

**Cambridgeshire and Peterborough**  
Integrated Care System

**System Partnership Board Report**

<b>Meeting</b>	System Partnership Board Meeting in Public		
<b>Date of Meeting</b>	Wednesday 28 July 2021		
<b>Agenda item:</b>	02		
<b>Title:</b>	ICS Brand and Vision Development		
<b>Lead:</b>	Laura Halstead, CCG Head of Communications & Marketing		
<b>Author:</b>	Laura Halstead, CCG Head of Communications & Marketing		
<b>Report purpose</b> <i>(Please mark one in bold)</i>			
APPROVAL	DECISION	ASSURE	<b>INFORM</b>
<b>Committees/groups where this has been presented to before</b> <i>(including date)</i>			
System Leaders			
<b>Purpose of the paper</b>			
To update System Partnership Board on the outcomes of the ICS Survey on ICS Brand and Vision Development. A presentation pack is set out at Appendix A.			
<b>Recommendations</b>			
The Board is asked to note and comment on the outcomes of the ICS Survey on Brand and Vision Development.			
The Board is asked to note the next steps set out on page 7 of the Presentation pack.			

Appendix A ICS Brand and Vision Development – Presentation Pack