

Careers Website Page

Reference Number: RDF1462-23

Date of Response: 03/05/2023

Further to your Freedom of Information Act request, please find the Trust's response(s) below:

Please be aware that the Royal Devon University Healthcare NHS Foundation Trust (Royal Devon) has existed since 1st April 2022 following the integration of the Northern Devon Healthcare NHS Trust (known as Northern Services) and the Royal Devon and Exeter NHS Foundation Trust (known as Eastern Services).

1. [What creative agency did you use to build the careers section of your website?](#)

The Trust website was designed by our internal Marketing Team. Content was developed by our Marketing Team. Technical development of the pages was delivered through a combination of our Marketing Team and an external web agency called Howocco.

2. [Who did you contract to design and develop your employer branding?](#)

A design agency called Ellis James worked with our marketing team to develop concepts and approach. This was tested, developed and refined by our internal Marketing Team.

Question 3 and 4. -Section 17

Under Section 17 of the Freedom of Information Act, the Trust applies refusal notices for the following questions 3 and 4, and in doing so applies the following Freedom of information Exemptions:

3. [What was the overall cost of developing a careers page on your external website?](#)

Section 12 (1) – Time/Cost (over 18hrs work)

The Trust has considered your request, however to provide you with the information requested in question 3 *What was the overall cost of developing a careers page on your external website?* would require the manual extraction and manipulation of information from various sources. To carry out this work would exceed the appropriate cost limit as set out in Section 12 (1) of the Freedom of Information Act 2000 and is therefore exempt.

The careers pages were developed as part of a larger Trust wide website project, by our marketing team with support from an external web agency – making it difficult to separate out the costs. We hold various invoices for various elements of web development work and for external copywriting contracts along with the internal resource (clinical, marketing, web team, recruitment, training and development) to create the pages. Developing them has not been a linear process which is why it would take more than 18 hours to gather the information together. Under the Freedom of Information Act 2000 Section 12 (1) and defined in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004, a public authority is not obliged

to comply with a request for information if it estimates the cost of complying would exceed the appropriate limit. The limit of £450 represents the estimated cost of one person spending two and a half days in determining whether the Trust holds the information, locating, retrieving and extracting that information.

4. What is the recurring annual hosting fee of your website?

Section 43(2) – Commercial exemption

The Trust can confirm that we hold the information requested in question 4. However, the information requested is commercially sensitive and its release would or would be likely to prejudice the commercial interests of the Trust. In applying the exemption under Section 43(2) the Freedom of Information Act the Trust has balanced the public interest in withholding the information against the public interest in disclosure:

Pros for release of this information:

- Openness and accountability for tender processes and prices
- Obtaining value for money

Cons for release of information:

The recurring hosting fee of the Trust Website should not be released because others would have an unfair commercial advantage over competitors when placing bids for future work. That advantage would contravene the principle of fairness required from the Trust by the Public Contracts Regulations 2015.

The Trust has considered all the relevant factors in the public interest test and concluded that the benefit to the public in applying the exemption outweighs the public interest in releasing the information requested as a result of the prejudices and losses that would potentially affect the Trust and patients. As such this information is being withheld under Section 43 (2).