

Our Ref: PW/AKB/FOI-10-137

21st October 2022

Stafford Education & Enterprise Park
Weston Road
Stafford
ST18 0BF

Sent by email

Telephone: 0300 123 1461

Dear

FOI-10-137

Your request for information under the Freedom of Information Act 2000

Thank you for your request dated the 7th October 2022. We can confirm that the Staffordshire and Stoke-on-Trent Integrated Care Board do hold the information that you have requested. Please see our responses in blue below

I would be most grateful if you would provide me, under the Freedom of Information Act, the information requested below.

The details we require are:

1. Who is your social media management and monitoring tool supplier?

NHS Midlands and Lancashire Commissioning Support Unit.

2. Start date & duration of framework/contract with supplier

Part of a wider Communications and Engagement Contract since 2013.

3. Actual spend on this contract/framework (and any sub lots), from the start of the contract to the current date

This is part of a wider contract for Communications and Engagement and as a result a specific figure on social media management cannot be separated.

The below amounts were spent on social media advertising:

2020/2021: £3,000 on social media advertising.

2021/2022: £82,230.99 on social media advertising.

4. Who is the senior officer (outside of procurement) responsible for this contract?

Tracey Shewan, Director of Communications

Right of Appeal

Chair: Prem Singh

Interim Chief Executive Officer: Peter Axon

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 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

Yours sincerely

Paul Winter
Deputy Director of Corporate Governance,
Compliance & Data Protection/Data Protection