

Health & Wellbeing Board

Supplementary Agenda

Monday 24 March 2014

4.00 pm

Courtyard Room - Hammersmith Town Hall

MEMBERSHIP

Councillor Marcus Ginn, Cabinet Member for Community Care (Chairman)
Dr Tim Spicer, Chair of H&F CCG (Vice-chairman)
Councillor Helen Binmore, Cabinet Member for Children's Services
Liz Bruce, Tri-borough Director of Adult Social Care
Andrew Christie, Tri-borough Director of Children's Services
Philippa Jones, Managing Director, H&F CCG
Dr Susan McGoldrick, Vice-Chair, H&F, CCG
Trish Pashley, Local Healthwatch representative
Meradin Peachey, Tri-borough Director of Public Health

CONTACT OFFICER: Sue Perrin
Committee Co-ordinator
Governance and Scrutiny
Tel 020 8753 2094
E-mail: sue.perrin@lbhf.gov.uk

Reports on the open agenda are available on the [Council's website:](http://www.lbhf.gov.uk/Directory/Council_and_Democracy)
http://www.lbhf.gov.uk/Directory/Council_and_Democracy


Members of the public are welcome to attend. A loop system for hearing impairment is provided, along with disabled access to the building.

Date Issued: 20 March 2014

Health & Wellbeing Board Supplementary Agenda

24 March 2014

<u>Item</u>		<u>Pages</u>
11.	HAMMERSMITH & FULHAM CLINICAL COMMISSIONING GROUP: BRANDING	1 - 26
	<p>The presentation sets out the Hammersmith and Fulham CCG branding exercise which will feed into the upgrade of the external website.</p>	
	URGENCY	
	<p>By reason of special circumstance, namely Hammersmith & Fulham Clinical Commissioning Group's completion date of mid-April, the Chairman is of the opinion that this item should be considered as a matter of urgency in accordance with S.100(B)4 of the Local Government Act 1972.</p>	

 the low tax borough	London Borough of Hammersmith & Fulham HEALTH & WELLBEING BOARD 24 March 2014
TITLE OF REPORT NHS Hammersmith and Fulham CCG Branding	
Report of NHS Hammersmith and Fulham Clinical Commissioning Group	
Open Report	
Classification - For Review & Comment Key Decision: No	
Wards Affected: All	
Accountable Executive Director: Philippa Jones, Managing Director, Hammersmith and Fulham CCG	
Report Author: Rachel Stanfield, Head of OD and Governance, Hammersmith and Fulham CCG	Contact Details: Tel: 020 3350 4559 E-mail: Rachel.stanfield@nw.london.nhs.uk

1. EXECUTIVE SUMMARY

- 1.1. Hammersmith and Fulham CCG are carrying out a branding exercise which will feed into the upgrade of our external website. West and Central London CCGs are both doing a similar exercise. Blank Associates, an experienced designer consultancy, have been contracted to lead on the project and the final product will be completed by mid-April.
- 1.2. Blank have been developing the brand through a series of engagement meetings and through the use of 'Base Camp' which is a virtual way of involving people who have not had the capacity to attend meetings. This activity will ensure that feedback and views from a wide range of people are fed into the design process

2. RECOMMENDATIONS

- 2.1. Through engagement activity to date the options have been narrowed down to variations of two brands. The Health and Wellbeing Board are asked to vote on their preferred CCG brand option using the presentation and questionnaire provided.

3. REASONS FOR DECISION

- 3.1. The Health and Wellbeing Board are a key stakeholder for the CCG and as such it is important that Health and Wellbeing Board members are given the opportunity to be a part of this process.

4. INTRODUCTION AND BACKGROUND

- 4.1. Branding is an important way of connecting with patients and the public, and also the CCG membership, staff and key stakeholders. It is absolutely a fundamental part of the design process that it is co-designed with patients, CCG members, CCG and key stakeholders. As such the CCG have been carrying out engagement activity to ensure that a wide range of people are involved in the development of the brand and that it reflects the vision of the CCG.

5. PROPOSAL AND ISSUES

- 5.1. The Health and Wellbeing Board are asked to vote on their preferred brand option using the information outlined in the presentation and the questionnaire provided.

6. OPTIONS AND ANALYSIS OF OPTIONS

- 6.1. Through engagement activity to date the options have been narrowed down to variations of two brands. An explanation of the process to date can be found in the presentation.

