

Ref: FOI/GS/ID 8694

Please reply to:
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21 December 2023

Freedom of Information Act 2000

I am writing in response to your request for information made under the Freedom of Information Act 2000 in relation to Freshwater communications agency.

*You asked: All questions are shown as received by the Trust.
I would like to request the amount paid to Freshwater (the communications agency) for work related to the David Fuller case.*

Please give the dates of first and last payments, and indicate whether such payments are expected to continue.

Trust response:

The Trust first sought the assistance of Freshwater, a specialist health communication agency, in December 2020 following the arrest of David Fuller for two historic murders. At that time the Trust had a very small communication function consisting of three junior members of staff and an apprentice. The Trust had no Director of Communications for almost a year following Fuller's arrest and Freshwater was required to provide interim communications leadership.

Initially Freshwater's work with the Trust was exclusively related to the arrest of David Fuller but subsequently Freshwater assisted the Trust in a number of different ways and on a number of different issues. The total sum paid to Freshwater for work related to the Fuller case since December 2020 is £193,710.90, which averages approximately £5,500 per month.

The first payment to Freshwater covered work undertaken by them in December 2020 and the latest payment covered work undertaken in October 2023. Whether we make any future payments to Freshwater will depend on the Trust's communication requirements in the coming period.