

Item 8

Towards a Dorset & Wiltshire Fire & Rescue Authority

MEETING	Shadow Policy and Resources Committee
DATE OF MEETING	22 July 2015
SUBJECT OF THE REPORT	Corporate Branding and Identity
STATUS OF REPORT	For open publication
PURPOSE OF REPORT	For decision
EXECUTIVE SUMMARY	This paper has been written to enable Members to make a decision on the visual identity for the new Fire and Rescue Service and new Fire and Rescue Authority. It is accompanied by an Appendix A that shows the evolution of the designs and provides the final set of four options.
RISK ASSESSMENT	A failure to approve a new visual identity at this point would lead to delays in the work of a number of mandates across the programme.
COMMUNITY IMPACT ASSESSMENT	An impact assessment has been completed for the corporate identity and branding work. There are no significant findings from that assessment.
BUDGET IMPLICATIONS	No further budget requirements.
RECOMMENDATIONS	It is recommended that Members consider the branding options outlined in Appendix A and support the preferred option detailed on page 13, whilst awaiting the final outcome of the survey.
BACKGROUND PAPERS	None
APPENDICES	A: Dorset and Wiltshire Fire and Rescue Service: Corporate Identity Concept Development
REPORT ORIGINATOR AND CONTACT	Mark Gaskarth, Area Manager Tel: 07734483873

1. Introduction

- 1.1 A new visual identity is required for the new organisation. A graphic designer was commissioned to develop options for consideration. A creative brief was provided to the designer to explain what was required.

2. The Concepts Document

- 2.1 The evolution of the designs that were created is shown in Appendix A. The iterative process of design concludes with a set of four design options. These four options include two different badges and two different styles of typography.

3. Staff Survey

- 3.1 The four options were put out to all staff in an electronic survey that began on 1 July and will close at the end of 15 July. The results of that survey will be analysed once it has closed and will be provided to the Shadow Policy and Resources Committee at the meeting.
- 3.2 As at Friday, 10 July 2015 of 661 responses to the survey, 73.76% of respondents have chosen the option as shown on page 13 of Appendix A.

4. Conclusions and Next Steps

- 4.1 It is recommended that the Shadow Policy and Resources Committee approve the preferred option shown on page 13 of Appendix A, whilst awaiting the final outcome of the survey.
- 4.2 The new visual identity will be used in many pieces of work across the programme. It will be used in the signage for the Joint Command and Control Centre from August. It will also be used in the website for the new organisation.
- 4.3 The new visual identity will be put on to all vehicles and premises through a programme of work that will start on 1 January 2016 and be completed in April 2016.