

Wakefield District Health & Care Partnership

Branding survey report

1. Introduction and approach

Wakefield District enjoys well established partnership working arrangements, working together to reduce health inequalities across the district, providing accessible, quality, value for money health and care services for everyone, in all our local communities. We are also part of a wider West Yorkshire Health and Care Partnership.

Changes which are being introduced through the Health and Social Care Act mean these arrangements will take on a new statutory basis in July 2022, which will formalise and strengthen the ways in which we work together to provide the best possible local health and care services. You can read more about the Health and Social Care Act on West Yorkshire Health and Care Partnership's website [here](#).

To more accurately reflect our growing partnership, the changes outline in the Act, and feedback from previous engagement work, it was agreed our partnership a new name and brand identity should be developed for our partnership. This marks the start of a more proactive approach to raising awareness of the partnership and the work it undertakes to improve the health and wellbeing of local people.

Involvement work to develop the new brand identity was undertaken with members of staff and key stakeholder groups. This was to ensure the new brand resonated and provided an appropriate identity which people can relate to. It also provided an opportunity for any potential issues to be raised and addressed.

Three focus groups were held to inform the development of a design brief for the branding, including community champions, patients, and a multi-agency staff group. Feedback from these groups, and also from previous involvement work, helped to identify our new name as **Wakefield District Health & Care Partnership**.

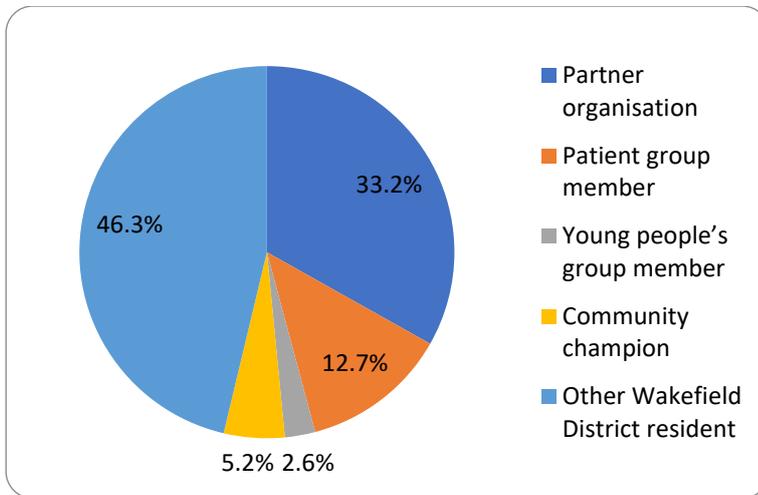
Three design concepts were developed for us, exploring different options based on the focus group discussions. These were then shared with staff and targeted stakeholder groups across the partnership, along with a short survey.

The preferred brand concept was identified as concept one. This has now been developed in line with the feedback received and will be adopted as the new brand identity for Wakefield District Health & Care Partnership (HCP).

We would like to thank everyone who took part in the development process to identify our new name and brand identity.

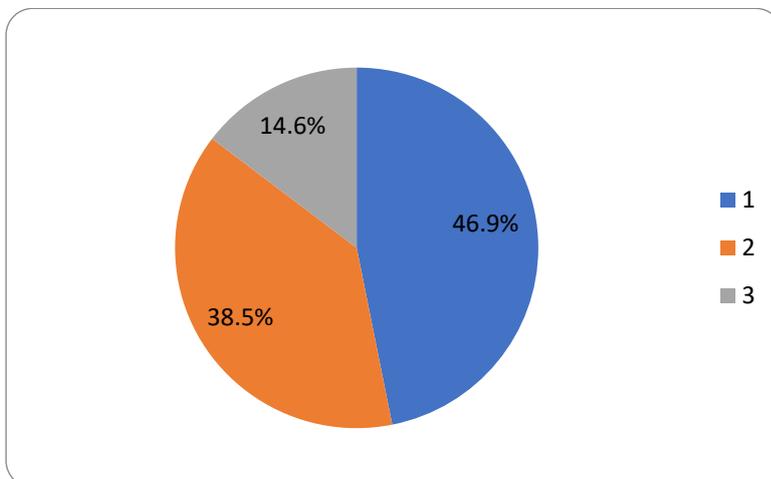
2. Tally of responses

The brand identity survey received 244 responses, with 33% received from partner organisations and 67% from other sources*, including local residents.



* Please note, some young people submitted group responses, however numbers represented by a single vote are not confirmed.

The preferred option is concept 1 (see Appendix B).



This concept was supported by approximately 47% of respondents, with 38% preferring concept 2 and 15% concept 3.

Feedback shows concept 1 is popular for its people focus, including the use of real images, its use of colours and shapes and its illustration of partnership working. The style and shape of the logo also received a positive response.

The local landmarks and healthy lifestyle focuses apparent in concepts 2 and 3 also received a lot of support.

Concept 1 has been developed to reflect the feedback received through the survey.

3. Detailed overview of each concept

Concept 1 (chosen concept)

Strongest themes of support: people focused including use of real images; use of colours and shapes; illustration of partnership working.

“Places people in the branding and people at the heart of what we do.”

“People being together as one to look after the health and wellbeing of people of Wakefield.”

