

 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