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Public Health Reform - Public Health Scotland Branding and Identity Project Team

Terms of Reference



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1. Title of the Group

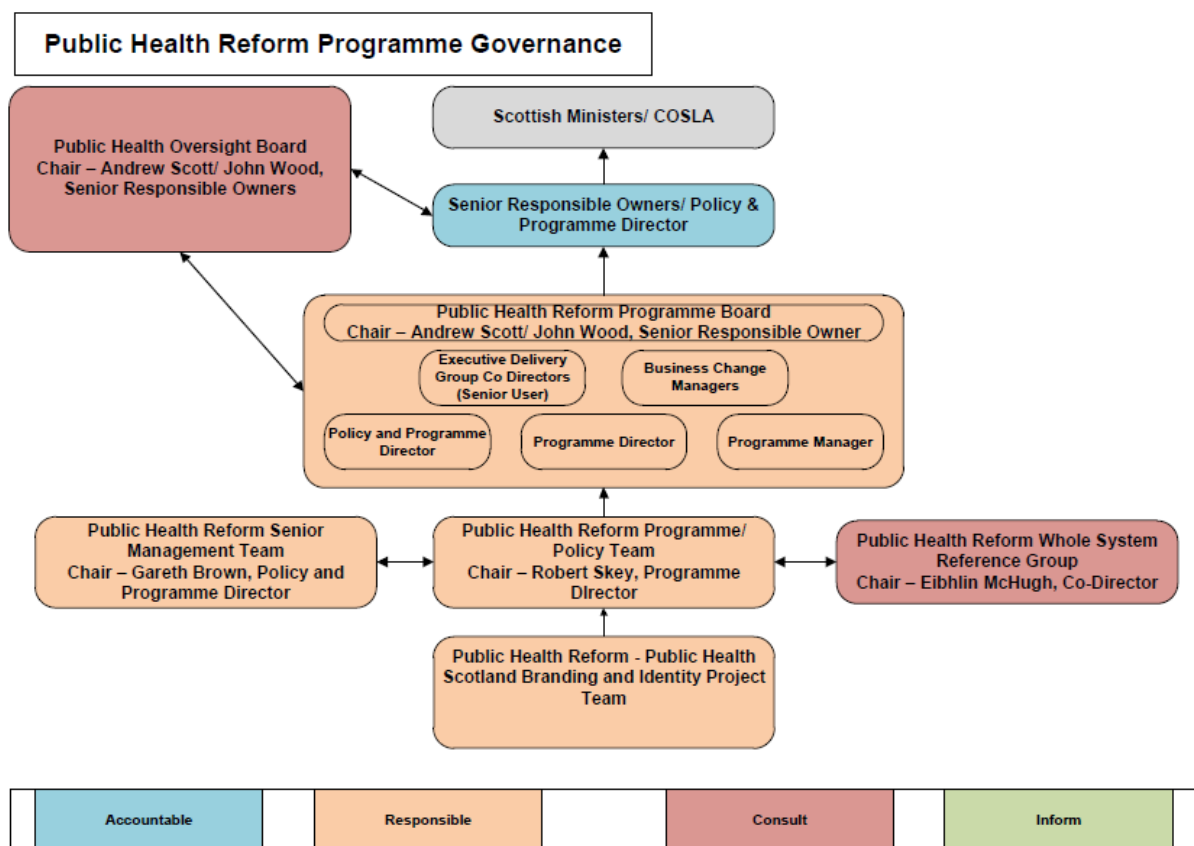
Public Health Reform Public Health Scotland Branding and Identity Project Team.
(PHSBIPT)

2. Purpose of Team

The purpose of the PHSBIPT will be to deliver a new brand concept for Public Health Scotland. The PHSBIPT are responsible for the delivery of the Public Health Reform (PHR) programme's Public Health Scotland Branding and Identity project to achieve its required outcomes.

The PHSBIPT will report to the Programme Board on related activity, benefits and risks.

3. Governance



The Programme Board reports to Scottish Ministers/ COSLA Leaders and is authorised by the SROs to investigate and implement any activity within its Terms of Reference. It is authorised to seek any information it requires from organisations across Scotland where necessary to deliver the purpose agreed in the terms of reference. The PHR Programme Board is the only decision making body in the programme's governance.

The Senior Management Team is responsible for providing the architecture for the PHR programme which the programme team and constituents projects will deliver.

The Programme Board is supported by an advisory and challenge function (the PHOB) and a programme management team to ensure programme arrangements and principles are in place and to underpin the governance.

The PHSBIPT is responsible for the delivery of the Public Health Scotland Branding and Identity project, reporting to the Programme Board on related activity, benefits and risks.

4. Role and Remit of Team

The PHSBIPT will:

- Ensure alignment of the deliverables for the Public Health Scotland Branding and Identity project.
- Provide updates on progress using monthly progress reports to the PHR Programme Board.
- Highlight deviations from plan
- Share learning and expert advice to the project deliverables.
- Highlights risks and issues arising
- Encourage and support collaboration with other stakeholders to ensure the successful delivery of the programme
- Support regular communications and engagement with stakeholders across the whole system to support the successful delivery of the programme

5. Membership and attendees

Core Membership:

