

This paper relates to
Agenda Item 19



Title/Subject: Development of IJB Visual Identity

Meeting: Integration Joint Board

Date: 3 June 2016

Submitted By: Chief Officer

Action: For Decision

1. INTRODUCTION

- 1.1 The purpose of this report is to provide background about the development of a consistent visual identity for the Falkirk Health and Social Care Partnership, and the benefits this would bring. It also includes recommendations about how this could be developed and agreed, including the need for a defined design brief, involvement of stakeholders and a suggested approval process.

2. RECOMMENDATION

The Integration Joint Board is asked to:

- 2.1 agree that a visual identity should be developed for the Falkirk Health and Social Care Partnership
- 2.2 agree that the development process set out at Section 4 should be followed. This includes development of a clear brief and consultation with stakeholders including the Falkirk Council citizens' panel.
- 2.3 note that a presentation on the visual identity will be brought forward to the December IJB for formal sign off.

3. BACKGROUND

- 3.1 At the Forth Valley HSC Communications Lead meeting it was agreed that a paper should be drafted setting out some key considerations for the creation of a visual identity/brand for the Falkirk IJB, defining the scope of the exercise and suggesting a process through which this could be taken forward. This was in response to emerging feedback through the Strategic Planning Group.
- 3.2 A common misconception is that a brand is simply a logo or a visual identity. The logo is just one aspect of a brand, although it is often the most visible. An organisation's brand is much more wide ranging, and includes what it says and

does and what people think and feel about it, internally and externally. These associations may be intentional – i.e. actively promoted via marketing and corporate identity, for example – or they may be outside an organisation's control. For example, a negative news story about an organisation could damage its overall brand by placing negative associations in people's minds. If a brand results from a set of associations and perceptions in people's minds, then branding is an attempt to harness, generate, influence and control these perceptions to help an organisation perform better.

- 3.3 There are many elements that contribute to an organisation's brand, not least people's personal experience of it as employees or service users. The creation of a coherent visual identity that is used consistently across the organisation can support its vision, values and aspirations. The identity sits alongside other communications considerations, such as using clear language, providing accessible information in a range of formats etc.
- 3.4 The Falkirk Health and Social Care Partnership covers two existing organisations, Falkirk Council and NHS Forth Valley, both of which are well known in the area and both of which have long-established identities. These identities will bring with them a range of experiences and perceptions on the part of the public and employees, along with levels of trust that attach to well-recognised corporate identities. Up to this point, the established identities have been used on documentation relating to the IJB. It is proposed that a new identity should be developed to sit alongside these existing marks or used separately as appropriate.
- 3.5 Once the identify is developed and agreed it should be used consistently to help build a sense of common purpose and sense of quality and reliability. Guidelines will be developed for its usage and its application will be carefully monitored to ensure it is used appropriately. The identity should be tightly tied to new ways of working and experiences that make what the partnership stands for come alive. The brand should not be seen as a direct replacement for the current brands – new branding should be added only when it adds value and makes sense to staff, service users, carers and other partners.

4. DEVELOPMENT PROCESS

- 4.1 The creation of design options for an identify requires a clear brief that reflects the requirements and expectations of internal and external stakeholders. This will ensure that the creative process reflects an agreed approach and addresses the most important considerations for the organisation. A clear brief should make the later discussion and approval process more straightforward.
- 4.2 The brief would provide clear direction on:
- Target audience/service users/carers/partners/employees
 - The brand proposition for the Falkirk Health and Social Care Partnership, linked to its vision and values
 - Current branding issues and how this piece of work might help address these

- What is required – e.g. flexible in application, fonts, type only or including a graphic, colours to use/colours to avoid
- Communications objective
- How the visual identity will be applied – e.g. reports, publications, presentations, newsletter, banners, digital items etc.

4.3 In term of developing the brief, it is proposed that would be overseen by a small group comprising the Chair and Vice Chair of the IJB and the Chief Officer, with support from the Communications and Participation Manager at Falkirk Council and the Head of Communications at NHS Forth Valley. To ensure that a full range of views informs the initial process, a short questionnaire will be issued to IJB and Strategic Planning Group members and a small sample of employees and other stakeholders. This would cover areas such as what we would want people to think and feel about the partnership and will ask them to prioritise key words and phrases. This will help inform the final design brief.

4.4 Following the agreement of the final brief, creative design options will be prepared by Falkirk Council's communications team and presented to the Chair, Vice Chair and Chief Officer for discussion. Once creative options have been approved by that group, it is proposed that these would be tested on small internal and external focus groups. The internal group would be made up of a diagonal slice of employees and the external could draw on volunteers from the Falkirk Council citizens' panel which has been used for this purpose previously and other key Third and Independent sector partners. The view from these exercises would be used to finalise and agree the visual identity with the Chair, Vice Chair and Chief Officer. It would then be brought to the IJB in December for final sign off.

5. CONCLUSIONS

A visual identify should be developed for the Falkirk Health and Social Care Partnership. This will be used consistently across all communications material relating to the partnership and will help to position the organisation externally and help build understanding and connections between staff.

Resource Implications

No additional communications resources have been identified to support the Health and Social Care Partnership. The development of the identity will be led by Falkirk Council's Communications and Participation team.

Impact on IJB Outcomes and Priorities

The creation of a coherent visual identity to be used consistently across the Partnership can support its vision, values and aspirations.

Legal and Risk Implications

There are no additional legal and risk Implications associated with this report.

Consultation

The report sets out how a range of stakeholders will be involved and consulted on in the development of the visual identity for the Partnership.

Equalities Assessment

No additional consultation has been undertaken for the purpose of this report. It is recognised that there are equalities issues in relation to the provision of accessible communications and these will be taken into account during the development process for the identity.

Approved for Submission by: Patricia Cassidy, Chief Officer

Authors:

Caroline Binnie, Communications and Participation Manager, Falkirk Council
Elsbeth Campbell, Head of Communications, NHS Forth Valley

List of Background Papers:

IJB Communication Report – February 2016