

Our Reference      North East and North Cumbria ICB\  
FOI ICB 25–123

North East and North Cumbria ICB  
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By Email

15 July 2025

Dear Applicant

**Freedom of Information Act 2000 – Request for Information – NHS North East and North Cumbria Integrated Care Board (NENC ICB)**

Thank you for your request received on 30 June 2025 for information held by NHS North East and North Cumbria Integrated Care Board (the ICB) under the provisions of the Freedom of Information Act 2000. The ICB covers the areas of County Durham, Newcastle Gateshead, North Cumbria, North Tyneside, Northumberland, South Tyneside, Sunderland, and Tees Valley.

Please find the information you requested on behalf of the ICB as follows.

**Your Request**

I would like to make a freedom of information request.

1. Can I ask how much money was spent on sponsored advertising on social media for the podcast series produced by North East and North Cumbria NHS called "Beyond the Now."
2. I would also like to know how much it cost to produce this podcast series (the filming, editing and production, costs, etc.)
3. Finally, I would like to know how many times the podcast has been listened to – e.g. all the YouTube views and Spotify listens. Can you break it down per episode.

**Our Response**

We can confirm, as per Section 1(1) of the Freedom of Information Act 2000, the ICB does hold the information requested.

1. Sponsored advertising was used as a trial to help grow our audience on YouTube and Spotify. NENC ICB has spent £104.46 on Meta (Facebook/Instagram) and £249 on LinkedIn.
2. The podcasts are fully produced as part of the role of the ICB communications team, so no additional external costs are incurred.
3. As of 9 July 2025, the figures are:

[www.northeastnorthcumbria.nhs.uk](http://www.northeastnorthcumbria.nhs.uk) 

NorthEastandNorthCumbriaNHS 

NENC\_NHS 

Episode	Launched	YouTube views	Spotify listens
Episode 1 – Sir James Mackey	01/04/2025	2,858	57
Episode 2 – Dr Henry Kippin	05/06/2025	304	27
Episode 3 – Dame Lesley Powell	02/07/2025	124	10

In accordance with the Information Commissioner's directive on the disclosure of information under the Freedom of Information Act 2000 your request will form part of our disclosure log. Therefore, a version of our response which will protect your anonymity will be posted on the NHS ICB website <https://northeastnorthcumbria.nhs.uk/>.

If you have any queries or wish to discuss the information supplied, please do not hesitate to contact me on the above telephone number or at the above address.

If you are unhappy with the service you have received in relation to your request and wish to request a review of our decision, you should write to the Senior Governance Manager using the contact details at the top of this letter quoting the appropriate reference number.

If you are not content with the outcome your review, you do have the right of complaint to the Information Commissioner as established by section 50 of the Freedom of Information Act 2000. Generally, the Information Commissioner cannot make a decision unless you have exhausted the ICB's complaints procedure.

The Information Commissioner can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or [www.ico.org.uk](http://www.ico.org.uk).

Any information we provide following your request under the Freedom of Information Act will not confer an automatic right for you to re-use that information, for example to publish it. If you wish to re-use the information that we provide and you do not specify this in your initial application for information then you must make a further request for its re-use as per the Re-Use of Public Sector Information Regulations 2015 [www.legislation.gov.uk](http://www.legislation.gov.uk). This will not affect your initial information request.

Yours faithfully

*Information Governance Support Officer*

**Information Governance Support Officer  
North East and North Cumbria Integrated Care Board**