Name	Role	Responsibilities
Gareth Brown, Head of Health Protection Division, Scottish Government	Branding and Identify Project Lead	<ul style="list-style-type: none"> Chairs the Branding and Identify project team meetings Provides a link between external stakeholders and the project, ensuring their views are represented within the project. Responsible for the development of deliverables for the Branding and Identity project. Highlights related Risks and Issues associated with the project. Supports the delivery of the expected benefits of the project.
Jane Weir, Head of Marketing and Digital Services, NHS Health Scotland	Branding and Identity Project Team	<ul style="list-style-type: none"> Provides subject matter expertise Provides the collective view of the area they represent Understands and manages managing the impact of change Monitors the defined benefits achievements Resolves risks and issues relevant to their area Resolves dependencies with other pieces of work, whether change or business operations Ensures viability and integrity of the blueprint Represents local strategy as expressed in, for example, medium-term plans and operational blueprints Supports the supplication of (and compliance with) standards, e.g. operating standards Makes resources available for planning and delivery purposes Supports the overall Public Health Reform Programme vision
Matthew Neilson, Associate Director Customer Engagement, NSS		
Jill Walker, Deputy Head of Marketing, Scottish Government		
TBC, Local Government Communications Lead Network		
Andrew Wilkie, Head of Corporate Communications, NHS Scotland		
Mark McAllister, Comms and Public Health Reform Programme, Scottish Government	Engagement Lead, Public Health Reform	<ul style="list-style-type: none"> Provides communications and engagement subject matter expertise, support and guidance to the programme Ensures the correct communications and engagement resources are identified to work on the programme Highlights any communications and engagement related risks and issues associated with the programme

<p>Amanda Trolland, Public Health Reform Programme, Scottish Government</p>	<p>Programme Manager, Public Health Reform</p>	<ul style="list-style-type: none"> • Day to day management of the PHR programme including supervising, controlling and closing the programme on behalf of the SRO • Plans and designs the programme and proactively monitors its overall progress, resolves issues and initiates corrective action • Develops and implements the governance framework • Effective coordination of projects and their interdependencies • Manages and resolves any risks and other issues that may arise • Maintains overall integrity and coherence of the programme, and develops and maintains the programme environment to support each individual project within it • Manages the programme budget, monitors expenditure and costs against benefits as the programme progresses • Facilitates the appointment of individuals to the project teams • Ensures the delivery of outputs or services from the projects meet programme requirements • Facilitates the development of the blueprint • Manages the blueprint and ensures that the capabilities delivered are aligned with it • Manages stakeholder communications • Reports progress on behalf of the programme
<p>Caitlin Williamson, Project Support Officer, Public Health Reform</p>	<p>Project Support Officer</p>	<ul style="list-style-type: none"> • Supports the PHR Programme and constituent workstreams • Updates programme documentation such as Programme Plans, Risk and Issue Registers • Establishes document control procedures • Provides secretariat support to the programme • Arranges Programme meetings including VC access as required • Issues all Programme meeting documentation •

TBC	Project manager, Public Health Reform	<ul style="list-style-type: none"> • Coordinates the delivery of the project team's objectives and deliverables • Provide project management expertise including day to day management • Support the planning and designing of the programme and proactively monitoring its overall progress • Managing and resolving risks and issues on an operational level, escalating where appropriate • Ensuring the delivery of the products or services from the projects meets the programme requirements and is to the appropriate quality, on time and within budget • Highlighting resource requirements • Provide support to areas highlighted in the Group for forward planning • Support the management of communications with stakeholders • Prepares baseline project management documentation as agreed by the Programme Management Team • Manages the production of required products, with responsibility for overall progress and use of resources, initiating corrective action where necessary
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6. Decision Making

All decisions and updates made by the PHSBIPT will be recorded in the Minutes.

7. Meetings

The PHSBIPT meetings shall take place at key points and will be chaired by Gareth Brown.

8. Minutes / Action Notes, Agendas and Papers

Agenda and papers will be distributed at least five days prior to each meeting. Actions and updates will be drafted by the Project Support Officer and agreed by the chair. All action notes and updates will be circulated no later than five working days after each meeting.

9. Confidentiality

Papers, unless otherwise stated, from these meetings are available for review upon request. Please contact the Programme Manager / Programme Support Officer if access is required.

10. Lifespan

The lifespan of the Branding & Identity Project Team is expected to be from January 2019 until the programme is formally closed.

11. Review

The PHSBIPT will review its Terms of Reference when required until the project ends.

12. Behaviours and values

Members of the group agree to lead this work by setting a good example of working together. This includes understanding that some compromise may be necessary in order to reach agreement about implementation. Once agreement is reached the group will fully support it and act accordingly. Specifically this should include:

- We will always seek to understand the service impact of this work when considering any change
- We should not assume that we understand each other's set up e.g. posts may have a generic name but may be entirely different
- We will share information freely across the workstreams
- We should challenge positively
- We should always try attend these meetings and only nominate a deputy who has the authority to act on behalf of the core member
- Decisions will be made whether everyone is there or not and we have to support the decision providing a quorum is reached
- We should be respectful toward each other as this work brings tensions and recognise that challenge can be positive
- We should all have the will to resolve issues even if it is against our own wishes
- We should speak with one voice outside of meetings

Key Information:

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0.1	08/01/2019	First draft	Caitlin Williamson	
0.2	08/01/2019	Amendments throughout following review by Amanda Trolland	Amanda Trolland	Y
1.0	16/01/2019	Finalised and agreed by the PHSBIPT	Caitlin Williamson	

Approvals: This document requires the following signed approvals.

Name:	Signature:	Title:	Date:	Version:
PHSBIPT		Gareth Brown	16/01/2019	V1.0
PHR Programme Board				

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