7. CONSULTATION

- 7.1. To date CCG staff, CCG members, the CCG governing body and the Patient Reference Group have been given the opportunity to comment on their preferred choice.

8. EQUALITY IMPLICATIONS

- 8.1. There are no equality implications.

9. LEGAL IMPLICATIONS

- 9.1. There are no legal implications.

10. FINANCIAL AND RESOURCES IMPLICATIONS

10.1. Not applicable.

11. RISK MANAGEMENT

11.1. Not applicable.

12. PROCUREMENT AND IT STRATEGY IMPLICATIONS

12.1. Not applicable.

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	n/a		

LIST OF APPENDICES:

HFCCG branding presentation
HFCCG branding questionnaire



BRIGHTON/NHS Hammersmith & Fulham
Clinical Commissioning Group
Brand Presentation March 2014

Abigail Bowen
Account Director



The Brief

There are 211 UK CCGs with 31 in London. How do we differentiate Hammersmith & Fulham CCG from those in the surrounding boroughs?



A visual identity or ‘brand’ is commonly made up of three elements;

– logo

an easily identifiable treatment of the organisation’s name. Formed with a combination of letterforms (sometimes abbreviated) and image – either realistic or abstract.

– strapline

a supporting message that re-enforces the organisation’s purpose and/or values.

– brand devices

the choice of colours, fonts and other imagery such as illustrations or photography and the relationships between them.



The Research

Our starting point was your brief, wikipedia and other internet resources such as the borough council website. We have also spoken to residents and HFCCG staff members.

Throughout the research we attempted to find something unique that could be used as a positive identifier of the borough. During this phase we rejected any suggestion of the river as we felt this was too commonly used elsewhere and also not likely to appeal to residents in the north of the borough.

The brief mentions a 'significant' amount of green space in Hammersmith & Fulham and recently a public competition named a health and social care centre 'Park View'. We felt that these green spaces gave the residents the opportunity to get outside, exercise and socialise within their community. Contributing to their health and physical and mental wellbeing.

In addition, we discovered that large sections of the Tube are 'overground' in the borough which re-inforced this sense of outside space. Within these green spaces we explored;

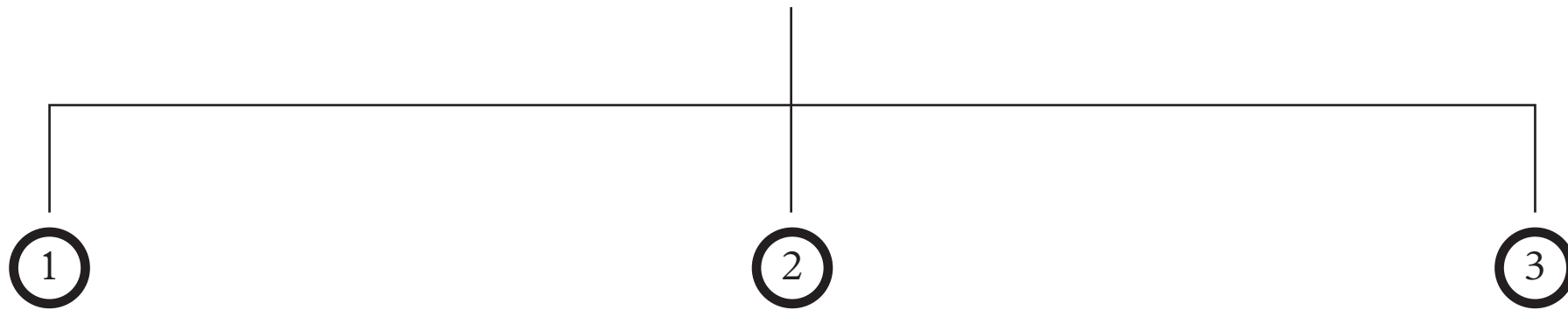
the colours – using green as a primary colour to evoke the grass and leaves. Green also represents calmness, vitality, health and freshness.

shapes – we look at organic shapes found in nature but also the relationship between the parks and the geometric shapes of the man-made city.

landmarks – the public art and other unique environmental factors, particularly the cube sculpture on Shepherds Bush Common.



The brand and identity for Hammersmith & Fulham Clinical Commissioning Group needs to work alongside the following logos and most importantly the existing NHS brand.



