

**WRITTEN QUESTION TO THE ASSISTANT CHIEF MINISTER
BY DEPUTY S.M. AHIER OF ST. HELIER
QUESTION SUBMITTED ON TUESDAY 4th MAY 2021
ANSWER TO BE TABLED ON TUESDAY 11th MAY 2021**

Question

Will the Minister inform the Assembly of the total cost to date of advertising the Our Hospital Project across print, broadcast and online media channels, and the available budget allocated to such advertising?

Answer

The total cost as of Friday 7 May 2021, for the Our Hospital Project for print, broadcast and online media channels, is £26,750. The current approved budget is £40,000, which remains subject to ongoing review by the Our Hospital Political Oversight Group.

The purpose of investing in the Our Hospital advertising campaign is to ensure that as many islanders as possible can engage and participate in the project and have full access to accurate information and facts about the island's new hospital.