



North East and North Cumbria

Our Reference North East and North Cumbria
ICB\FOI ICB592

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Durham
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Tel: 0191 301 1300
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27/11/23

Applicant
By Email

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 30/10/23 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

- 1) Do you use a social media management platform?
- 2) If so, what tools do you use?
- 3) How much do you spend annually on a social media management tool?
- 4) Which month & year does your contract with your supplier end?
- 5) Do you use a social listening / media monitoring platform?
- 6) If so, what tools do you use?
- 7) How much do you spend annually on a social listening / media monitoring tool?
- 8) Which month & year does your contract with your supplier end?
- 9) Who is the senior officer in charge of these contracts?

Our Response

- 1) Yes.
- 2) Hootsuite.

- 3) *The current year spend is £4,905.*
- 4) *April 2024.*
- 5) *Media monitoring service currently provided through a wider contract with our commissioning support unit. No social listening platform.*
- 6) *Vuelio.*
- 7) *NENC ICB does not hold this information. This is part of a block contract with North of England Commissioning Support Unit and forms part of the service provided within the SLA. For the costs associated with this we suggest you direct your request to NECS. NECS can be contacted on: England.foi@nhs.net.*
- 8) *After an extension, the contract is expected to end on 31 March 2024.*
- 9) *Mary Bewley.*

In line 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 make a complaint or 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 complaint, you may apply directly to the Information Commissioner for a decision. 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

Your name

Your name
Information Governance Officer