*Hammersmith and Fulham
Clinical Commissioning Group*



Frutiger

Garamond

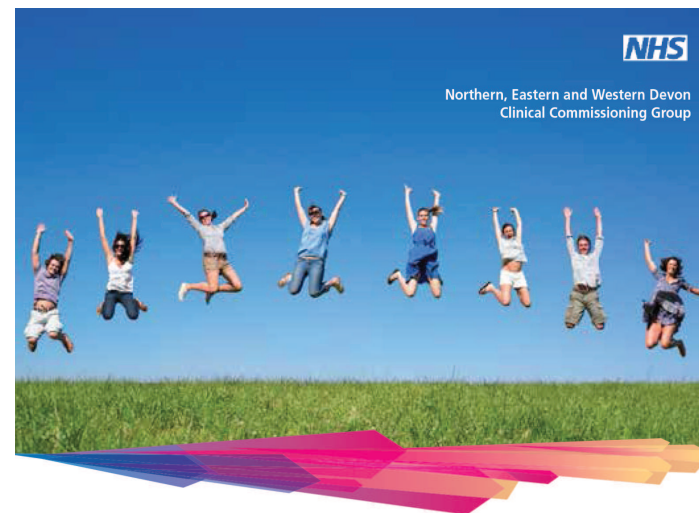
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

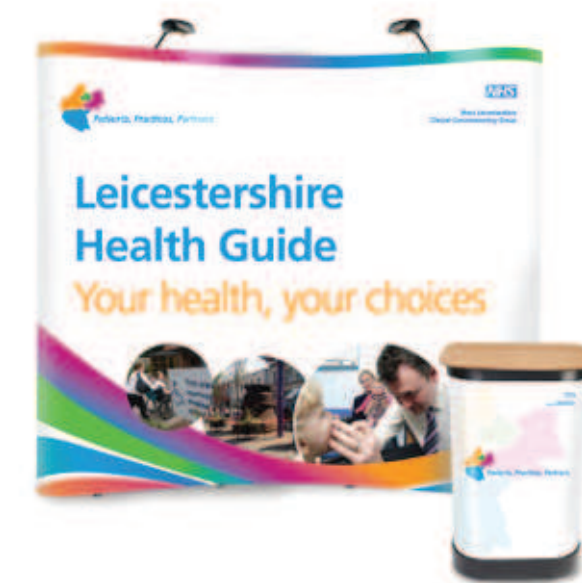
Examples of how other Clinical Commissioning Groups have branded themselves.



Vision



Northern, Eastern and Western Devon
Clinical Commissioning Group
Prospectus

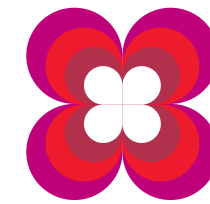




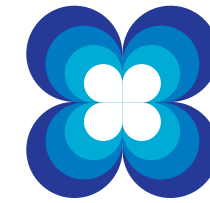
Using the 'significant' amount of green space as a starting point. We wanted to emphasize how the borough's parks can be an important factor in the overall health and wellbeing of the borough. The logo shape is a simple organic shape that represents trees, leaves and flowers. The 'leaves' or petals can be used alone or collectively.



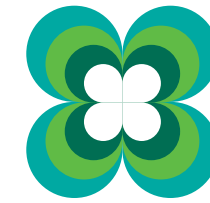
Healthy Future



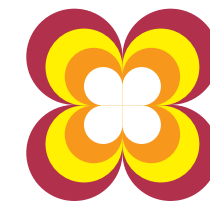
Healthy Future



Healthy Future



Healthy Future



Healthy Future





BRIGHTON/Hammersmith & Fulham Clinical Commissioning Group
Brand/Option_04

- working in conjunction with the standard NHS logo and the CWHHE logo, shown on an A4 letterhead adhering to NHS sizing guidelines.



