

BOARD MEETING

19 March 2009
Item no 09/03/14

Brand Identity Development NHS Darlington County Durham and Darlington Community Health Services

1. Introduction/ Summary of Scheme/Report

Following the introduction of new national branding guidelines, Darlington Primary Care Trust took the decision in November 2008 to be known as NHS Darlington and the provider directorate to be called County Durham and Darlington Community Health Services.

We have consulted with a range of focus groups to obtain feedback on the two brand concepts, a summary of which is attached to this report as Appendix 1.

The board is requested to consider the report taking into account the feedback received.

2. Implications and Risks

<i>Will there be a significant impact on patients or patient care?</i>	Adoption of the new brand concept will create a clear identity for the organisation and provide greater clarity and understanding for patients around services available to them.
<i>Are there any financial or legal implications to implementing this item?</i>	A small non-recurring cost for set up, that will be contained from within existing budget provision.
<i>Will there be an impact on Equality, Diversity or Human Rights?</i>	No
<i>Does this item form an essential part of quality or performance standards e.g. Healthcare Commission, NHS Litigation Authority? If yes, detail which standard.</i>	No

3. Recommendation

The board is requested to:

- note feedback on the two design/brand concepts from patients, public, staff

and board members, and

- agree that we work with the creative agency which designed the Care Plus brand and 'pebble' design to develop brands for NHS Darlington and Community Health Services, taking into account comments received in relation to the strap lines and Care Plus logo.

4. Submitted by

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Sponsoring Director: Tom Hunt, Director of Finance and Corporate Services
Ian Briggs, Assistant Director Business Support
Date: March 2009

5. Purpose of the Paper

Information Sharing Development/discussion Decision/action

Brand Identity Development NHS Darlington County Durham and Darlington Community Health Services

Introduction/ Summary of Scheme/Report

PCTs have adopted new national branding guidelines - PCTs can now call themselves 'NHS Anytown' and drop the words primary care trust from the logo, and provider services brand themselves as 'Anytown' Community Services'.

Darlington Primary Care Trust took the decision in November 2008 to be known as NHS Darlington and the provider directorate to be called County Durham and Darlington Community Health Services. The organisation's corporate guidelines were updated to reflect these changes.

A communications and engagement strategy will shortly be developed for NHS Darlington and subsequently a communications and marketing strategy for the County Durham and Darlington Community Health Services department. A key action will be to establish a strong corporate identity/brand and purpose for the PCT and its services – building on the national NHS corporate identity.

At present both the PCT and the community health service directorate do not have clear brand identities which can differentiate them from other organisations within the NHS.

Over the last few months we have been working with external design agencies on the development of brands for NHS Darlington and community health services, in line with the NHS corporate identity, which will identify the role of the organisation and our community health services directorate.

We have consulted with a range of focus groups involving patients/public, staff, NEDs and board members to obtain feedback on the two brand concepts which have been shortlisted. We would like the board to consider both of these concepts taking into account the feedback received. A copy of focus group feedback is attached to this paper.

The new brands for the PCT and for community health services would be a design that would appear on all communication materials including strategy/business documents, annual reports, patient information, newsletters, websites, advertising, etc.

By creating a clear identity for both the PCT and community health services directorate it will be easier for patients to identify the difference and in the case of the community health service, clearer communication will allow better quality information for patients to access. They will have a greater understanding of what the community

health service can offer, including where and when the services are available allowing them access to a wider range of and better quality services.

There will be an up front cost involved in designing brand identities for both directorates. However as this cost will include various templates for communication material which can be used easily by staff it is anticipated that this will reduce the cost of design work throughout the year. There are also templates for web pages which will reduce the cost of further web development.

Recommendation

The board is requested to:

- Note feedback on the two design/brand concepts from patients, public, staff and board members
- Agree that we work with the creative agency which designed the Care plus brand and 'pebble' design to develop brands for NHS Darlington and community health services, taking on board comments received in relation to the strap lines and Care Plus logo.

Author

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Tom Hunt, Director of Finance and Corporate Services

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