

BOARD OF DIRECTORS MEETING (Open)

Date: 13 Nov 2019

Item Ref

5b

TITLE OF PAPER	Trust visual identity – strapline
TO BE PRESENTED BY	Phillip Easthope, Interim Deputy Chief Executive
ACTION REQUIRED	For Board approval

OUTCOME	An appropriate strapline for the organisation consistent with our new visual identity will be agreed
TIMETABLE FOR DECISION	13 November 2019
LINKS TO OTHER KEY REPORTS / DECISIONS	Communications Strategy 2018-2021 Workforce Strategy
STRATEGIC AIM: STRATEGIC OBJECTIVE:	A2 People A203 We will revamp and improve our approach to recruitment and retention
BAF RISK NUMBER: RISK DESCRIPTION:	n/a n/a
LINKS TO NHS CONSTITUTION & OTHER RELEVANT FRAMEWORKS, RISK, OUTCOMES ETC	NHS Identity Guidelines
IMPLICATIONS FOR SERVICE DELIVERY AND FINANCIAL IMPACT	Failure to communicate effectively on social media could have a negative impact on the Trust's reputation.
CONSIDERATION OF LEGAL ISSUES	GDPR NHS Engagement and Consultation Requirements

Author of Report	Holly Cubitt
Designation	Head of Communications
Date of Report	18 Oct 2019

SUMMARY REPORT

Report to: BOARD OF DIRECTORS

Date: 13 November 2019

Subject: Trust visual identity – strapline

Author: Holly Cubitt, Head of Communications

1. Purpose

<i>For Approval</i>	<i>For a collective decision</i>	<i>To report progress</i>	<i>To seek input from</i>	<i>For information</i>	<i>Other (please state below)</i>
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2. Summary

The report is presented to the Board of Directors (BoD) for a collective decision following consideration by the Executive Directors Group (EDG) in October 2019.

During August 2019, we widely consulted on two new identity proposals for our Trust with a range of stakeholders including staff, members, governors and members of the public. We ran two workshops, attended team meetings of invested team and hosted an online questionnaire.

We received some phenomenal feedback from our stakeholders. Over 200 online questionnaires were completed and 25 people attended our workshops. Comments and feedback on the two proposals was detailed and helpful. It was passed to our graphic design lead and the feedback incorporated into our visual identity guidelines.

A finalised summary of visual identity concept, incorporating feedback, was approved by EDG in October.

As part of the consultation we asked stakeholders their opinion on whether we should have a strapline for our Trust. We asked them to vote on five options. We gathered qualitative and quantitative feedback.

The feedback was:

- a) 94% respondents gave us positive feedback on how would like to use a strapline as part of our refresh identity. This showed us there was a desire to start using a strapline.
- b) The most popular strapline voted for was 'Proud to care for Sheffield'. 31% of respondents said this would be their first choice. Using the qualitative feedback

gathered we understand that respondees felt this strapline represented the values of the Trust most clearly. One quarter of respondents specifically mentioned the need to include the word 'caring' in the strapline. The second most commonly referred to word in the feedback was 'Sheffield', and the importance of the local feel of the Trust.

3. Next Steps

It is proposed by EDG to incorporate a strapline into our organisational identity and branding to reaffirm our ambitious and purpose as a Trust. This will then be launched to the organisation with a range of information guides, personal advice and templates.

4. Required Actions

BoD is requested to approve the suggested strapline of 'Proud to care for Sheffield'.

5. Monitoring Arrangements

The Communications Team and Head of Communications will monitor and supervise the finalisation of our visual identity and branding.

6. Contact Details

For further information, please contact:

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