

**WRITTEN QUESTION TO THE MINISTER FOR HEALTH AND SOCIAL SERVICES  
BY DEPUTY S.Y. MÉZEC OF ST. HELIER  
ANSWER TO BE TABLED ON TUESDAY 8TH MARCH 2016**

**Question**

Further to the Minister's answer to written question 9230 tabled on 23rd February 2016, which asked for a breakdown of the costs of the Future Hospital consultation and showed that £12,720 had been spent on video recordings, for what reasons was such a sum spent on approximately 72 minutes of basic footage, which works out at around £177 per minute?

**Answer**

The future hospital project is one of the most important that the Island has ever embarked upon. It is therefore appropriate that Islanders are fully informed about the need for a new hospital. This message can best be delivered using a range of communications media. Set against the overall size and cost of this project, this expenditure is a very small sum, particularly considering its effectiveness in imparting information to members of the public.

The video material was intended to support a four-week period of public engagement and a 12-week period of public consultation. As is normal, not all of the footage filmed ended up being used. In addition to filming interviews with clinical staff, poster animations were produced that brought together subject matter in an eye-catching, creative and engaging way.

Video is proven to be one of the most engaging media (compared with standalone images/text/audio) – viewers remember more of what they see **and** hear compared with seeing or reading alone. Furthermore, online video maximises the reach of any message. Using digital channels gives 24/7 access to content and helps to engage those people unable to access information through other means. Online video is particularly effective in targeting the younger generation through channels such as Twitter, LinkedIn and Facebook, where a conversation can be started and feedback monitored.

Of course, creating high quality, well lit, framed/focused and branded video messages takes time, effort and skill to deliver. It has to be paid for, but professionally made and delivered video content that raises awareness and gets audiences thinking about key issues would be expected for a project as important as the future hospital.