



Trust Headquarters
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www.secamb.nhs.uk

24th June 2026
Internal Reference: 260634
Email:

Dear ,

Thank you for your request for information, which we received on **17/06/2026**.
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 and our Formal Response

You posted on your website on 12 June 2026 that SECamb has a new Pride Vehicle.

Given the limited resources within the NHS and the need to direct funds to the patients most in need ; and given the need for the NHS to provide a service which is in line with your published EDI policy please provide the all written information (notes, meeting notes, emails and documents or similar such written material) in so far as they provide :

(1) the total cost of wrapping the vehicle ;

The total cost of wrapping the vehicle was £1,123.20

(2) the money provided/contributed by each of UNISON and GMB so that two or more sums are clearly set out.

GMB £500 - UNISON £300 - EDI Budget £323.20



(3) any written explanation of why the progress pride flag was chosen over the traditional 'rainbow' pride flag - ie material relating to the design and sign off process.

The progress flag was chosen over the traditional rainbow pride flag due to these colours and flag being used in our Pride Network logo, due to being more inclusive and representing marginalised LGBT+ communities.

(4) Given the need to celebrate 'diversity' what future livery designs are in the pipe line and when are they to be delivered?

At SECAMB, we recognise the importance of publicly celebrating diversity, showing our support to the communities we serve, reducing barriers to accessing healthcare through fear of discrimination. Through showing our support, we hope our patients can feel safe under our care. We plan to deliver another vehicle next year, however, there are no current livery designs in the pipeline and will invite our staff to contribute to these ideas closer to the time.

(5) Given that you wish everyone to be seen and valued how do you put this aim into practise for 'sex realist' people - ie those who do not believe that they have an inner gender?

South East Coast Ambulance Service NHS Foundation Trust (SECAMB) is committed to ensuring that all staff, patients and members of the public are treated with dignity, respect and fairness, in line with the Equality Act 2010 and the Public Sector Equality Duty.

The Trust does not seek to characterise or categorise individuals based on personal beliefs; however, it recognises that people may hold a wide range of views, including those relating to sex and gender. Where such beliefs meet the definition of a protected belief under the Equality Act 2010, they are afforded appropriate protection.

In practice, SECAMB promotes inclusion by:

- Applying its values and behaviours framework consistently to all staff and service users
- Ensuring policies are inclusive and do not unlawfully discriminate against any protected characteristic, including religion or belief
- Providing access to staff networks, Freedom to Speak Up Guardians, and support mechanisms that are open to all
- Delivering training and guidance to managers to ensure fair and respectful treatment in the workplace

The Trust's approach is to foster an environment where all individuals, regardless of their personal beliefs, feel respected and able to contribute, provided this does not result in discrimination, harassment or harm to others.





(6) Where can we find a record of the steps you taking to include men and women who believe sex is unchangeable, real and worthy of respect in a democratic society. I suppose here I am looking for the equality assessment form to ensure that there was a balanced and fair assessment process and that other causes will be considered. It is only fair that the wider public understand the process where by other equally valid charities and causes may be put forward for consideration - please explain the process so that an application and/or contribution to the cost may be considered by the local public.

SECamb meets its legal obligations under the Equality Act 2010 and the Public Sector Equality Duty (PSED), which requires the Trust to have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation
- Advance equality of opportunity
- Foster good relations between different groups

In line with these duties, the Trust undertakes Equality Impact Assessments (EIAs) for relevant policies, initiatives and decisions, including those relating to Equality, Diversity and Inclusion activity. These assessments consider the potential impact on all protected characteristics, including religion or belief, which may encompass a range of views relating to sex and gender.

Equality Impact Assessments and associated policies are published on the Trust's website where applicable, or are available on request in line with Freedom of Information requirements.

With regard to wider inclusion activity, including initiatives such as themed vehicle liveries, these are considered through internal governance processes. This includes appropriate review, engagement with staff networks, and alignment with organisational values and EDI objectives.

The Trust does not operate a formal public application process for external individuals or groups to propose or co-fund specific branding or livery initiatives. However, SECamb actively engages with staff networks, trade unions and partner organisations to inform its approach to inclusion and representation.

All activity is undertaken with the intention of supporting an inclusive environment for staff and the communities served, ensuring that decisions are proportionate, lawful, and aligned with the Trust's statutory duties.

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

