



HAMPSHIRE  
& ISLE OF WIGHT  
**FIRE AND  
RESCUE**  
AUTHORITY



## **Shadow Authority**

Purpose: Approval

Date: **22 September 2020**

Title: **BRANDING – NEW SERVICE IDENTITY**

Report of Chief Fire Officer

### SUMMARY

1. As we move towards being one Service under the Combined Fire Authority, we need to create a new visual identity that represents us as Hampshire and Isle of Wight Fire and Rescue Service (HIWFRS).
2. A decision was made by Executive Group on 11 June 2020 to have one combined brand that will be new identity of HIWFRS. An option was put out to staff for consultation and has since been amended following feedback from our workforce.

### BACKGROUND

3. Branding is a vital tool to communicate our service to the public and partners, that becomes a visual representation of our organisation. Our new combined brand will show our intent, desire and pride in being a unified Service. It is important to maintain the heritage of both Services, but update our identity to reflect our new position as one Service.
4. Three 'branding themes' were provided to the CFA Board as a representative group, to provide views on which vision they would like to see for the new Service, which provided the starting point for the design evolution.

## SUPPORTING OUR SERVICE PLAN AND PRIORITIES

5. Creating a unified brand under the Combined Fire Authority is a key Service Plan priority for 2020-21. To effectively combine both Services, includes the important aspect of a new visual identity that will show our intent to our partners, political stakeholders and our People.
6. It also plays an important role in supporting and demonstrating our organisational values. By unifying Hampshire and the Isle of Wight, it demonstrates that we understand that both Services “play their part” in an equal way and are properly represented.
7. We also want to demonstrate that we are forward-thinking and are “reaching further” by being progressive in our visual representation. We need to consider the longer-term impact of this change and ensure we have a quality, modern aesthetic that represents us well to our communities into the future.

## CONSULTATION OUTCOME

8. Following the decision made at a previous Executive Group meeting, a light-touch approach was agreed, where the preferred brand was presented to staff to gauge views on whether the new identity represents both Services effectively and provides unification to both Services.
9. We received 209 responses, representing approx 11% of our workforce. 59% liked the brand as it was shown, with comments such as “*I like the way that both geographies are represented equally (they have the same amount of space on the badge)*”, “*It looks fresh and modern*” and “*Hampshire has always prided itself on being forward thinking and moving away from a more prominent red is a significant move that finally brings the organisation into the 21st century.*”
10. Of those that didn’t like the brand, 25% requested more red to be featured in the branding. Following this feedback, further amendments have been made to include more red in the branding and ensure this is featured as a more prominent colour in the palettes that are going to be used.
11. While some comments were received about the style of the brand or the elements used within the brand, a decision was taken to not act on this feedback as it would over-complicate the brand and make it difficult to scale up and down depending on the location of the brand.
12. None of the respondents thought there should remain two brands to represent us as two Services.
13. Following the survey, a summary of the results has been published on SharePoint to allow participants to see the outcome.

## COLLABORATION

14. The branding options provided have been created in collaboration with the design company 1721. 1721 have been working on iterations of the design factoring in the feedback of the Service and will continue to develop the branding guidelines on how the new identity can be applied.

## RESOURCE IMPLICATIONS

15. There will be cost implications to changing the brand to reflect the new Service identity. All locations where the current brand is held will have to be updated to include the new Service name, which will incur a cost. This is being factored in as part of the branding project plans.
16. Options and recommendations around additional costs incurred will be provided to Executive Group in the coming weeks.

## ENVIRONMENTAL AND SUSTAINABILITY IMPACT ASSESSMENT

17. There will be an environmental impact to changing the brand, namely the waste of outdated assets and the resources then used to replace them. However, as part of the process of embedding the new brand, Heads of Service will consider the impact of these changes to our environment and be encouraged to use sustainable solutions where appropriate.

## LEGAL IMPLICATIONS

18. Since confirming a unified brand, legal advice has been sought on this issue. Hampshire County Council's legal team have confirmed that the new design should not cause any heraldry issues or infringe any trademarks.

## PEOPLE IMPACT ASSESSMENT

19. With 11% of the workforce participating in the survey, this indicates that it is an important issue to our teams, but not a particularly contentious one.
20. While there will be some individuals who will still be unhappy with the final outcome, we have endeavoured to seek their views with many of the recommendations being taken into account.
21. The Unions remain involved as part of the Combined Fire Authority project and updates continue to be shared with them.

## OPTIONS

22. Option 1 – Approve the new brand as per Appendix A.
23. Option 2 – Reject the new brand as per Appendix A, or suggest further amendments to the brand before formal sign off.

## RISK ANALYSIS

24. Since the consultation has not flushed out any significant concerns, there is limited risk attached to adopting the new brand.
25. The most significant risk identified at present, if the brand is not approved, is there being enough time from formal sign off for embedding any necessary changes by 1 April 2021. However, this is currently being overseen by a project team who are working towards this deadline and are mitigating this risk accordingly.
26. Any legal risks have been properly mitigated.

## CONCLUSION

27. This brand has been consulted widely throughout the organisation and feedback has been incorporated. While the brand will never satisfy everyone, the final version demonstrates our desire to be one Service.

## RECOMMENDATION

28. Option1 - That Hampshire and Isle of Wight Shadow Authority approve a new joint branding approach.

## APPENDICES ATTACHED

29. Appendix A – The New Brand: Please note that the new brand will be used on a number of different backgrounds and locations. The brand below is demonstrated on a red background to reflect what it would look like on a firefighting appliance.

Appendix A – The New Brand



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**FIRE & RESCUE SERVICE**