

PHS Branding and Identity

Project Initiation Document



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1. INTRODUCTION

The purpose of this document is to define the scope of the PHS Branding and Identity Project, the deliverables or outcomes which will be produced as a result of the project and the timescales the project will be delivered by.

The PID will provide assurance to the Public Health Reform Programme Board (PB) that the project has a sound basis and the document will also act as a foundation document against which the Senior Responsible Owner (SRO) and PB can monitor progress.

Approval of the PID is sought from the SRO, together with authorisation to proceed with the project.

1.1. Project Objectives

A new brand concept will be important for setting out the vision and values of Public Health Scotland and establishing a corporate identity that resonates with stakeholders and partners. The brand concept will apply across all public facing aspects of the new body, for example content web and digital, corporate documents and publications and corporate communications, The brand concept will communicate the vision and values of PHS consistent with the programme boards ambitions for the new body.

The Branding and Identity Project Objectives have been identified as follows:

Objective 1: - Deliver a new brand concept for the new Public Health Body.

1.2. Outline Project Deliverables and/or Desired Outcomes

The following deliverables and outcomes have been identified for the Branding and Identity Project:

General

- Deliverable 1 – Documentation outlining the remit and membership of the project team required to deliver the project by end January 2019
- Deliverable 2 – Documentation outlining a high level timeline for the delivery of the draft concept and final deliverables by end January 2019
- Risk Log
- Progress reports

Objective 1 - Deliver a new brand concept for the new Public Health Body.

- Deliverable 3 - Develop and finalise a scoping document which draws on organisational values and culture work being developed by Workforce of the new body: Developing Values Commission by February 2019.
- Deliverable 4: Develop and finalise a procurement approach to develop the brand concept consistent with the scoping document (deliverable 3) by mid February 2019.
- Deliverable 5 – Documentation outlining the approach to be taken in engaging with PHI and Health Scotland staff and stakeholders in the development and testing of the branding options by February 2019.
- Deliverable 6 – Documentation outlining the branding options which will be presented the PHR Programme Board, PHS Chief Executive and Chair in Summer 2019.
- Deliverable 7 – Documentation that sets out a long list of items / materials that require branded / re-branded for vesting day (1 December 2019), to enable costings to be undertaken and procurement to be taken forward following agreement by the PHR Programme Board by June 2019.
- Deliverable 8 – Documentation that sets out what events / engagement activity we expect to take place on and post vesting day (in partnership with other projects (such as IT and

HR)),and make recommendations as to what branded items will be required for these and for general use in launching the body.

1.3. Constraints

The following constraints could impact on successful delivery of the projects objectives have been identified:

- Availability of funding
- Availability of suitable resources to undertake the work
- Sign-off process
- Timeframe

1.4. Project Scope (and any exclusions)

<p><u>In Scope:</u></p> <p><u>Organisations:</u> Health Scotland National Services Scotland COSLA PHR Team SG Communications and Marketing Local Authority Third sector NHS Boards SEPA FSS</p> <p><u>People</u> Health Scotland staff Public Health Intelligence staff Community Planning Partners</p> <p><u>Systems/ Processes:</u></p>	<p><u>Out of Scope:</u></p> <p><u>Organisations:</u> All not in scope</p> <p><u>People</u> All not in scope</p> <p><u>Systems/ Processes:</u></p>
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2. PROJECT DEFINITION

2.1. Method of Approach

This project will be delivered in accordance with the necessary project management methodology as defined at the Public Health Reform programme level.

2.2. Assumptions

The following key assumptions have been identified for this Project:

- That sufficient staff resource is available for all aspects of the Project to meet the declared timescales
- That adequate funding is made available
- That the deliverables support the wider aspirations of public health reform
- That there is Director level support for the Project

2.3. Interfaces

The Project will interface with the following:

- The Corporate Services PID, Accommodation PID, Corporate IT PID, Public Health Scotland TOM
- User expectations
- Usability and accessibility
- Existing Comms and Marketing related policies
- Third party suppliers (as appropriate)
- Financial arrangements
- Procurement arrangements
- Related Government and NHS Standards and Organisations

