

Communications Department

Request and Response

Please could you provide answers to the following questions about your Trust?

1. Size of Trust, number of employees
2. Population of the area served by the Trust
3. A paragraph on the demographics of the area served
4. Structure of the communications team broken down into number of communication employees working in each area, for example:
 - Numbers in internal comms
 - Numbers in external comms and PR including any lobbying
 - Numbers in engagement
 - Numbers in web, and digital media(Please note: indicate where employees take on multiple roles within the team)
5. Copy of your communications and engagement strategy
6. What is the annual budget for communications and engagement?
7. Do you have any service level agreements?

OUR RESPONSE:

1. 2, & 3. Information about the Trust is exempt under S21 of the Freedom of Information Act 2000 and can be found at : <http://www.leicspart.nhs.uk/Aboutus.aspx> and <http://www.leicspart.nhs.uk/Library/EqualityanalysisofLeicestershiredemographicsbydistrictbasedontheUK2011CensusTOPUBLISH.pdf>
As at 30 April the number of employees was 5522
4. The communications team currently has 3 communications managers, one for each of the clinical directorates (Adult Mental Health and Learning Disabilities Services, Families, Young People and Children's Services, and Community Health Services), a communications specialist that provides support to Corporate services and Trust-wide communications, and a communications administrator to provide administrative support for the team. The team is led by the Head of Communications. All members of the team work on internal and external communications, web and digital media. They also lead on communications for consultation exercises. We do not participate in lobbying activity. There is no dedicated support for engagement, which is usually shared between the communications team and patient experience and involvement team.
5. Unfortunately, we do not hold the information you require as the Communications Strategy is currently under development and we do not have an Engagement Strategy. However, in an effort to be helpful, you will find information on how the Trust engages with people who use its services, their carers, the public and other stakeholders at: <http://www.leicspart.nhs.uk/InvolvingYou-Engagement.aspx>
6. The total communications budget for Pay and Non-pay is £236,294.
The Trust does not have a specific resource dedicated to engagement, which is spread across the executive teams and services.
7. We have a contract with Diva Creative for website development of healthforkids.co.uk and healthforteens.co.uk