

Our Reference North East and North Cumbria ICB\
FOI ICB 25-090

North East and North Cumbria ICB
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Sunderland
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By Email

24 June 2025

Dear Applicant

Freedom of Information Act 2000 – Request for Information – NHS North East and North Cumbria Integrated Care Board (NENC ICB)

Thank you for your request received on 11 June 2025 for information held by NHS North East and North Cumbria Integrated Care Board (the ICB) under the provisions of the Freedom of Information Act 2000. The ICB covers the areas of County Durham, Newcastle Gateshead, North Cumbria, North Tyneside, Northumberland, South Tyneside, Sunderland, and Tees Valley.

Please find the information you requested on behalf of the ICB as follows.

Your Request

1. Do you use a social media management platform?
2. If so, what tools do you use?
3. What is your annual spend on a social media management tool?
4. What dates does your contract with your current supplier end (in the format of [month/year])?
5. Do you use a social listening / media monitoring platform?
6. If so, what tools do you use?
7. What is your annual spend on a social listening / media monitoring tool?
8. What dates does your contract with your current supplier end (in the format of [month/year])?

Our Response

We can confirm, as per Section 1(1) of the Freedom of Information Act 2000, the ICB does hold the information requested.

1. Yes, NENC ICB uses a social media management platform.
2. Hootsuite is the tool used.
3. Annual spend is £5,395.
4. The contract with the current supplier ends March 2026.
5. The ICB uses a media monitoring platform.

www.northeastnorthcumbria.nhs.uk 

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6. Onclusive is the tool used.
7. Annual spend is £6,400 + VAT.
8. The contract with the current supplier ends March 2026.

In accordance with the Information Commissioner's directive on the disclosure of information under the Freedom of Information Act 2000 your request will form part of our disclosure log. Therefore, a version of our response which will protect your anonymity will be posted on the NHS ICB website <https://northeastnorthcumbria.nhs.uk/>.

If you have any queries or wish to discuss the information supplied, please do not hesitate to contact me on the above telephone number or at the above address.

If you are unhappy with the service you have received in relation to your request and wish to request a review of our decision, you should write to the Senior Governance Manager using the contact details at the top of this letter quoting the appropriate reference number.

If you are not content with the outcome your review, you do have the right of complaint to the Information Commissioner as established by section 50 of the Freedom of Information Act 2000. Generally, the Information Commissioner cannot make a decision unless you have exhausted the ICB's complaints procedure.

The Information Commissioner can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or www.ico.org.uk.

Any information we provide following your request under the Freedom of Information Act will not confer an automatic right for you to re-use that information, for example to publish it. If you wish to re-use the information that we provide and you do not specify this in your initial application for information then you must make a further request for its re-use as per the Re-Use of Public Sector Information Regulations 2015 www.legislation.gov.uk. This will not affect your initial information request.

Yours faithfully

Information Governance Support Officer

**Information Governance Support Officer
North East and North Cumbria Integrated Care Board**