

## Communications Committee – 22 June 2011

### Update on name change project

### Executive summary and recommendations

#### **Introduction**

This paper provides an update to the Communications Committee on activities to date in relation to the change of name from the 'Health Professions Council' to the 'Health and Care Professions Council'.

#### **Decision**

This paper is for information only and no decision is required.

#### **Background**

We have appointed an external design agency and, following an initial meeting with the agency on Wednesday 4 May, we have agreed the scope and commenced work.

We now have a working draft of the logo which will be used to gather accurate estimates for the cost of making the necessary amendments. This is particularly important for the IT, Facilities and Finance Departments, where the size and shape of the logo may have implications as to how straightforward the amends will be. Draft costs will then be included in the Project Initiation Document which is currently being drafted. This document includes a detailed list of every asset which will need to be changed (ie every item which carries either the organisation's name or logo).

The work with the agency is taking place now because the logo creates a number of dependencies for the project. Once accurate costs and timings have been gathered a project plan will be created and the project will be initiated.

Current development work with the agency also includes an English / Welsh bilingual version of the logo and a revised 'HPC Registered' logo for use by registrants, as well as a version of the new logo for online social media channels.

#### **Resource implications**

This project has been designated a 'major project' because it will have an impact on every area of the business. The work of the project team will be undertaken as part of normal duties.

**Financial implications**

This activity is project funded.

**Appendices**

None.