

Our Reference North East and North Cumbria ICB\
FOI ICB 24-040

NECS – John Snow House
Durham University Science Park
Durham
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Tel: 0191 301 1300
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By Email

8 May 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 19 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

The information that we require is as follows:

- 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 (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 (month & year)?
- 9) Who is the senior person responsible for managing these contracts?

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.
- 2) Hootsuite.
- 3) The current year spend is £5,395.50.
- 4) March 2026.
- 5) Yes, we have a media monitoring platform. No social listening platform.
- 6) Onclusive.
- 7) £7,000 excluding vat.
- 8) April 2025.
- 9) Mary Bewley, NENC ICB Director of Communications

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

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 sincerely

S Davies

S Davies
Information Governance Officer