

Please contact: Access to Information
Team
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Level 3, Christ Church Precinct
County Hall
Fishergate Hill
Preston
PR1 8XB

16 February 2024

Dear

t: 0300 373 3550
www.lancashireandsouthcumbria.icb.nhs.uk

Re: Your request for information under the Freedom of Information Act 2000
Ref no: FOI-3785-LSC

Thank you for your request dated 19 January 2024.

We can confirm that the ICB does hold the information you requested.

Please find our response to your questions below:

1. Please provide your total spend on communications and public relations for the last three financial year's (20/21,21/22,22/23).

Please see attached spreadsheet of spend on Communications and Public Relations. Please note, the figures for 2020/2021 and 2021/2022 relate to the 8 Lancashire and South Cumbria CCGs and for 2022/2023 to the 8 Lancashire and South Cumbria CCGs for the period 1 April 2022 to 30 June 2022 and to NHS Lancashire and South Cumbria ICB for the period 1 July 2022 to 31 March 2023.

Please note that NHS communications teams work with patients and their local communities to make sure NHS services are planned and run to meet their needs. They help local people understand how to access NHS services, prevent illness and lead on staff engagement with the NHS' 1.4 million front-line employees.

- **Communications teams working in the NHS undertake a range of activities that contribute to improving care for patients, making better use of resources and more generally to helping achieve the key objectives of their organisations.**

- **NHS communications professionals are often focused on providing information to their local communities about how they can best access services. This has become increasingly important work given the size of waiting lists and how some patients have not come forward since the Covid pandemic.**

- **NHS communications professionals also support vaccination take-up and other public health campaigns that aim to improve health outcomes, prevent illness and also reduce pressure on A&E and other front-line services. This is vital work as the NHS continues to experience unprecedented demand for care.**

- **NHS communications professionals also have responsibility for a range of statutory functions, including: leading engagement and consultation exercises when there are changes to the way local services are delivered; managing public information in emergencies.**

2. For each year I would like a breakdown containing the following information:

- Spend on communications and public relations activities.

Please see response to question 1 above.

3. Total number of communications and public relations employees.

Please see response to question 1 above.

4. Total salary cost for all communications and public relations employees

Please see response to question 1 above.

Right of Appeal

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 40 working days from the date this response was issued.

To request an internal review

You can request this by contacting the FOI team by email at MLCSU.FOITeam@nhs.net or by post to Leyland House, Lancashire Business Park, Leyland, PR26 6TR, specifying why you require a review.

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 CCGs 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

**On behalf of Kevin Lavery
ICB Chief Executive**