*Hammersmith and Fulham
Clinical Commissioning Group*

Chair: Dr Fiona Butler
Chief Officer: Daniel Elkeles
Managing Director: Carolyn Regan
CWHH is a collaboration between the Central London,
West London, Hammersmith & Fulham and Hounslow
Clinical Commissioning Groups





– building the brand





– building the brand

Healthy Future

NHS
Hammersmith and Fulham
Clinical Commissioning Group

Complaints,
Concerns,
Comments and
Compliments
Help us get it right

CWHH Clinical Commissioning Groups
15 Marylebone Road
London NW1 5JD

CWHHE Central London,
West London,
Hammersmith & Fulham,
Hounslow,
Ealing,
Clinical Commissioning Groups

Healthy Future

NHS
Hammersmith and Fulham
Clinical Commissioning Group

Local GPs working together
to deliver the best NHS care
in Hammersmith & Fulham

An introduction to your local
Clinical Commissioning Group
(CCG)

Circular image of a doctor examining a baby.



Finally, a concept that removes the idea of an additional 'logo' completely. Our 'confidence in care' strap line works as a 'kite mark' or similar stamp of approval. The proportions of the blocks are replicated on the page – providing a clean and simple to use brand that is strong and 'confident' in its simplicity.





BRIGHTON/Hammersmith & Fulham Clinical Commissioning Group
Brand/Option_06

- working in conjunction with the standard NHS logo and the CWHHE logo, shown on an A4 letterhead adhering to NHS sizing guidelines.



*Hammersmith and Fulham
Clinical Commissioning Group*

Chair: Dr Fiona Butler
Chief Officer: Daniel Elkeles
Managing Director: Carolyn Regan

CWHH is a collaboration between the Central London,
West London, Hammersmith & Fulham and Hounslow
Clinical Commissioning Groups





– building the brand



CONFIDENCE
IN CARE

Local GPs working together
to deliver the best NHS care
in Hammersmith & Fulham

An introduction to your local
Clinical Commissioning Group
(CCG)






– building the brand

CONFIDENCE IN CARE


NHS
Hammersmith and Fulham
Clinical Commissioning Group

Complaints, Concerns,
Comments and
Compliments

Help us get it right 

CWHH Clinical Commissioning Groups
15 Marylebone Road
London NW1 5JD

CWHHE Central London,
West London,
Hammersmith & Fulham,
Hounslow,
Ealing
Clinical Commissioning Groups



CONFIDENCE IN CARE



Local GPs working together
to deliver the best NHS care
in Hammersmith & Fulham

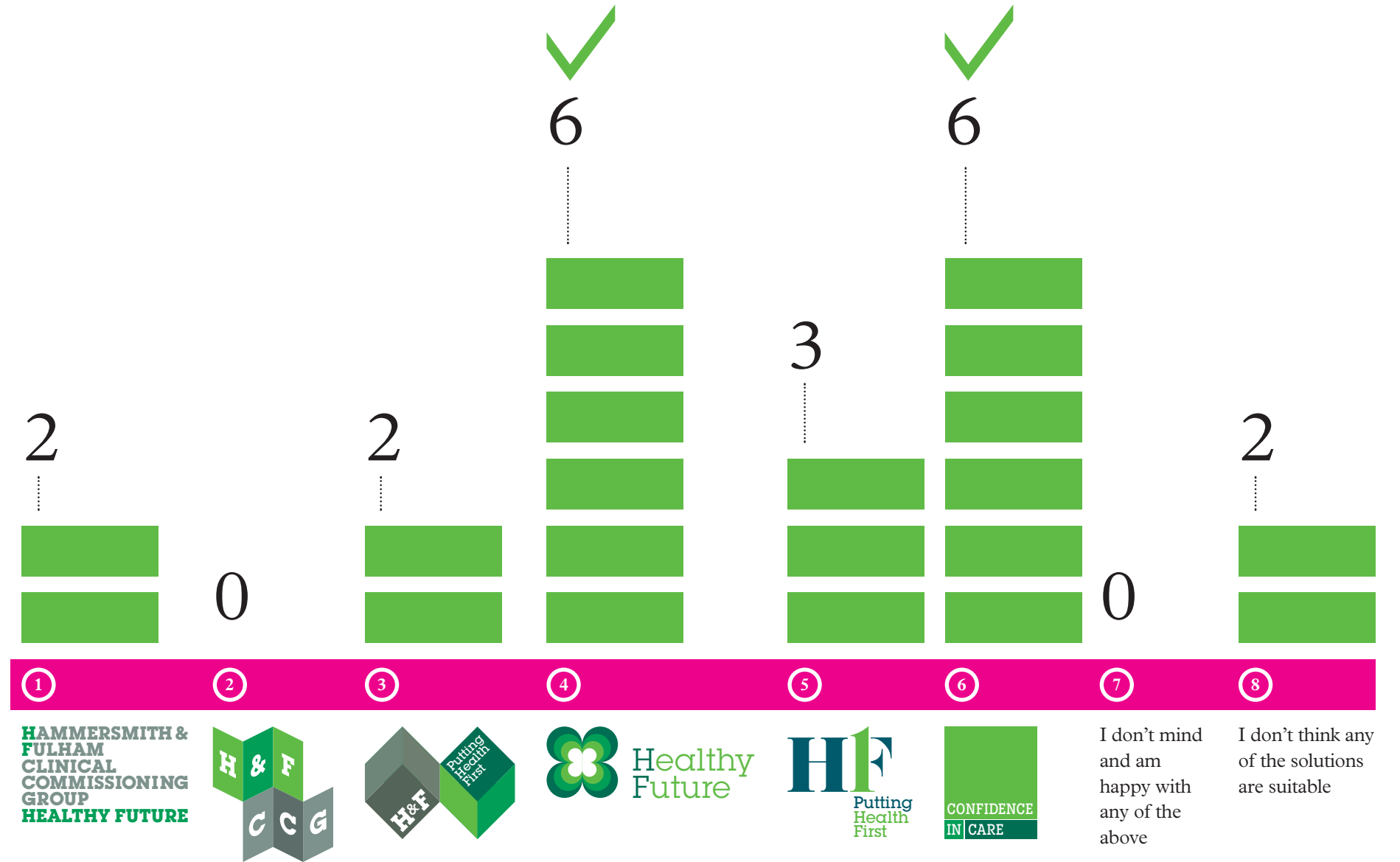
An introduction to your local
Clinical Commissioning Group
(CCG)





