

Reference: FOI.ICB-2223/080

Subject: Social Media Management

*I can confirm that the ICB **does hold the information requested**; please see responses below:*

QUESTION	RESPONSE
<ol style="list-style-type: none">1. Who is your social media management and monitoring tool supplier?2. Start date & duration of framework/contract with supplier3. Actual spend on this contract/framework (and any sub lots), from the start of the contract to the current date4. Who is the senior officer (outside of procurement) responsible for this contract?	<ol style="list-style-type: none">1. Sprout Social and Pulsar2. Sprout Social: 31 Jan 2022 for 1 year Pulsar: 31 May 2022 for 1 year3. The ICB considers the information regarding spend commercially sensitive and has therefore applied the Section 43(2) to the response. Section 43(2) exempts information whose disclosure would, or be likely to, prejudice the commercial interests of any person, in this case the ICB itself. Given the short contract terms, the ICB believes that disclosing the spend would be detrimental to future procurement of services. <p>The ICB has considered the public interest test regarding disclosure of the information particularly the duties placed on the ICB regarding accountability for public funds and the principles within the Public Contract Regulations stating that the ICB shall act in a transparent and proportionate manner. The ICB has balanced these duties against the principle that the ICB commissions services at the best value for money to ensure that public funds are used in the best</p>



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	<p>possible way. The ICB therefore believes that disclosure of the information would be likely to affect procurement of these contracts in the future. It is important that the ICB is able to procure services for the best value for money so that funds are available to support other services areas.</p> <p>4. Deborah El-Sayed: Chief Digital and Information Officer</p>
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The information provided in this response is accurate as 19 October 2022 and has been approved for release by Deborah El-Sayed, Chief Digital and Information Officer for NHS Bristol, North Somerset and South Gloucestershire ICB.