

Reference: FOI.ICB-2223/090

Subject: Cost of ICB Transition

*I can confirm that the ICB **does hold the information requested**; please see responses below:*

QUESTION	RESPONSE
<p>Please include the following information:</p> <ul style="list-style-type: none">• The cost of changing email addresses from CCG to ICB formatted once• The cost of branding, for example the design of a new logo• The cost of building a new website• The amount spent on advertising to promote the change from a CCG to ICB, for example on social media, print, digital advertising	<ul style="list-style-type: none">• No cost to CCG or ICB to make the change to emails• Our only spend on branding was the new logo which cost £75 + VAT• £41,910 + VAT, which included the ICB and ICS websites, six Locality Partnership micro-sites and the ICB intranet• Zero spend on advertising to promote the change from CCG to ICB

The information provided in this response is accurate as of 10 November 2022 and has been approved for release by Deborah El-Sayed, Director of Transformation and Chief Digital Information Officer for NHS Bristol, North Somerset and South Gloucestershire ICB.