

Group visual ID engagement report

1) Introduction

The Group Board in Common agreed on a name for the Group established between Lincolnshire Community Hospitals NHS Trust and United Lincolnshire Hospitals NHS Trust, following an extensive engagement exercise on a range of possible options.

The name chosen was Lincolnshire Community and Hospitals NHS Group (LCHG). A logo has now been produced.



Two concepts were developed for the future visual identity for the Group, to be used with the Group logo. It is the intention of moving towards rolling out the agreed-upon visual identity across the Group in both component organisations to engender a sense of togetherness, consistency and clarity around group working.

A staff, public and stakeholder engagement exercise was carried out on these between Wednesday 8 May and Wednesday 5 June 2024.

A small example of the concepts engaged upon is below. This uses, as an example, 'Better Together' which is the name of the new Group leadership forum:

Concept 1



Concept 2



2) Engagement activity and response rates

Engagement was done in a variety of ways, to gather both quantitative and qualitative feedback:

- **Poll** – Shared with:
 - All LCHS and ULHT staff via all internal comms channels
 - Stakeholders by email
 - Patients on social media and via direct emails to systemwide patient representative groups.
- **Face to face engagement** – Discussions led at meetings including:
 - ULHT Patient Panel
 - LCHS Readers Panel
 - Joint Trust Leadership Team
 - Better Together forum
- **Direct email** – To stakeholder mailing list and partner organisations, including NHSE.

3) Findings

Survey

The survey was run throughout the engagement period and shared with staff, public and stakeholders and received 625 responses. Responses are below:

1) Are you are:

1. Are you a

[More Details](#)

● Member of staff	524
● Stakeholder	29
● Patient/member of public	72



2)

Other feedback as part of the engagement exercise demonstrates people's keenness to see the NHS lozenge included in the visual ID, an exploration of more colours as part of the visual ID and also suggestion that the name used is changed (as Better Together is used locally for a different purpose).

5) Next steps

Following this exercise, once it has been agreed which visual identify concept we will use, the Communications Team will develop templates for documents and reports, Teams backgrounds, email signatures, communications materials, Powerpoint presentations, minutes and agendas (plus any other collateral required). These will all also utilise the Group logo and names of constituent organisations where appropriate (subject to NHS branding guidelines).

It is possible to incorporate some of the feedback from the engagement exercise into this design (e.g. exploring adding in more colours).

The intention is to develop these materials to be used across the Group, to bring together the look and feel of the whole Group and both component organisations.

Therefore, versions of each document will be created with 1) A Group log on (along with the names of constituent organisations) 2) An LCHS logo on and 3) A ULHT logo on, to be used as appropriate. (This will also meet the requirement for the NHS lozenge to be visible).

Group brand statement

Best practice for branding would be to have a brand statement connected to any new organisation/arrangement and visual identity, which can be used in all formal documentation relating to the new entity.

The proposed brand statement is:

Lincolnshire Community and Hospitals NHS Group

Who we are

We are Lincolnshire Community and Hospitals NHS Group, a formal collaboration between Lincolnshire Community Health Services NHS Trust and United Lincolnshire Hospitals NHS Trust.

What we do

We deliver a wide range of healthcare services in community settings and in acute hospitals for the people of Lincolnshire. We work in collaboration with our health, social care and voluntary sector partners within the county of Lincolnshire and the NHS at regional and national level.

What we believe in

We believe that the best place for our public is in their own home once they are able to thrive in that environment.

The future

We will combine the resources and expertise of our two trusts with the belief that this will deliver the best possible care for the public we serve.

Group strapline

At present, both organisations have their own 'straplines'. For ULHT this is 'Outstanding Care, Personally Delivered' and for LCHS it is 'Great care, close to home'.

It is recommended that as we update our visual identity, we also move away from using two separate straplines, and towards using one.

'Better Together' is the wording used in the concept graphics, but this is not the Group strapline, it is simply the name of the Group's leadership forum.

We should seek to agree a group strapline (either now or as part of the future Group objectives and values work) to use as part of this visual identity. Suggestions include:

- Better care together
- Delivering care, better together
- Outstanding care, close to home

Use of Group name and visual identity

Although the visual identity (look, feel and colours) will be the same across the Group, as we remain two statutory organisations in the Group arrangement it is important that colleagues know when to use the Group name and visual ID and when to use the individual Trust name, logo and visual ID in their work.

Therefore, the Communications Team has produced a brief guide to the Group name and visual identity, which will be shared in internal communications across the Group once the new visual identity has been fully developed. (Appendix A)

Rollout

A plan for rollout of all of the new branded resources will be developed and implemented by the Communications Team, over a period of 6-8 weeks from agreement.

Appendix A

Using the Lincolnshire Community and Hospitals NHS Group name and visual identity

Now that Lincolnshire Community Health Services NHS Trust (LCHS) and United Lincolnshire Hospitals NHS Trust (ULHT) are formally collaborating as an NHS Group, we have received questions about which logos and visual identity should be used.

For clarity, a visual identity incorporates all of the visual elements that identify an entity. This includes; the name, organisation or group logo, any taglines that have been used, graphic devices that are used to define the organisation/group and colour schemes.

Which visual identity to use and when

The visual look and feel will be the same across the Group, but we will retain three logos: one for each organisation and one for the Group overall.

Use of these logos should always be in line with NHS branding guidelines, in terms of spacing and positioning. The Group logo must always be used alongside the name of both constituent trusts.

For most circumstances, you should use the logo of the organisation you are employed by/which runs the service being described.

The separate organisations are still the official statutory bodies and all mandatory documents, such as annual reports, will be identified as each individual trust.

Use of the Group logo

Those individuals with a Group role, for example Group Chair and Group Chief Executive, should use documentation with the Group logo.

If you are describing a programme or service that involves both LCHS and ULHT then it makes sense to use the Group logo.

If policies or documents are developed jointly by both organisations, these will be identified with the Group logo also.