

Our Ref: SY/AKB/FOI-10-145

28th October 2022

Stafford Education & Enterprise Park
Weston Road
Stafford
ST18 0BF

Sent by email

Telephone: 0300 123 1461

Dear

FOI-10-145

Your request for information under the Freedom of Information Act 2000

Thank you for your request dated the 18th October 2022. We can confirm that the Staffordshire and Stoke-on-Trent Integrated Care Board does hold the information that you have requested. Please see our responses in blue below

This is an information request relating to the cost of transitioning to ICBs.

Please include the following information:

1. The cost of changing email addresses from CCG to ICB formatted once?

Changing email addresses as part of our transition to an ICB was done through our existing Health Informatics Contract. As a result the specific costs cannot be disaggregated.

2. The cost of branding, for example the design of a new logo?

Any branding was done through our existing design services agreement with NHS Midlands and Lancashire Commissioning Support Unit and as a result cannot be separated.

3. The cost of building a new website?

The cost of the website was £14,644.50.

4. The amount spent on advertising to promote the change from a CCG to ICB, for example on social media, print, digital advertising?

We are not aware of any paid for advertising to support the transition from CCGs to ICB.

Right of Appeal

Should you require any further information or clarification regarding this response please do not hesitate to contact us. If you are dissatisfied with the response, you are

entitled to request an internal review which should be formally requested in writing and must be within two calendar months from the date this response was issued.

To request an internal review

You can request an internal review by contacting the Staffordshire and Stoke-on-Trent Integrated Care Board FOI team by emailing the team at StaffsStokeFOI@staffsstoke.icb.nhs.uk or by post to the address at the top of this letter.

If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner's Office (ICO) for a decision. Generally, the ICO cannot make a decision unless you have exhausted the Staffordshire and Stoke-on-Trent Integrated Care Board's FOI complaints procedure.

The ICO can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

www.ico.gov.uk

Yours sincerely

Sally Young
Director of Corporate Governance