Results

All members and employees of the CCG have had the chance to vote on their preferred brand. This group also includes a number of residents, so gives us a fair representation for the first stage and allows us to develop the two preferred options to present to the Patient group and the Governing Body.



Feedback

No. 4. – Concerns raised were the possible similaritys with the BP logo and the North West London NHS brand of “Shaping a healthier future”.



4

No. 6. – Concerns raised were that the word “care” is not recognised by eastern European communities.

CONFIDENCE
IN CARE

6

Development

No. 4. – Possible development.
Colour change. Font alternatives.
Reduction in detail.





Conclusion

No. 4. – Possible development.
Colour change. Font alternatives.
Reduction in detail.



NHS typefaces and colour palette

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Additional typeface and colour palette to compliment existing exclusively for H&FCCG

Lubalin Graph

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Healthy
Future

Health
First

Abc 123



Development

No. 6. – Possible development.
Change of strapline to replace “care”.

CONFIDENCE
IN | HEALTH

COMMITTED
TO | HEALTH

CONFIDENCE
IN | HEALTH

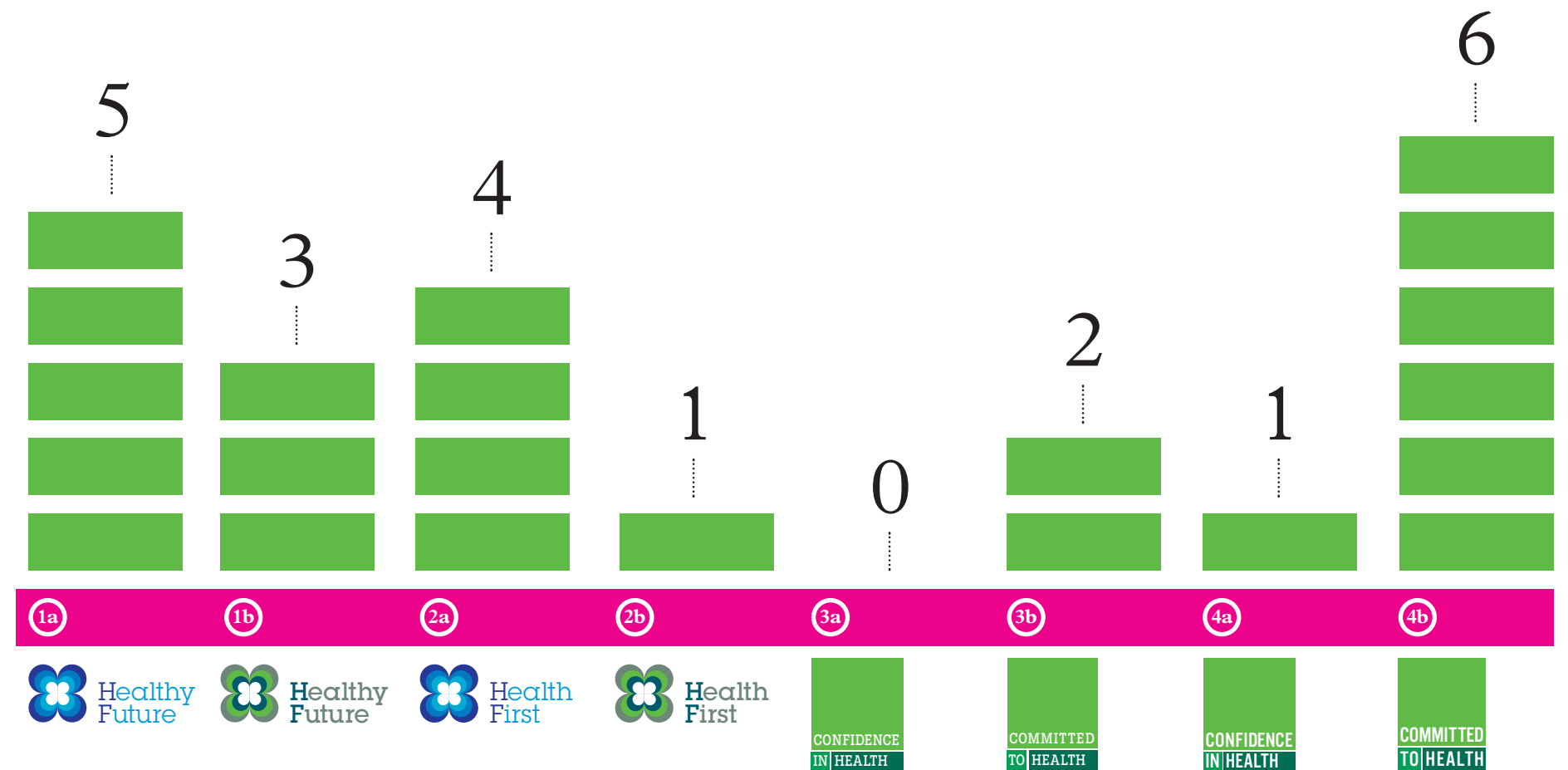
COMMITTED
TO | HEALTH



Results - Stage 2

Received from the Governing Body Seminar.

Although at this stage there are more overall votes for the 'flower' (13 votes vs 9) - The sans serif version of 'Committed to Health' (no.4b) is the single favourite choice.



