

27 March 2017

Our ref: **NIC-94349-V7M1S**

Dear Mr Johnson,

Re: Information Request – Freedom of Information Act (FOIA) 2000

Thank you for your email dated 27 February requesting information in respect of the rebrand from HSCIC to NHS Digital.

I would like to know more information about the rebrand from HSCIC to NHS Digital.

- 1. Was the work done in-house or awarded to an agency?*
- 2. If the work was done by an agency, who was that agency?*
- 3. If applicable, provide a list of all the agencies that submitted bids and what were the value of the bids?*
- 4. What was the cost of the project?*
- 5. What is the total cost (both so far and projected) of implementing the rebrand across consumables (stationery etc) and media (digital.nhs.uk etc)?*

We have considered your request and in accordance with S.1 (1) of the Freedom of Information Act 2000 (FOIA) I can confirm that we do hold the information that you have requested.

A budget of £90,000 was allocated for direct estate, ICT and branding costs associated with the name change. This budget was split approximately £45,000 for ICT, £23,000 for signage (estates) and £22,000 for design and publications work – as determined by likely supplier costs at the outset of implementation.

However, the final ICT and estates costs were significantly lower than forecast due to anticipated provisions that ultimately were not required – resulting in a total spend of c£46,000.

This direct spend includes commissioning Mark Studio to create bespoke NHS Digital artwork and branding guidelines.

This commission was awarded through a centralised procurement contract held with Williams Lea for legitimate design support of this nature.

The branding guidelines were then applied by NHS Digital's internal design and ICT teams for use across documents, channels, platforms and services.

The replaced estate signage was completed by Northern Tints, Eversheds, AR Dixon Display Ltd & KBS Signs Ltd

All spend has been strictly limited to essential and purely functional activity.

An internal project team has taken a practical, considered view on what needed to change to make the new name work, and a Steering Group, led by Sir Nick Partridge, one of NHS Digital's non-executive directors, provided scrutiny and governance of the project plans, including budget considerations.

With regards to rebranding consumables, NHS Digital does not use branded stationery, and we have not produced any promotional materials explicitly associated with the name change.

The rebranding of webpages and/or service sites has been carried out in-house by ICT colleagues as part of their routine work assignments.

In line with the Information Commissioner's directive on the disclosure of information under the Freedom of Information Act 2000 your request will form part of our disclosure log. Therefore, a version of our response which will protect your anonymity will be posted on the NHS Digital website.

I trust you are satisfied with our response to your request for information. However, if you are not satisfied, you may request a review from a suitably qualified member of staff not involved in the initial query, via the enquiries@nhsdigital.nhs.uk email address or by post at the above postal address.

I will assume that your request to the organisation is now closed.

Yours sincerely,

Abdullah Bismillah
Information Governance Officer

Further information about your right to complain under the Freedom of Information Act is available from the Information Commissioner's Office, Wilmslow, Cheshire, and on The Information Commissioner's website www.ico.org.uk.

The NHS Digital values customer feedback and would appreciate a moment of your time to respond to our Freedom of Information (FOI) Survey to let us know about your experience. Please access the survey through this link [here](#)