General impression:

- Overall look and feel: clear and warm, modern, inviting, simple, visually inclusive
- Balance: cohesive with good balance of colour, text and image (multiple comments)
- Focus: health, locality, relationships and people (multiple comments)

Logo:

- **Style:** simple, effective, warm, inclusive, welcoming, clean, professional.
- Distinctive, distinguishable design from others in area.
- Cartoonish branding looks unprofessional (1 comment).
- **Place:** W gives emphasis on Wakefield, says Wakefield cares
- **People / partnership:** Identifies with people, wraparound design emphasises people and partnership. Looks like people hugging.
- **Colours and shapes:** bright, fresh and tranquil colours, in solid blocks. Curved design gives caring symbolism.

Branding:

- Use of real people / photos (multiple comments): looks more modern, professional, more people centric, engaging, feels more connected and involved. More inclusive of diversity – in particular race and age.
- Theme runs through the whole design.
- Lots of workable options to distinguish different materials.

Concept 2

Strongest themes of support: emphasis on healthy active lifestyle; emphasis on Wakefield District; inclusive of population.

“It seems more inclusive of generations and promotes wellbeing rather than ill health.”

General impression

- Bold and bright, inviting, crisp, modern. Appeals to all ages.
- Broader than just health, more appealing to majority of local people’s needs.
- Strong use of icons.
- Too busy.

Logo

- Easily recognised as health related.
- The heart on the logo shows that it is a caring organisation (although one comment re association with cardiac).
- The style of the W is easy to identify with (multiple comments).

Branding

- Easy to relate to people going about their daily lives.
- Describes the district and its heritage (multiple comments).
- Suggestion of community, nature, being active. Green spaces being utilised (multiple comments).

Concept 3

Strongest themes of support: use of icons; sense of partnership; accessible to all.

“The design catches the eye, individual drawings attract your attention and are very relevant.”

General impression

- Reflects what the partnership represents, people working together.
- Unique, simple, modern.
- Accessible to all, great for learning disabilities.
- BUT: cluttered, too busy (sensory overload) and technical

Logo

- Pictorial representation of people embracing represents partnership.
- BUT: logo circle has been used a lot.

Concept

- Use of icons shows simple ideas which relate to health and care (multiple comments).
- Symbols represent the area. Include smaller communities and locations.

4. Development points considered within concept 1

Your suggestion	Our response
General	
Keep it clear, relevant and simple with the branding. The logo speaks for itself.	The concept is designed to be clean and simple.
Don't like the use of different parts of the logo, one logo is enough.	This is an integral part of the concept, following the logo through into the design. However, the integrity of the logo is always maintained.
Logo	
Make Wakefield District bigger.	The font is now the same size as the other logo text.
Could the logo have a diversity slant?	Diversity is represented through the use of images within the overall design concept. The logo itself reflects the importance of the people in our partnership, from all walks of life.
Images	
Use of local places as well as people. Pictures of real health and care workers. Photos should be more reflective of our population demographic: single young people, older women, teenager, disability, mother with baby. Also consider their activity.	Our brand identity includes lots of images which will be used for different purposes. We will ensure our overall image bank is reflective of the population demographic, including health and care workers, and inclusive of diversity.
Smaller images.	Images will be used in a range of sizes suited to the particular purpose.
Place	
Use some of the iconography from the other concepts (eg 3). Something specific to Wakefield that could help make it seem rooted in terms of place?	We will ensure the photographic images we use include some images to reflect Wakefield District.
Partnership	
Clearer identification of partners	The brand identity represents the partnership which is inclusive of all the partners, to avoid the need for multiple logos as our partnership

	grows. However, the current partners will always be identified on our website, so people are able to understand who is involved.
Given the partnership approach and that social care is not delivered by the NHS, why is the NHS logo included and not the logos of other partners? It immediately suggests the NHS delivers both health and social care when it does not.	National brand guidelines for Integrated Care Systems are likely to adopt the NHS lozenge for integrated care boards (ICB). Our partnership committee is a sub-committee of West Yorkshire NHS ICB, so we will be required to use this logo for committee papers. The NHS logo will not be used other than where it is required.
I would also like to see recognition that Wakefield and the surrounding district is now part of something bigger, the overall WY partnership. I believe it is the vision of the partnership that whether you live in Havercroft or Huddersfield, the service offer will be the same. One partnership for ALL communities.	All place-based partnerships within West Yorkshire Integrated Care System are asked to adopt the following strapline within local templates: Proud to be part of West Yorkshire Health and Care Partnership.
Colours	
Introduction of some element of the format in a darker shade of the colour way, or more colours, to indicate different subject matters.	Our colour palette has been adjusted to include darker, stronger colours throughout. These colours can be used for headings and to identify different subjects.
Accessibility	
Easy to read on your eye.	We have retained this.
Don't use transparent pictures as people will not be able to see them easily.	We have adjusted the image style to full colour.
Colour palette needs to take account of contrast and access.	Our colour palette has been adjusted to include darker, stronger colours throughout, to provide greater contrast. A reversed (all white) logo has been included for use on dark backgrounds where there is not sufficient contrast with the full colour logo.
Blue green colour blind may not differentiate but I love it.	We acknowledge that people with Tritanopia (blue/green colour blindness) may not be able to distinguish between some of the colours used in our colour palette. However, the logo image when viewed as a single colour block still reflects the same meaning. A monochrome version of the logo is also included which is recognised as being accessible for people with colour blindness.
Some of the imagery on concept 3, like the head (mind) mental health is such a massive thing to our health.	This design style focuses on the use of real images. However, it may be possible to use some icons where appropriate to the purpose and subject, eg mental health.