South East Coast
Ambulance Service
NHS Foundation Trust

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July 2025
Internal Ref:
Email:

Dear,

The trust acknowledges receipt of your Freedom of Information Act 2000 (FOIA) request, referenced above. Please ensure you quote this number in any future correspondence.

Please accept the Trust's apologies for the delay and inconvenience you have experienced regarding your FOIA request.

FOI Request

I am writing to formally submit a FOI request regarding the content of the attached PDF file, which contains a survey questionnaire. I kindly request that the NHS processes this as an FOI request and provides the relevant information as outlined in the questionnaire.

Section 1: Demographic Information

1. What is your role within the NHS?

a) Medical and Dental
b) Nursing and Midwifery
c) Allied Health Professional
d) Scientific and Professional
e) Managers
f) Other:

g) Directors and Policy Makers
h) Admin and Clerical
i) Ancillary
j) Ambulance
k) IT/Technical Specialist

2. What is your role in the deployment of AI systems?

a) Clinical Role (involved in clinical practice and use of AI in patient care)
b) Technical Role (involved in the build, test or technical infrastructure etc.)
c) Leadership and Management Role (involved in strategic implementation, high-level support and resource allocation, etc.)
d) Programme and Project Management Role (involved in coordinating deployment so that project is on time and within budget)
e) Ethical and Regulatory Role (ensures compliance to standards)
f) Clinical Safety Role (ensures systems do not harm patients)
g) Not Applicable

3. How long have you been in a leadership role within the NHS?

a) Less than 1 year
b) 1–5 years
c) 5–10 years
d) More than 10 years

4. Which region do you work in?

a) East of England e) North West
b) London f) South East
c) Midlands g) South West
d) North East and Yorkshire

Section 2: Awareness and Understanding of AI in the NHS

5. How familiar are you with AI technologies and their potential applications in healthcare?

a) Very familiar
b) Somewhat familiar
c) Neutral
d) Not very familiar
e) Not familiar at all

6. In your opinion, what are the most promising applications of AI in the NHS?

a) Diagnostics and imaging
b) Predictive analytics for patient outcomes
c) Administrative task automation
d) Personalised medicine
e) Resource allocation and management
f) Other (please specify)

7. What are the biggest challenges in adopting AI systems in the NHS?

a) Lack of funding
b) Resistance to change among staW
c) Data privacy and security concerns
d) Lack of technical expertise
e) Regulatory and ethical concerns
f) Integration with existing systems
g) Other (please specify)

Section 3: Leadership Practices in AI Deployment

8. How involved are you in decision-making processes related to AI deployment in your organisation?

a) Highly involved
b) Moderately involved
c) Slightly involved
d) Not involved

9. What leadership strategies have you employed to facilitate AI adoption?

a) Stakeholder engagement and communication
b) Training and upskilling staW
c) Collaborating with external AI experts or vendors
d) Developing clear governance frameworks
e) Piloting AI systems before full-scale deployment
f) Other (please specify)

10. How do you measure the success of AI deployment in your organisation?

a) Improved patient outcomes
b) Increased operational eWiciency
c) Cost savings
d) StaW satisfaction and adoption rates
e) Other (please specify)

11. What barriers have you faced as a leader in implementing AI systems?

a) Technical Barriers (e.g. Data quality; Infrastructure limitations; Integration challenges)
b) Organisational Barriers (e.g. Funding constraints, Resistance to change; Leadership and governance)
c) Ethical and Regulatory Barriers (e.g. Data privacy and security; Bias and fairness; Accountability and transparency)
d) Cultural and Human Factors (e.g. StaW training and upskilling; Patient trust and acceptance; Workflow Disruption)
e) Systemic and Structural Barriers (e.g. Fragmentation across the NHS; Short-term focus)
f) External Barriers (e.g. Supplier Lock-in; Public perception; Media influence)

Section 4: Ethical and Regulatory Considerations
12. How important do you think ethical considerations are in AI deployment within the NHS?

a) Extremely important
b) Very important
c) Moderately important
d) Slightly important
e) Not important

13. What ethical concerns do you think are most critical in AI deployment? Select all that apply

a) Bias and fairness in AI algorithms
b) Patient data privacy
c) Transparency and explainability of AI decisions
d) Accountability for AI-driven outcomes
e) Other (please specify)

14. How well do you think current regulatory frameworks support AI deployment in the NHS?

a) Very well
b) Somewhat well
c) Neutral
d) Not very well
e) Not well at all

15. To what extent does your organisation ensure compliance with ethical principles (e.g., fairness, transparency) in AI deployment?

a) Very well
b) Somewhat well
c) Neutral
d) Not very well
e) Not well at all

Section 5: Future Outlook and Recommendations

16. What do you think is the most important step the NHS can take to improve AI deployment?

a) Develop a clear national NHS AI strategy
b) Invest in infrastructure and data standardisation
c) Build technical and clinical expertise
d) Establish robust governance and ethical frameworks
e) Pilot and scale AI solutions effectively
f) Secure funding and resources
g) Engage stakeholders and build trust
h) Address workforce concerns
i) Foster innovation and research
j) Monitor and evaluate AI systems
k) Focus on equity and accessibility

17. How confident are you in the NHS's ability to successfully integrate AI systems in the next 5 years?

a) Very confident
b) Somewhat confident
c) Neutral
d) Not very confident
e) Not confident at all

18. What additional support or resources would help you in your role in deploying AI systems?

a) Training and upskilling
b) Funding and financial support
c) Technical resources and access to advanced IT infrastructure
d) Expertise and personnel
e) Data access and quality
f) Ethical and regulatory guidance and support
g) Collaboration opportunities
h) Leadership and governance support
i) Patient and public engagement

Section 6: Final Comments

19. What is your confidence level that the leadership in the NHS can successfully deploy AI in clinical practice?

a) Extremely confident
b) Moderately confident
c) Slightly confident
d) Not confident
e) Unsure / No Opinion

Formal Response

The Trust confirms does not hold the information you requested.

The Trust does not hold any record of opinion in this regard and therefore has no information to consider for disclosure.

Next steps

We publish a variety of information which may assist future enquiries relating to our service on our website – www.secamb.nhs.uk.

Should you be dissatisfied with our response then in the first instance please contact Richard Banks, Head of Corporate Governance, via the following email address: FOI@secamb.nhs.uk

You can ask us to review our original response. If you would like us to carry out an internal review, please let us know within 40 working days of you receiving our original response. This review will be conducted by an individual who was not directly involved in reviewing the original response, ordinarily, the Trust Data Protection Officer. We will endeavour to complete this request within 20 working days.

Should you remain dissatisfied then you can contact the Information Commissioner's Office (ICO). Complaints to the ICO should be made within six weeks of receiving the

outcome of an internal review. The easiest way to lodge a complaint is through their website: www.ico.org.uk/foicomplaints.

Alternatively, the ICO's postal address is:
Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF.

Yours sincerely,

Freedom of Information Coordinator
South East Coast Ambulance Service NHS Foundation Trust

Saving Lives,
Serving Our Communities