

Our Ref: PW/AKB/FOI/0424/809

Stafford Education & Enterprise Park  
Weston Road  
Stafford  
ST18 0BF

10<sup>th</sup> May 2024

Telephone: 0300 123 1461

Sent by email

Dear

**FOI-0424-809**

**Your request for information under the Freedom of Information Act 2000**

Thank you for your request for information received on the 17<sup>th</sup> April 2024. We can confirm that the Staffordshire and Stoke-on-Trent Integrated Care Board can provide the following information.

An anonymised copy of this response will be made publicly available on the ICB website.

Please see our responses in blue below:

**Please could I ask for the following information related to Personal Health Budgets that you are responsible for under NHS Staffordshire and Stoke-on-Trent Integrated Care Board.**

**1. What is your current budget for promoting / marketing Personal Health Budgets to the general population in England?**

There is no budget for promoting / marketing Personal Health Budgets to the local population we serve. We do have a public facing Personal Health Budget (PHB) Policy available on the ICB website. Link: [Our publications and policies - Staffordshire and Stoke-on-Trent \(icb.nhs.uk\)](#)

We are currently reviewing the Policy with the aim to refresh and update which will include patient information.

**2. Where do you promote Personal Health Budgets to the general population (e.g. online, surgeries, hospitals, local groups, etc.)?**

We advise service users upon the point of becoming eligible for a fully funded Continuing Health Care (CHC).

**3. Do you have a strategy specifically for Personal Health Budgets in NHS Staffordshire and Stoke-on-Trent Integrated Care Board.**

The ICB does have a Personal Health Budget (PHB) Policy which is available on the ICB website (see link provided against question one). This is currently under review.

**4. Can you share this strategy (if yes to answer 3.)?**

The PHB Policy can be accessed using the link provided in response to question one.

**5. What resources do you offer/provide to people, parents, etc. on Personal Health Budgets?**

Clinical support via CHC nurse assessors who provide support e.g. patient leaflet, signposting to third party providers, PA recruitment services, managed account providers.

**6. Do you use 3<sup>rd</sup> parties for this promotion/resource activity or use in-house NHS resources?**

No.

Should you require any further information or clarification regarding this response please do not hesitate to contact us. If you are dissatisfied with the response, you are entitled to request an internal review which should be formally requested in writing and must be within two calendar months from the date this response was issued.

**To request an internal review**

You can request an internal review by contacting the Staffordshire and Stoke-on-Trent Integrated Care Board FOI team by emailing the team at [StaffsStokeFOI@staffsstoke.icb.nhs.uk](mailto:StaffsStokeFOI@staffsstoke.icb.nhs.uk) or by post to the address at the top of this letter.

If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner's Office (ICO) for a decision. Generally, the ICO cannot make a decision unless you have exhausted the Staffordshire and Stoke-on-Trent Integrated Care Board's FOI complaints procedure.

The ICO can be contacted at:

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

[www.ico.gov.uk](http://www.ico.gov.uk)



**Staffordshire and  
Stoke-on-Trent**  
Integrated Care Board

Yours sincerely

**Paul Winter**  
**Associate Director of Corporate Governance**