



Ref: FOIA Reference 2019/20-186

Royal Stoke University Hospital
Quality, Safety and Compliance Department
Newcastle Road
Stoke-on-Trent
Staffordshire
ST4 6QG

Date: 17th July 2019

Email foi@uhnm.nhs.uk

Dear

I am writing in response to your email dated 3rd July 2019 requesting information under the Freedom of Information Act (2000) regarding the communication team.

As of 1st November 2014 University Hospitals of North Midlands NHS Trust (UHM) manages two hospital sites – Royal Stoke University Hospital, and County Hospital (Stafford). Therefore the response below is for the two sites combined from that date where appropriate.

Q1 The job title of the most senior person in the Communications Department?

A1 Director of Communications

Q2 Number of whole time equivalent members of staff are there in the Communications Department

A2 3.64 (plus Director of Communications who is included in Chief Executive Department)

Q3 Total pay budget for the Communications Department?

A3 £146,974. (As per above does not include Director of Communications)

Q4 Total non-pay budget for the Communications Department?

A4 £144,247

Q5 Average open rates for staff email bulletins

A5 Information not held.

Q6 Total annual attendance figures at internal staff briefings in 2018/19 (specifically briefings that were organised by the Communications Department)

A6 Not applicable as the Communications Team does not organise staff briefings

Q7 Which of the following does the Communications Department report to the Board on a regular basis (yes or no answer):

- Media coverage

- **Social media activity**
- **Website activity**
- **Intranet activity**
- **Internal email open rates**
- **Attendance at staff briefings**
- **Video views**
- **Internal campaign performance**

A7 None of the above is formally reported to the Board

Q8 The % hand hygiene compliance at the Trust in 2018/19

A8 Trust hand hygiene compliance for time period request was 92.2%

Q9 The staff turnover rate at the Trust in 2018/19

A9 Please see below:

For the 12 months ending 31st March 2019, the Turnover rate was 7.46%

Notes:

- *Turnover = Leavers in the previous 12 months as % of Average Headcount*
- *Data excludes Junior Doctors on Rotation*

*Please note that any individuals identified do not give consent for their personal data to be processed for the purposes of direct marketing.

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An anonymised copy of this request can be found on the Trust's disclosure log, please note that all requests can be found at the following link: <http://www.uhnm.nhs.uk/aboutus/Statutory-Policies-and-Procedures/Pages/Freedom-of-Information-Disclosure-Log.aspx>

This letter confirms the completion of this request. A log of this request and a copy of this letter will be held by the Trust.

If you have any queries related to the response provided please in the first instance contact my office.

Should you have a complaint about the response or the handling of your request, please also contact my office to request a review of this. If having exhausted the Trust's FOIA complaints process you are

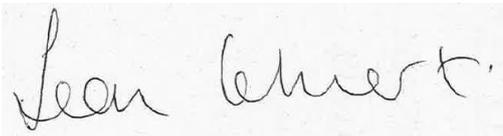
still not satisfied, you are entitled to approach the Information Commissioner's Office (ICO) and request an assessment of the manner in which the Trust has managed your request.

The Information Commissioner may be contacted at:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or via www.ico.org.uk.

If following review of the responses I can be of any further assistance please contact my secretary on 01782 676474.

Yours,



Jean Lehnert
Information Governance Manager