,510.08	
2018/19	2,057.60	
Grand		
Total	45,152.48	
2. A year-on-year breakdown of that spending;		
	Amount	Fiscal Year
Analysis	(£)	
WOUND HEALING NUTRITION DOCUMENT	225.00	2015
WHCCG BRUISING PROTOCOL LEAFLET UPDATE	278.70	2018
Patient Choice Campaign - Facebook	10.14	2015
Patient Choice Campaign - Facebook	364.70	2015
Patient Choice Campaign - Facebook	125.15	2015
CHOICE PULL UP BANNER	130.00	2015
CHOICE POSTERS	1,029.19	2015
CHOICE A1 POSTERS (REPRINT SLA37773)	32.00	2015
WAITING TIMES/CHOICE CREDIT CARD 22250 OFF & HOLDER 200 OFF	1,259.90	2015
Continance Service Task & Finish Grp	32.05	2015
DIAGNOSTICS: NATIONAL CLINICAL DIRECTOR FLYER	135.00	2015
Analysis and report of GP survey	1,800.00	2015
Hat Trick Media - Montly Newsletter	30.00	2015
WALLET FOLDERS (REPRINT SLA37037)	(815.10)	2015
Hat Trick Media - Montly Newsletter	30.00	2015
Survey Monkey - Subscription	299.00	2015
Entry in the Parliamentary Review	5,040.00	2015
VAT adjustment	(39.00)	2015
Hat Trick Media - Montly Newsletter	30.00	2015
Grant of Copyright licence	343.20	2015
Hat Trick Media - Montly Newsletter	30.00	2015
Hat Trick Media - Montly Newsletter	30.00	2015
Compassionate icon for CCG brand	45.00	2016
Video production	472.02	2016

Travel expenses - Public engagement	18.45	2016
NHS staff survey 2015	600.00	2016
PUBLIC SEMINAR & BOARD MEETING 31/03/16	504.60	2017
Sound reinforcement for Public Board 26/05/16	360.00	2017
VAT adjustment	(78.67)	2017
Hat Trick Media - Montly Newsletter	30.00	2017
VAT adjustment	(5.00)	2017
Yearly subscription to Smart Survey	288.00	2018
VAT adjustment	(48.00)	2018
Photography of WHCCG board member and staff	234.00	2018
VAT adjustment	(39.00)	2018
Adverting for Public meeting	52.80	2019
Adverting for Public meeting	39.60	2019
Fridge Magnet	240.00	2019
Booklets (Annual Review)	425.00	2019
Photography of WHCCG board member and staff	234.00	2019
RTAP3 Poster	223.20	2019
RTAP Pull up Banner	138.00	2019
WALLET FOLDERS (REPRINT SLA37037)	815.10	2015
COMPLAINTS LEAFLET (AMEND AND REBRAND SLA36727)	984.00	2017
WEST HANTS CCG HOSPITAL - GP AREA MAPS AMEND & NEW AREA MAP - DESIGN & ARTWORK	90.00	2019
WEST HAMPSHIRE CCG LOCALITIES MAP AND LAYERS - DESIGN & ARTWORK TO CREATE	315.00	2019
Analysis and report of GP survey - VAT adjustment	(300.00)	2016
WEST HAMPSHIRE CCG ANNUAL REPORT 2014	(5,000.00)	2015
PUBLIC SEMINAR & BOARD MEETING' ADVERTISING IN MAY 2014	843.71	2015
Public Board meeting 31/07/14	324.00	2015
Sound reinforcement for Public Board 31/07/14	360.00	2015
RECRUITMENT ADVERTISING FOR JULY 14	964.24	2015
RECRUITMENT ADVERTISING FOR JUNE 14	1,205.30	2015
Adjustment - OVER ACCRUAL 13-14 ANNUAL REPORT	1,273.60	2015
WEST HAMPSHIRE CCG ANNUAL REPORT 2014	2,436.10	2015
WEST HAMPSHIRE CCG ANNUAL REPORT 2014 SUMMARY 200 OFF (22 HRS DESIGN AND ARTWORK)	1,290.30	2015
RECRUITMENT ADVERTISING ACTIVITY FOR SEPT 14	1,079.77	2015
expenditure incurred for service user interviews briefing	4,500.00	2016
NHS WEST HAMPSHIRE CCG POSTERS - DESIGN & ARTWORK	202.50	2017
Supply of video production service	396.00	2019

VAT adjustment	(66.00)	2019
Adjustment - not PR	(30.00)	2019
Adjustment - OVER ACCRUAL 13-14 ANNUAL REPORT	(1,273.60)	2015
WEB DEVELOPMENT PROJECT	11,820.00	2017
Hat Trick Media - Montly Newsletter	30.00	2017
Meltwater News and Social Media Platform	1,000.00	2017
VAT adjustment	(5.00)	2017
Meltwater News and Social Media Platform	2,880.00	2017
CANCER POSTER AND CARDS FOR WHCCG AGM - DESIGN & ARTWORK	101.00	2017
WEST HAMPSHIRE CCG ANNUAL REPORT 2016 SUMMARY - DESIGN & ARTWORK	716.80	2017
Hat Trick Media - Montly Newsletter	30.00	2017
COMPLAINTS LEAFLET (REPRINT CS41827) x 1000 COPIES	649.35	2017
Photography of WHCCG board member	240.00	2017
Attwood on Autism - Winchester Guildhall	50.00	2017
PA Hire - Public Board	360.00	2017
VAT adjustment	(60.00)	2017
VAT adjustment	(40.00)	2018
VAT adjustment	(5.00)	2018
Smiley face stress ball	500.40	2018
VAT adjustment	5.00	2018
Carmel Pedometer (Plastic basic pedometer with step counter)	1,255.98	2018
New Forest Agricultural Show-Stand at NF Show	500.00	2018
Yearly subscription to Smart Survey	456.00	2018
VAT adjustment	(76.00)	2018
Photography of WHCCG board members and staff	240.00	2018
VAT adjustment	(40.00)	2018

3. Information on how the money was spent

Answered in previous question.