



**JOINT COMMITTEE**  
**15 January 2014**

**Subject Heading:**

**NAMING AND BRANDING FOR THE SHARED SERVICE**

**Report Author and contact details:**

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**Financial summary:**

**Project Lead (LBH)**

**Is this a Key Decision?**

**No direct financial implications**

**No**

**SUMMARY**

Havering and Newham Councils have agreed to set up a shared back office support service. As set out in section 17 of the Business Case, a name and branding will be developed for the new shared service. The name and branding will support the achievement of the wider programme objectives, in particular to engage staff in working for the new shared service and to market the service to potential new customers.

The name and branding would be used:

- To give the shared service a distinct identity for the people working for it (though they would continue to be employed by one of the Councils), positioning it as a new and different service that they will be proud to work for
- In any material and activities designed to market the service to other public sector organisations.

The name and branding would not be used in communications with residents in either of the boroughs as the shared back office service would not be customer-facing. Residents would still contact, and receive communications from, the individual councils.

This paper recommends a name and branding for the Havering and Newham shared back-office support service.

## RECOMMENDATIONS

The Joint Committee is asked to agree that:

- The name for the back office support service is 'OneSource'.
- The design style as shown in Appendix 1 is adopted.
- The domain name will be [www.onesource.gov.uk](http://www.onesource.gov.uk) (subject to approval from the government agency which issues .gov domain names).
- The name would be supported by a strapline of either 'supporting the public sector' or 'supporting public services'. The Committee is asked to express a preference.
- The colours for the branding will be one of the options shown in Appendix 1. The Committee is asked to express a preference. It would also be used in a black and white version.

## REPORT DETAIL

### 1. Background

#### a) Development

The proposed name and branding have been recommended following a thorough in-house selection process, following good practice in brand development. Ideas for names for the shared service (including those from staff) were considered against a number of criteria agreed by the Joint Programme Board. These were that the name and branding should:

- Position the new shared service as being distinct and different from the Councils' current support services
- Allow the new service to be marketed to the wider public and third sectors
- Not tie the service to a particular geographical area

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- Not restrict future business to purely support services – allowing flexibility for the business model to grow
- The name is also needed to be flexible enough to allow marketing of a specific business offer, for example ‘xxxxxxx Payroll’ or ‘yyyyyyyyyyyyy HR’

This, by necessity, ruled out any ‘London’ or ‘east London’ based names as well as any including ‘local government’.

For the purposes of business development it is also important to avoid names where there was a company or organisation with the same or similar name marketing itself to a public sector audience.

A suitable .gov domain name also needed to be available for the shared service. A shortlist of names was then developed that either:

- Positioned the new service as a source of expertise, quality and experience **or**
- Related to the concepts of partnership or togetherness.

These were:

- **Source**
- **Concert**
- **Socius**

### **b) Testing**

These names, together with a selection of strapline and colour combinations, were then tested on a range of internal and external audiences, as follows:

- Havering Resources Management Team
- Newham Resources and Commercial Development Management Team
- Focus groups with in-scope ICT and HR staff at Havering
- Two focus groups with a mixed audience of in-scope staff at Newham
- A short session at the end of the in-scope staff briefings undertaken in November / December 2013
- Focus group with senior customer managers (Havering)
- Focus group with senior customer managers (Newham)
- Online survey to members of Society of London Treasurers
- Online survey to members of London Connects Board (IT professionals).

The Joint Programme Board and the Communications teams at the two Councils were consulted throughout the process. Any proposed designs or colours were also tested to ensure they meet accessibility guidelines.

## 2. Details of the recommended option

### a) Name

'Source' was the favoured option amongst both staff and external audiences during the testing. The Joint Programme Board took the view that this name needed to be developed slightly in order to make it more distinctive in a competitive market. There are a number of other companies using the name 'Source', although none that would be in direct competition to the shared service). The name 'OneSource' was felt to strengthen the brand as the one source of support in delivering your support services.

This name is intended to have two meanings:

- One source for all your back office support services
- One source of expertise, experience and understanding of your business.

It is also flexible enough to be used to branding individual services (e.g. OneSource Payroll). It will also have credibility in a competitive market alongside other established shared service providers.

### b) Strapline

The recommended strapline, which will sit alongside the name as part of the overall shared service brand, is either '**supporting the public sector**' or '**supporting public services**'.

Using either of these straplines will help to highlight the shared service's public sector ethos and expertise, which is a key selling point for external audiences. Responses from the testing reinforced that this is important.

'**Supporting public services**' would allow the service to be marketed to not-for-profit or third sector organisations which may not consider themselves to be in the public sector.

Consideration was given to branding the new service as either 'xxxxxxx Shared Services' or 'xxxxxxxxxxxxxxx Support Services'. However testing the brand indicated that these might prove restrictive for future business development.

### c) Colours

Careful consideration has been given to using colours for the brand that position it as being distinct and separate from either of the two founding councils.

Where the branding needs to be used in colour (for marketing material or in web versions) the options for recommended colours are as shown in Appendix A. The brand will also be used in a black and white version wherever possible to minimise reproduction and printing costs.

#### **d) Design style**

Appendix A also shows the recommended design style for the branding. The stylised 'S' which is the main feature of the design is intended to:

- Symbolise the partnership between the two founding councils
- Be seen to symbolise the river as a link between the two councils

The 'S' design lends itself better to the use of pictures in promotional material (see Appendix A).

#### **e) Domain name**

In order to create a distinct identity for the shared service amongst staff and customers, staff working as part of the shared service will have their own email addresses. (They will retain their existing Havering or Newham email addresses as required for professional or legal purposes).

A dedicated internet site will also be needed to support business development. The recommended domain name will be [www.onesource.gov.uk](http://www.onesource.gov.uk). An application has been made to the government agency which issues .gov domains names to secure this name. An alternative domain of [www.onesource.org.uk](http://www.onesource.org.uk) has also been secured.

### **3. Uses of the branding**

The branding will be used on a range of materials including:

- Stationery
- Name badges/passes
- Internal signage
- Marketing material
- Internet/intranet sites.

Design guidelines and templates will be produced to ensure correct use and application of the branding. Attached at Appendix B is an example of how the brand would be used on a range of materials.

**Reasons for the decision:**

The new shared service required a distinct name and branding to enable a different culture to be developed with the shared service and to enable the on-boarding of customers to the shared service.

**Other options considered:**

No other options were considered.

**IMPLICATIONS AND RISKS**

**Financial implications and risks:**

Any additional costs resulting from the recommendations in this report will be contained within existing budgets for the shared services. There is no plan to involve any outside agencies in the naming and branding of the shared service.

**Legal implications and risks:**

The main risk in developing a name and branding for the shared service is in potential infringement of intellectual property rights and trademarks. The name 'OneSource' is in use elsewhere by a small number of companies (mostly in the US) but this is inevitable for the vast majority of possible names. None of these companies operate in the same market or geographical locations as the shared service.

Legal advice has been taken, which states:

- Use of the name would be possible without running an unacceptable risk of actions for passing off or breach of copyright, trademarks etc.
- The risk of confusion in the mind of potential customers is unlikely to be increased by the Councils creating a further entity using OneSource as its name or part of its name.
- The risk of infringing any other company's intellectual property rights is also very small.

**Human Resources implications and risks:**

None

**Equalities implications and risks:**

None

**BACKGROUND PAPERS**

None