



Trust Headquarters
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Crawley
West Sussex
RH10 9BG

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

26th March 2026
Internal Reference: 260303
Email:

Dear ,

Thank you for your request for information, which we received on **02/03/2026**. We have considered your request under the Freedom of Information Act 2000. **Please ensure you quote the Internal Reference number above in any future correspondence.**

Your Request

Please provide the following information:

1. Primary Trust Branding (including deviations from the standard NHS logo)
Please provide:

The total amount the Trust has spent on creating, developing, or refreshing any primary organisational branding that deviates from the standard NHS Identity guidelines and the standard NHS logo provided by NHS England.

This includes any work undertaken to create or maintain Trust-specific logos, symbols, design elements, or visual styles that are not part of the NHS national identity system.

For any such branding, please state:

- Whether the work was carried out in-house or by an external supplier
- Names of any external suppliers used
- Amounts paid for each project

2. Branding for Individual Services / Departments / Programmes

For any branding, sub-branding, or visual identity created for individual services, departments, programmes, initiatives, or projects, please provide:



- Total spend for each branding project
- Whether the work was carried out in-house or externally
- Names of external suppliers used, where applicable
- Amounts paid for each project

3. Time Period

Please provide information covering the last five financial years, or the most recent period for which data is held.

4. Cost Breakdown (if available)

If possible within the cost limits, please provide a breakdown of expenditure by:

- Consultancy or design fees
- Digital asset creation
- Printing or physical materials
- Implementation or rollout costs

If detailed breakdowns are not held, please provide whatever itemised data is available.

Formal Response

The Trust has not incurred any expenditure on creating, developing, or refreshing any primary organisational branding that deviates from the NHS Identity Guidelines or the standard NHS logo issued by NHS England.

All organisational brand assets (including the SECamb crest, NHS organisational logo usage, and corporate templates) are produced and maintained **in-house**, in line with national NHS branding rules.

As a result:

- No external suppliers were used.
- No payments were made for primary branding.
- No deviations from the NHS Identity system exist.

Therefore, **no information is held** within the scope of this part of your request under **Section 1(1)(a) FOIA**.

2. Branding for Individual Services / Departments / Programmes

The Trust does not hold centrally recorded expenditure for internally produced visual assets used by individual services, departments or programmes. Such materials are generated locally by staff using the standard SECamb brand toolkit. [FOI 26030...e Response | Word]

No central log is kept of:

- Internal staff time
- Internal design activity
- Local visual materials created

Accordingly, the Trust does not hold the requested information, and issues this notice under Section 1(1)(a) and Section 17(1) FOIA.

3. Time Period

All information held and relevant has been supplied. No earlier data exists because no spending on branding deviation is held.

4. Cost Breakdown

As no branding deviation work or external branding projects exist, the Trust does not hold any itemised cost breakdowns (consultancy, digital asset creation, print, rollout).

Next steps

Some information held by the Trust is routinely published on our [website](#) and may be of assistance.

If you are dissatisfied with the Trust's response to your request, you have the right to ask for an internal review.

Requests for an internal review should be submitted within **40 working days** of the date of this response and should be sent to:

Richard Banks, Head of Corporate Governance at FOI@secamb.nhs.uk

The internal review will be conducted by an individual who was not directly involved in handling your original request, ordinarily the Trust's Data Protection Officer. We aim to complete internal reviews within **20 working days** of receipt.

If you remain dissatisfied following the outcome of the internal review, you may complain to the Information Commissioner's Office (ICO). The ICO generally expects complaints to be raised promptly following the completion of an internal review.

The easiest way to raise a complaint is via the ICO's website:
www.ico.org.uk/foicomplaints

Alternatively, you may write to:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
SK9 5AF



Yours sincerely,

Corporate Governance Team
South East Coast Ambulance Service NHS Foundation Trust



Saving Lives,
Serving Our Communities

Chair: Michael Whitehouse CEO: Simon Weldon