Results - Stage 3

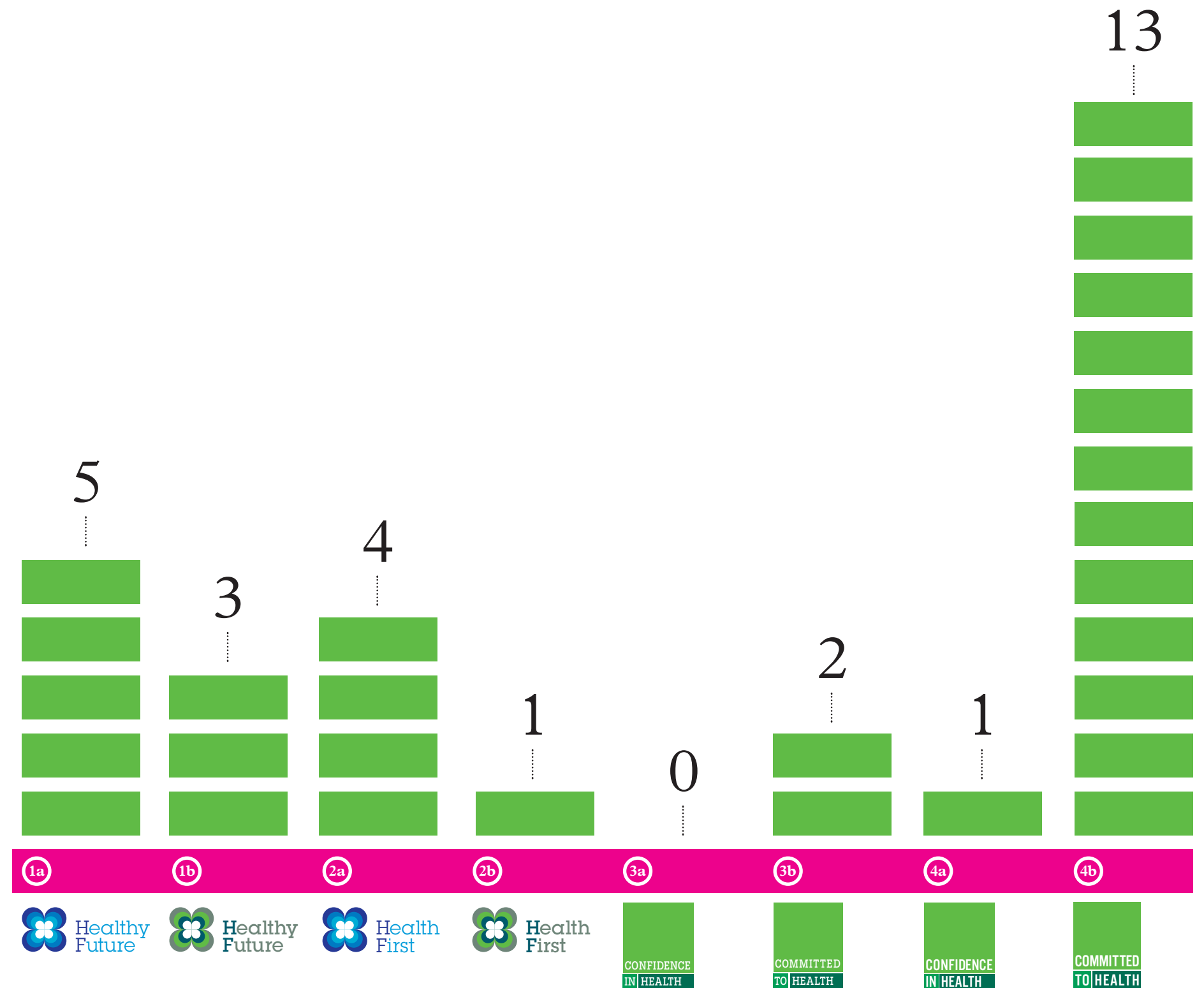
Received from the Patient Reference Group.

The patient group felt that the ‘flower’ concept and strapline looked like another company or third party. Whereas the blocks and ‘Committed to Health’ were felt to ‘support’ the NHS logo.

They preferred the strapline ‘Health First’ to ‘Healthy Future’ although the favourite strapline was ‘Committed to Health’.

They also rejected any use of a serif font.

All members of the group unanimously agreed that they preferred option 4b.



C*Blank*ONTACT.

Abigail Bowen
Accounts Director
01273 665487
07753 747307
abi@blankassociates.com
blankassociates.com







Hammersmith and Fulham Clinical Commissioning Group

NHS Hammersmith & Fulham Clinical Commissioning Group New Brand Project

Please take a look at the project presentation [NHS_H&FCCG_Brand Presentation March_3.0_2014](#) and indicate your preferred creative logo and supporting brand by clicking on the relevant box below.

<p>1a</p>  <p>This is my preferred choice <input type="checkbox"/></p>	<p>1b</p>  <p>This is my preferred choice <input type="checkbox"/></p>	<p>2a</p>  <p>This is my preferred choice <input type="checkbox"/></p>	<p>2b</p>  <p>This is my preferred choice <input type="checkbox"/></p>
---	---	--	---

<p>3a</p>  <p>This is my preferred choice <input type="checkbox"/></p>	<p>3b</p>  <p>This is my preferred choice <input type="checkbox"/></p>	<p>4a</p>  <p>This is my preferred choice <input type="checkbox"/></p>	<p>4b</p>  <p>This is my preferred choice <input type="checkbox"/></p>
--	--	---	--

5
I don't mind and am happy with any of the above

If you would like to comment on your choice please do so here:

Finally please indicate your position:

I am a member of the public I am an employee of the H&FCCG I am a member of the H&FCCG

Thank you for your involvement in this very important project. Please submit your answer below.

Submit

Alternatively, please email this form to abi@blankassociates.com. Or you can simply send your choice on an [email](#).