

Ref no: 174270717  
From: Commercial  
Date: 27/07/17  
Subject: Recruitment advertising

## REQUEST

Please provide us with an exact figure of the Trust's total Recruitment Advertising expenditure from 1 January to 31 December 2016.

Recruitment advertising includes, but is not limited to, the advertising of job vacancies in printed journals, newspapers, radio, online recruitment websites, job fairs as well as social media and search advertising.

Disclosure of the requested information is to calculate the cost of recruitment advertising in the NHS and the efficiencies that maybe achievable through Sustainability and Transformation Partnerships.

## RESPONSE

The recruitment advertising expenditure was a total of £85,671