

28 June 2024

encompass promotional costs

I am writing under the FOI Act (2000) to request the following information please:

- the amount spent by the Trust in PR material promoting the roll-out of the Encompass system, to include any money spent on social media promotion, advertising, signage etc**
- the initial budget set by the Trust for these activities**

For the year 2023/24 the Directorate of Corporate Communications has spent £11,176.00 on promoting the roll-out of the encompass system. The majority of this was signage and included pop-ups for display to aid awareness of the new system and how to access training, as well as count down clocks for use in some Trust facilities which had a high footfall of both public and staff.

For the year 1 April 2024 – 31 May 2024 Corporate Communications spent £5,901.00 on promoting the roll-out of the encompass system. This included message boards for ward areas, posters for all clinical and public areas across the Trust, and lift wraps for a number of lifts in our hospitals and wellbeing centres drawing attention to the change in working that was to be brought on by the new system.

Belfast Trust did not spend any money on advertising or on social media promotion. In addition to signage, public awareness of the new system was promoted on the Trust's website and its social media platforms.

To-date, the Directorate of Corporate Communications has paid for the above items out of its annual budget.