



Our Ref: TS/AKB/FOI/0124/691

Stafford Education & Enterprise Park  
Weston Road  
Stafford  
ST18 0BF

13<sup>th</sup> February 2024

Telephone: 0300 123 1461

Sent by email

Dear

**FOI-0124-691**

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

Thank you for your request for information received on the 19<sup>th</sup> January 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:

**Under the Freedom of Information Act, I would like to request the following information:**

**Please provide your total spend on communications and public relations for the last three financial year's (20/21,21/22,22/23). For each year I would like a breakdown containing the following information:**

**1. Spend on communications and public relations activities?**

Please see below information as requested:

<b>Communications and Public Relations Expenditure</b>	<b>2020/2021</b>	<b>2021/2022</b>	<b>2022/2023</b>	<b>Total Expenditure</b>
Communications and Engagement - CSU	£694,544	£714,270	£714,271	£2,123,085
Public Relations Expenses	£4,817	£2,348	£15,590	£22,755
Communications and Engagement Other			£30,292	£30,292

## **2. Total number of communications and public relations employees?**

Staffordshire and Stoke-on-Trent ICB commissions Midlands and Lancashire Commissioning Support Unit to deliver the communications and engagement services, the ICB does not have the details of the number of communications and public relations employees the CSU deploys on to this contract.

## **3. Total salary cost for all communications and public relations employees?**

Staffordshire and Stoke-on-Trent ICB commissions Midlands and Lancashire Commissioning Support Unit to deliver the communications and engagement services, the ICB does not have the details of the salary costs in relation, this will form part of the total the contract value for this commissioned service.

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)

Yours sincerely

**Tracey Shewan**  
**Director of Corporate Governance**