

Our Reference      North East and North Cumbria ICB\  
FOI ICB 24-034

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By Email

29 April 2024

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 by North of England Commissioning Support (NECS) on 17 April 2024 for information held by NHS North East and North Cumbria Integrated Care Board (NENC ICB) under the provisions of the Freedom of Information Act 2000.

NENC ICB covers the areas of County Durham, Gateshead, Newcastle, North Cumbria, North Tyneside, Northumberland, South Tyneside, Sunderland, and Tees Valley (which covers the 5 councils that make it up – Darlington, Hartlepool, Middlesbrough, Redcar & Cleveland and Stockton-on-Tees).

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

**Your Request**

Please could I ask for the following information related to Personal Health Budgets that you are responsible for under NHS North East and North Cumbria Integrated Care Board?

1. What is your current budget for promoting / marketing Personal Health Budgets to the general population in England?
2. Where do you promote Personal Health Budgets to the general population (e.g. online, surgeries, hospitals, local groups, etc.)?
3. Do you have a strategy specifically for Personal Health Budgets in NHS North East and North Cumbria Integrated Care Board?
4. Can you share this strategy (if yes to answer 3)?
5. What resources do you offer/provide to people, parents, etc. on Personal Health Budgets?
6. Do you use 3rd parties for this promotion/resource activity or use in-house NHS resources?

**Our Response**

We can confirm, as per Section 1(1) of the Freedom of Information Act 2000, the ICB holds some of the information you have requested.

1. NENC ICB has no budget for promoting/marketing Personal Health Budgets to the general population in England for 2024/25.
2. Personal Health Budgets are promoted to the general population in a variety of settings by providers.
3. There is no strategy specifically for Personal Health Budgets in NENC ICB. Personal health budgets are a part of the wider Universal Personalised Care agenda, which is within the NHS Long Term Plan <https://www.england.nhs.uk/personalisedcare/>
4. NENC ICB does not hold this strategy.
5. Providers who have patients accessing a personal health budget provide ongoing support to manage and review their personal health budget.
6. Promotion/resource activity is usually undertaken providers.

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 complaints procedure provided by the North of England Commissioning Support Unit.

The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

[www.ico.org.uk](http://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](http://www.legislation.gov.uk) . This will not affect your initial information request.

Yours sincerely

*S Davies*

**S Davies**  
**Information Governance Officer**