



Ref: FOIA Reference 2023/24-323

Date: 12th September 2023

Email foi@uhnm.nhs.uk

Dear

UHNM has received several requests that are from the same person/company, therefore we are contacting you to inform you that under section 12 of the FOI Act we were aggregating these requests on communications and wayfinding.

Your new reference number for both is 323-2324

The section 12 exemption states:

The authority can combine related requests received within a period of 60 consecutive days from:

- The same person or
- People who appear to be acting in concert or in pursuance of a campaign.

As of 1st November 2014 University Hospitals of North Midlands NHS Trust (UHNM) 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.

REQUEST #1

Q1 Can the Trust confirm and provide information on the following:

1. Full spend on communications (all types).

A1 The Trust's Corporate Communications budget (pay and non-pay) is £67,576.00 (note as per your request this response relates to the Communication team who are not responsible for the production of all patient information and printing etc)

Q2 2. Spend on physical leaflets and posters by:
i. Communications Department
ii. Patient Experience / Information

A2 The Corporate Communications Team spent £4,456 on printed materials (posts/ banners/leaflets between 1 April 2022 and 31 March 2023

Q3 3. Spend on agencies by name for design and copy of Trust materials.

A3 The Corporate Communications team does not use an external design or copy agency

Q4 4. Spend on digital screens broken into three categories:
 i. Cost of purchasing / leasing
 ii. Cost of ongoing maintenance / management
 iii. Cost of producing the design and copy of any content that is played on the screens

We need this for the financial years ending:

- **March 2024 (Y2D)**
- **March 2023**
- **March 2022**

Please provide this information in an editable spreadsheet.

A4 Nil. UHNM has not spent anything on digital screens in the last three years.

REQUEST #2

Q1 Can the Trust confirm and provide information on the following:

1. The Trusts wayfinding strategy.

A1 UHNM does not have a wayfinding strategy at this stage

Q2 Number of missed appointments by type and location.

A2 See below: note, we are unable to say why the patient missed appointments.

Site Group	Financial Year	First DNA	Follow Up DNA
County Hospital	2021/2022	5019	8389
	2022/2023	5281	7829
	2023/2024	2193	2822
County Hospital Total		12493	19040
Royal Stoke University Hospital	2021/2022	23022	37741
	2022/2023	25208	34344
	2023/2024	9157	11318
Royal Stoke University Hospital Total		57387	83403

Q3 Number of appointments that were cancelled to lack of wayfinding (E.g. patient unable to be able to find the location of their appointment).

A3 Information not held

Q4 Number of complaints associated to poor wayfinding.

We need this for the financial years ending:

- **March 2024 (Y2D)**
- **March 2023**
- **March 2022**

Please provide this information in an editable spreadsheet

A4 Zero complaints have been received specifically related to wayfinding for the financial years above

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

UHNM NHS Trust is a public sector body and governed by EU law. FOI requestors should note that any new Trust requirements over the EU threshold will be subject to these regulations and will be advertised for open competition accordingly.

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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 671612.

Yours,



Rachel Montinaro
Data Security and Protection Manager - Records