

SCOTTISH POLICE
AUTHORITY

Meeting	Scottish Police Authority
Date and Time	26 June 2013 – 13:00 to 16:00 Public Session
Location	Lockerbie Town Hall, High Street, Lockerbie
Title of Paper	Police Scotland Branding
Item Number	15
Presented By	Chief Constable / Interim Director Communications
For Approval / For Noting	FOR APPROVAL
Appendices	Appendix A: Visuals of Logo

Purpose

To update members of the Scottish Police Authority on Police Scotland branding and to seek approval to implement Phase 1 of Police Scotland branding as detailed in this report.

Background

1.1 The purpose of Police Scotland is to improve the safety and wellbeing of people, places and communities in Scotland. Our focus is Keeping People Safe. With the formation of Police Scotland the public expect to enjoy the same level of locally focussed service delivery, enhanced by greater access to specialist services and a clear focus on local priorities. The strategic direction of the organisation will continue to deliver policing at a local and national level to Keep People Safe. The Police Scotland brand will be a core element of keeping this focus for both the internal and external audience. It is important that Police Scotland continue to build on the brand and ensure the public and our stakeholders visually recognise the service as a solid and reliable brand. This will be achieved in many forms for example through our communication, our reputation and perhaps most importantly by the actions of our people.

Public consultation has shown that local issues and priorities are important to the public. Police Scotland will continue to do what we do well, Keeping People Safe in their communities, no matter whether you live in a busy city or the more rural highland and islands. Our brand will reflect both the national and local requirements of the people we serve.

Further Detail on Report

2.1 Logo

The proposed Police Scotland logo can be seen within the visuals accompanying this paper at appendix A. The logo was developed in-house following a design brief based on a modernisation of the crown thistle, commonly described as the Semper Vigilo, and in discussions with the office of the Lord Lyons.

2.2 Strapline

Keeping People Safe is the strapline of Police Scotland which sits alongside the new brand and is also the focus of the service. This phrase provides focus and assists in delivering what we strive to achieve as a police service. It is uncomplicated and provides clear direction for the organisation and staff.

2.3 Budget

It is proposed to adopt a phased approach to branding. The first phase is outlined below -

2.3.1 Signage

All costs for signage refer to external signs for the purpose of this paper and are exclusive of VAT. It is proposed that signage is erected at the 14 Divisional Headquarters and the Stirling Forward Command Base.

There will be three signs per building. There will also be a new entrance sign at the Interim Headquarters, Tulliallan.

Total Cost for Signage: £24,000 plus VAT.

2.3.2 Fleet

For Phase 1, there are 10 vehicles in the current fleet which will be re-branded at a cost of £30 plus VAT per vehicle. These will be deployed on the national trunk road network to maximise visibility. The labour cost associated with this is £12.50 per vehicle.

Total Cost for Fleet: £425 plus VAT.

2.3.3 Uniform

All uniform has now been debranded and no further action is required. As such there are no associated costs.

2.3.4 Print

All necessary force plates were changed in advance of Day 1 to ensure appropriate branding of letterhead paper, compliments slips and other required stationary. There are no associated costs to applying the new brand.

2.3.5 Warrant Cards

New design for warrant cards to include new branding developed for use on any badges issued post 1 September. This is business as usual and as such there are no associated extra costs.

2.3.6 Corporate Communications

A range of corporate media materials are required which include Media Boards for use at press conferences at a cost of £2120. Sidewinders are also required for the 14 Divisional Headquarters, 1 for the Interim Headquarters and 1 for the Stirling Forward Command Base at a cost of £510.

There requires to be two day photography shoots for the above mentioned material to ensure imagery is representative of Scotland. The total cost of which is £1400. In addition, low cost corporate promotional items for use by Local Policing are required at an approximate maximum cost of £3,000.

Total Cost for Corporate Communications: £7,030 plus VAT.

2.3.7 Total Projected Cost for Phase 1

The total projected cost for phase 1 of the brand roll out is as follows:

- Signage – £24,000.
- Fleet - £425.
- Corporate Communications - £7,030.
- **Total Cost - £31,455 plus VAT.**

All budget costs can be met from the Reform Budget, provided by Scottish Government, carried over from 2012/13 so implementation will have no financial impact on the Police Scotland budget.

2.4 Branding Phase 2

Subject to approval by the Scottish Police Authority, work will start immediately to progress the first phase of branding. It is then proposed to begin work to scope out a further phase which would examine the options for future branding of key buildings across the remaining police estate and further branding of the vehicle fleet. This would require further work with the estates, fleet and procurement teams. As additional funding is available until the end of the financial year 2013/14, this work should be completed and any recommendations identified within this period.

2.5 Engagement and Communications

The Lord Lyon's Office has been kept fully updated throughout this process. There has also been engagement with procurement and estates regarding installation and signage.

Financial Implications

- 3.1 As detailed in this report, the total cost for Phase 1 of branding is £31,455 plus VAT.

Personnel Implications

- 4.1 There are no personnel implications associated with this report.

Legal Implications

5.1 The Lord Lyon's Office has been involved in the process and has been engaged with throughout.

Reputational Implications

6.1 The provision of a clear visual identity, albeit in a limited roll out at this time, will support greater visibility of the single policing service and is key to maintaining confidence in Police Scotland.

Social Implications

7.1 There are no social implications associated with this report.

Recommendations

Members are invited to note the content of this paper and to approve the implementation of Phase 1 of Police Scotland branding as detailed in this report.

