

24th April 2026

Eastbourne District General Hospital

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East Sussex
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Website: www.esht.nhs.uk

Further to your recent request for information made under the Freedom of Information Act (FOIA) 2000, I now set out our answers to your specific questions, and any clarifications sought and provided, as follows:

**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:

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

[This information is not available as any activity and/or costs associated with branding, at both organisational and divisional level, forms part of a wider portfolio of work and budgets, and would be indistinguishable from other work of the associated department.](#)

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:

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

[Please refer to our response at Question 1.](#)

3. Time Period

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

[Please refer to our response at Question 1.](#)

4. Cost Breakdown (if available)

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

- a. Consultancy or design fees
- b. Digital asset creation
- c. Printing or physical materials
- d. Implementation or rollout costs

[Please refer to our response at Question 1.](#)

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

I trust this information is helpful in its detail or explanation however, if you are dissatisfied with the response, then you have the right to request an internal review. If you wish to seek an internal review, please write to the Freedom of Information Team at esh-tr.foi@nhs.net quoting the above FOI reference number, within 40 working days. Please note the Trust is not obliged to accept a request for an internal review after this time period.

Yours faithfully

Freedom of Information (FOI) Team
East Sussex Healthcare NHS Trust
0300 131 4716
Core Hours of Business: Monday to Friday 9.00am to 4.00pm