



Trust Headquarters
Nexus House
4 Gatwick Road
Crawley
West Sussex
RH10 9BG

Tel: 0300 123 0999
www.secamb.nhs.uk

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.

FOI Request

You asked us:

Please, could you provide the following information:

Total cost of the "Ready to Response Reset" Campaign - costs to date and predicted future costs.

Breakdown of these costs - any external agencies or IT services employed, and internally how many person-hours broken down by NHS pay banding - costs to date and predicted future costs.

Rationale for the creation of this campaign.

Any external or internal report or paper which prompted or supported the creation of this campaign.

How many "DATIX" incident reports in the last 24 months were in relation to members of staff being "ready to respond" (or not ready).

How many internal disciplinary proceedings were in relation to staff being "ready to respond" (or not ready).

Formal Response

The Trust confirms it holds the information you have requested.

Please, could you provide the following information:



1. Total cost of the "Ready to Response Reset" Campaign - costs to date and predicted future costs.

No communications budget has been allocated to support this campaign. It has been delivered as per business-as-usual communications across the organisation.

2. Breakdown of these costs - any external agencies or IT services employed, and internally how many person-hours broken down by NHS pay banding - costs to date and predicted future costs.

As answered above, no communications budget was allocated to support this campaign. No external agencies or IT services were employed to create the campaign material. We are unable to provide a breakdown on the internal time spent of developing the campaign as this information has not been recorded.

3. Rationale for the creation of this campaign.

'Ready to Respond' is an awareness raising campaign designed to remind front-line colleagues of steps that must be taken before and during their shifts to ensure they are 'ready' to respond to patients. The campaign is focused on six areas – five under the Uniform and IPC Policies (bare below the elbow, jewellery, nails, wearing of epaulettes & ensuring colleagues have all their required kit with them) and one under the Smoking Policy. The aim of the campaign is to ensure that front-line colleagues are aware of the importance of compliance in these areas, can make any necessary changes and to ensure that they have everything they need to comply with these policies. The expectation is that all front-line colleagues are compliant in these areas, and the campaign has been developed to support this. This has been an area of the trust where historically effective compliance has been variable and we need to ensure colleagues understand their responsibilities.

4. Any external or internal report or paper which prompted or supported the creation of this campaign.

There are no internal reports or papers in relation to this campaign.

For some areas of the campaign such as Bare Below the Elbows, additional information has been taken from documents such as the Association of Ambulance Chief Executives (AACE) Bare Below the Elbow position statement that was published in March 2025 and can be accessed via [BBE-position-statement-March-2025-V3.0.pdf](#).

5. How many "DATIX" incident reports in the last 24 months were in relation to members of staff being "ready to respond" (or not ready).

We cannot provide this information specifically as there is no category on Datix for specifically recording staff being 'ready to respond'. There is no incident data on Datix in relation to Infection, Prevention and Control (IPC).

6. How many internal disciplinary proceedings were in relation to staff being "ready to respond" (or not ready).

None. The campaign is launching on 06 October 2025.



Next steps

Please note you will be able to source a lot of information which is made available on our website.

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

Chair: Michael Whitehouse CEO: Simon Weldon