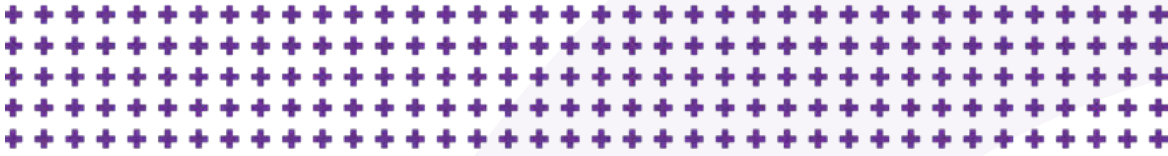


FAQs about the QICN rebrand



General questions

Q Why change the Institute's name?

A We changed our name to better communicate our work and our prominent role in community nursing both nationally and internationally.

We believe it will provide much needed recognition of the unique contribution community nurses make to the wider health of the nation and to our communities.

Q Is this the first time you've changed your name?

A This is the 4th change of name for the Institute.

- 1887 - we were founded by Queen Victoria and named, the 'Queen Victoria's Jubilee Institute for Nurses'
- 1928 - the name was changed to the 'Queen's Institute of District Nursing'
- 1973 - the Institute becomes known as 'The Queen's Nursing Institute'
- 2025 - the name changes to 'The Queen's Institute of Community Nursing'.

Q What was wrong with the old name/brand?

A Nothing at all, we felt that adding the word 'community' to the title would better reflect our audience and stakeholders.

Q When does the new name and branding take effect?

A We launched our new name and brand on 13 March 2025.

Q Will the mission of the charity change?

A No. We remain dedicated to championing, developing and supporting nurses who work in the community and primary care to provide the best possible care to individuals and communities. We will continue to collaborate with our colleagues in other Professional Bodies and Groups on Standards and Policy Influence.

Impact/practical questions

Q Will donations still go to the same place?

A Yes. All donations will continue to support our core programmes, just like before. The only change is the name and logo, not the purpose of the charity.

Q Will the website, social media and contact details change?

A Yes.

Website: the new website is www.qicn.org.uk. It is currently being developed and will be launched in Spring 2025.

Social media: all our social media platforms will match our new name:



Facebook: The Queen's Institute of Community Nursing



LinkedIn: The Queen's Institute of Community Nursing



Instagram: @theqicn



BlueSky: @theqicn.bsky.social

Please note we have archived our X account and so it's no longer in use.

Q Does the charity's registration number change?

A No, it remains 213128.

Q How did you actually change the name?

A We needed to change our Royal Charter which is a formal process requiring approval from the Privy Council and the King. We first reviewed our existing charter, consulted stakeholders, and drafted the proposed amendments. We then submitted a formal petition to the Privy Council who reviewed the request before recommending it for royal approval. This approval was granted in 2024.

Logos

Q Will email signature logos be changing (for example for Queen's Nurses)?

A Yes, the new logos will be emailed to relevant groups, including Queen's Nurses, Leadership Programme alumni, and Long Service Award recipients.