

Date: 2nd April 2026
Ref: CORP 25/26 - 285

Dear xxx

Freedom of Information request: Trust and Service Branding Expenditure (CORP 25/26 – 285)

Thank you for your request for information which the Trust received on 2nd March 2026. We apologise for the delay, as this is a complex and far-reaching request across multiple divisions.

Your Request:

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:

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

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:

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

3. Time Period

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

4. Cost Breakdown (if available)

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

- *Consultancy or design fees*
- *Digital asset creation*
- *Printing or physical materials*
- *Implementation or rollout costs*

Please find the Trust's response below:

Mae Ymddiriedolaeth GIG Prifysgol Felindre yn hapus i dderbyn gohebiaeth yn y Gymraeg neu'r Saesneg.
Velindre University NHS Trust is happy to receive communication in Welsh or English.



Please note the following;

- We have substituted "NHS England" for NHS Wales for the purposes of your request (<https://heiw.nhs.wales/files/nhs-wales-branding-guidelines-eng/>).
- It is very difficult to provide full and accurate information regarding your request as the information is not held centrally and involves all department managers to confirm any branding undertaken, if a record has been kept and then cross-reference with our finance system.
- Not all departments record the information in the same way, to the same level of detail. We will provide what information is available.
- We are unable to provide 5 years' worth of information for all areas; our finance reporting system only holds 2 years of information where the information is not recorded within the division.

Fundraising – please see appendix 1 below.

Research, Development and Innovation:

FY	Area	External Co	Category	Work undertaken	Amount incl. VAT
25.26	Strategy - CCRP	Tidy	Consultancy / Design Fees	CCRP logo	£360.00
25.26	Innovation -	Scriberia	Consultancy / Design Fees	Infographic / Visualisation	£5,994.00
25.26	Innovation -	Ffaith Marketing	Consultancy / Design Fees	Branding	£2,400.00

Velindre Oncology Academy:

Dates	External Co	Work undertaken	Amount incl. VAT
11/2023 – 04/2024	Spindogs	https://www.spindogs.co.uk/work/velindre/	£4999.00

The following logos were delivered as part of business as usual (therefore no costs incurred):

- @ Nevill Hall Radiotherapy Unit,
- Velindre @ Prince Charles Chemotherapy Unit,
- Velindre @ Nevill Hall Chemotherapy Unit.

A breakdown of costs is not always recorded, additionally providing such a breakdown would reveal commercial in confidence pricing arrangements with suppliers. The level of competition currently experienced within the NHS is such that the release of detailed information specifically relating to funding would have a prejudicial impact on the Trust and would weaken the Trust's position in a competitive environment revealing market-sensitive information with potential usefulness to its competitors. Therefore, the Trust wishes to use Freedom of Information exemption Section 43 (2)

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Commercial Interests (where Information is exempt information if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).

I trust this answers your request for information, however, should you not be satisfied with the information supplied or the process of supplying it, you have a right to complain and request a review. Please note that you must submit a request for a review within 40 days of the date of this letter.

You should forward your complaint to:

Mr Ian Bevan via FOI.VUNHST@wales.nhs.uk
Head of Information Governance
Velindre University NHS Trust
2, Charnwood Court
Heol Billingsley
Parc Nantgarw
Cardiff
CF15 7QZ

Should you wish to take your complaint further, if you are still unhappy with the decision after review, you can contact the:

Information Commissioner's Office - Wales
2nd Floor,
Churchill House,
Churchill Way,
Cardiff,
CF10 2HH
Telephone: 0330 414 6421
email: wales@ico.org.uk

Yours sincerely

Non Gwilym
Interim Director of Corporate Governance
Velindre University NHS Trust
2 Charnwood Court
Heol Billingsley
Parc Nantgarw
Cardiff
CF15 7QZ

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Fundraising

"We have responded to this Freedom of Information request by identifying all expenditure related to brand or identity creation and design, any brand consultancy work, and any printing costs associated with core charity business materials linked to the brand"

		Sum of Amount £'s					
Item	Organisation	2021/22	2022/23	2023/24	2024/25	2025/26	Grand Total
Website design and event specific logo/identity development.	CELF CREATIVE DESIGNS LTD	6,540.00	192.00	12,330.00	-2,358.00		16,704.00
Branded signage and areas at VCS including the refurbishment of VCS reception area (sponsored by corporate partner)	GENESIS MARKETING & EVENTS LTD	15,288.39		747.26		156.00	16,191.65
Printed marketing materials of core Velindre Charity brand and supporting visual displays/signage.	SERVICE GRAPHICS LTD	5,218.07	3,341.67	2,022.48	- 122.19		10,460.03
Printed marketing materials of core Velindre Charity brand and supporting visual displays/signage.	TRUSTMARK DESIGN & PRINT LTD TA PROPRINT		171.60	5,228.80	3,133.40	7,220.20	15,754.00
	Grand Total	27,046.46	3,705.27	20,328.54	653.21	7,376.20	59,109.68