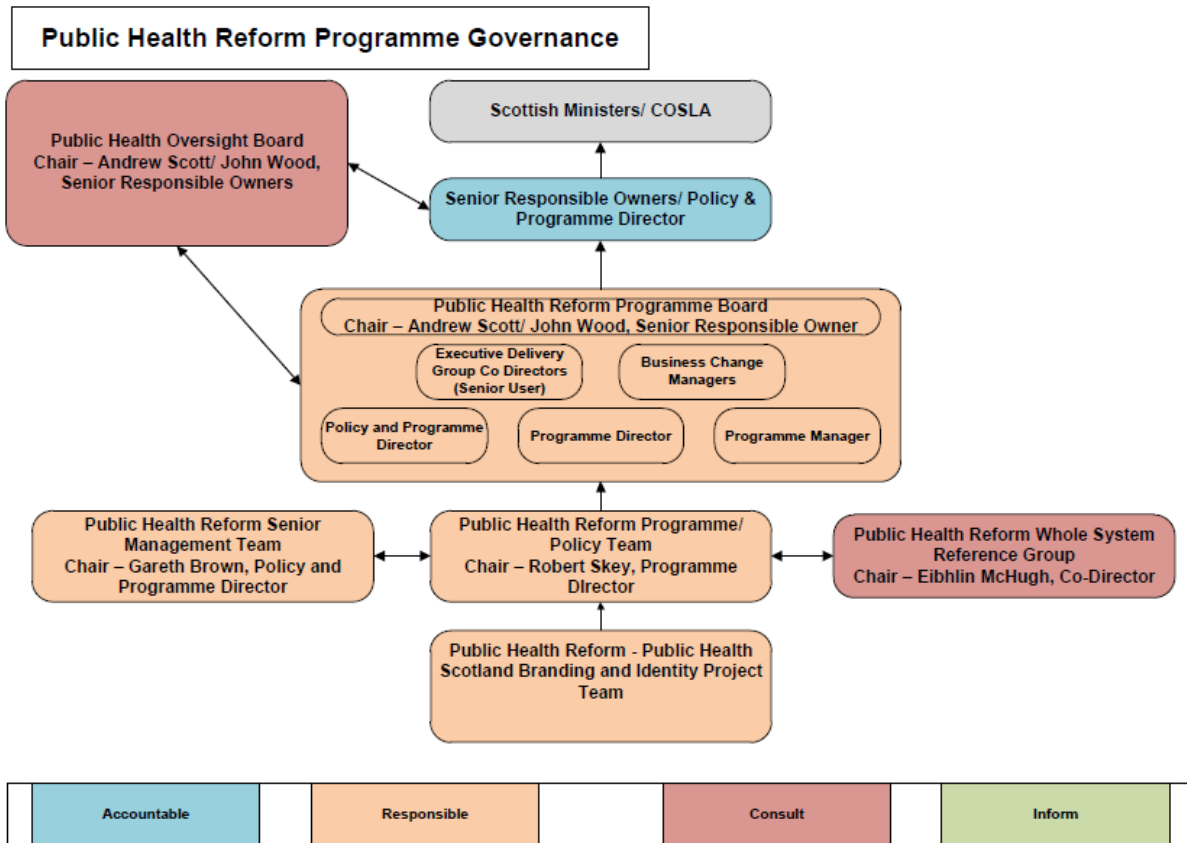
2.4. Stakeholders

The following key stakeholders have been identified for this project:

- SG Public Health Reform Programme Board / Team
- Health Scotland Executive Team / Head of Marketing and Digital Services / Head of Strategic Change and Engagement/Board
- NSS Executive Team / Communications and Marketing Leads / Board
- COSLA
- Head of Corporate Communication, Office of the Chief Executive NHSScotland | Scottish Government
- Head of Marketing SG

2.5. Project Organisation Structure

This project forms part of the overall PHR Programme. The diagram below outlines the overall Programme Structure.



Members of the PHS Branding and Identity Project Team are listed below:

- Gareth Brown, Policy and Programme Director, Scottish Government (Chair)
- Jill Walker, Deputy Head of Marketing, Scottish Government
- Jane Weir (Head of Marketing and Digital Services, NHS Health Scotland)
- Matthew Nielson, Associate Director Customer Engagement National Services Scotland
- Amanda Trolland, Programme Manager, PHR Team
- Mark McAllister, Comms and Engagement Lead, PHR Team
- Xxx xxxxxxxx, Local Government Communications Leads Network
- Andrew Wilkie, NHS Scotland Head of Corporate Communication

2.6. Risk Management Strategy

This Branding and Identity project will manage risks in line with the approved PHR Risk Management Approach.

2.7. Communication Strategy

Communications for the project will be managed in line with the approved PHR Communications and Engagement strategy.

2.8. Project Quality Strategy

To ensure all project deliverables and outputs will meet the expected quality requirements; a number of quality measures will be put in place across the project. These include:

- Regular review of progress / deliverables by core programme team
- Stakeholder review of draft versions of all major deliverables

2.9. Project Controls

The following project controls will be implemented to monitor progress and where necessary take remedial action should the project deviate from the agreed timescales or costs:

- Monthly Programme Level progress reviews / Programme Board review as appropriate

3. BUSINESS CASE

There is no requirement to deliver a business case within the scope of this project as currently defined. However, the deliverables to be produced would provide a solid foundation for separate or subsequent development of any business case required to support any significant investment requirements identified in the course of this work.

4. PROJECT PLAN

A project plan will be developed for the project once key objectives, deliverables and internal resources have been agreed through the governance channels. In the meantime, high level indicative milestones are included in section 2.1 above.

In addition to the plan, a number of reporting milestones have been identified for the project which will be included in the overall PHR Programme Milestone chart.

5. RISK LOG

RAID Log to be maintained by project lead / reviewed through programme governance.