

FOI 031/2022 Response

Request

This is an information request relating to internal magazines at the Trust.

***Clarification:

- Internal magazine I mean a magazine produced either by or for the Trust. The audience could be strictly internal or it could also be for stakeholders, patients, etc.

Please include the information for each of the following periods; 2019-20, 2020-21, 2021-22:

1. Any expenditure on any internal magazine produced by the Trust. Please breakdown expenditure by year

***Clarification: Please provide information on electronic and print magazines.

Please provide as much information on cost as possible, including staffing time if possible.

2. Copies of the magazine

3. Any income received from the production of the magazine, for example through advertising

***Clarification: By income generated I mean any income from sponsors, benefactors, or companies advertising their goods and services in the magazine.

For an example of what I mean, see here: <https://www.guysandstthomas.nhs.uk/about-us/publications/gist> <https://taxpayersalliance-dot-yamm-track.appspot.com/1VkEXrkbRFLKVIRm-H0HDLvx8qpasfS7zVf9I3oGKpd4EYOuOgAGbUfSaedewUlvUEOFME4Q6t4y56N0a7prObMITRCAEJiDiSPHi6VW8qxDiIEIAfihfL012w9RfOIQCQakh_oTFB5L24zGAB0TdraHmGg4TgBHM7yb00XN4k6w

Response

The information below relates to the Trust Talk and Connected magazine and covers the requested periods: 2019-20, 2020-21, 2021-22. Please note that do not record information on all publications that may be produced by individual services or teams across the organisation.

Trust Talk magazine

Please see the table below and note the following:

- This magazine is primarily aimed at our foundation trust membership; however, readership also include staff and members of the public.
- Issues are published on our Trust's website: <https://www.bsmhft.nhs.uk/about-us/ourmagazine-trust-talk/>
- The last issue was a digital edition which was published in December 2019, no further issues have been produced since then to date.
- Content is gathered, written, edited, and then designed by the Communications and Marketing Team. Estimated time for production is about 3-4 weeks, involving approximately 3 members of staff. Photography is also carried out by the inhouse graphic designer or stock images are used at a cost of approximately £29+VAT per issue. Other expenditure is the cost of distribution by the Trust's portering service, where relevant.
- There is a yearly subscription cost for specialised design software used (Adobe Creative Cloud package) for production which costs approximately £700+VAT.
- There is no income generated from the production of this magazine.

| Issue number | Season | Year | Printed/Digital | Magazine printing cost | Insert printing cost | Sent to print (date) | Delivered to Trust portering service for further distribution to all Trust sites | Quantity | Delivered to individual addresses | Quantity | Mailing cost | Postage cost |
|--------------|--------|------|--|------------------------|----------------------|----------------------|--|----------|-----------------------------------|----------|--------------|--------------|
| 62 | Winter | 2019 | 8,482+50 x 16pp magazine | £ 1,962.00 | £ 210.00 | 25/02/2019 | B1 portering service | 2,250 | To Trust members | 6,232 | £ 593.00 | £ 2,804.00 |
| | | | 6,232+50 x 2pp insert | | | | | | | | | |
| 63 | Spring | 2019 | 1,800 x 16pp magazine | £ 571.00 | - | 02/05/2019 | B1 portering service | 1,800 | - | - | - | - |
| 64 | Autumn | 2019 | 1,800 x 16pp magazine | £ 541.00 | - | 08/10/2019 | B1 portering service | 1,800 | - | - | - | - |
| 65 | Winter | 2019 | Special digital edition (digital edition only) | - | - | 18/12/2019 | - | - | - | - | - | - |

Connected staff magazine

Please see the table below and note the following:

- This magazine is produced for Trust staff members, an internal digital-only publication; however, our Governors are also included in the circulation and distribution is via electronic means (Trust intranet and email).
- The publication of the magazine was monthly however, this has changed in recent years due to staff shortages and Covid-19 pandemic. The last issue was produced in December 2021 and no further issues have been produced since then to date.
- Content is gathered, written, edited, and then designed by the Communications and Marketing Team. Estimated time for production is about 2-3 weeks, involving approximately 3 members of staff.
- There is a yearly subscription cost of £490+VAT for the design and hosting platform.
- There is no income generated from the production of this magazine.
- A copy of the magazine cannot be provided, this is because the magazine is an internal publication and contains staff members personal information which we do not routinely release.

The Trust therefore, rely on exemption Section 40 of the Freedom of Information Act 2000 to deny this part of your request.

| Issue number | Month | Year |
|---------------------|--------------|-------------|
| 19 | April | 2019 |
| 20 | May | 2019 |
| 21 | June | 2019 |
| 22 | July | 2019 |
| 23 | August | 2019 |
| 24 | September | 2019 |
| 25 | October | 2019 |
| 26 | November | 2019 |
| 27 | December | 2019 |
| 28 | January | 2020 |
| 29 | February | 2020 |
| 30 | March | 2020 |
| 31 | April | 2020 |
| 32 | May | 2020 |
| 33 | June | 2020 |
| 34 | July | 2020 |
| 35 | August | 2020 |
| 36 | October | 2020 |
| 37 | November | 2020 |
| 38 | December | 2020 |
| 39 | February | 2021 |
| 40 | April | 2021 |
| 41 | June | 2021 |
| 42 | October | 2021 |
| 43 | December | 2021 |