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The Standards Board for England

Final Brand Thinking For Board Approval

17.04.09

The time is right to reframe the brand
and the thinking that supports it.

Here's a quick recap of where we've got to so far...

The Primary Insights

These insights are based on all of the internal and external stakeholder research that's taken place over the past three months.

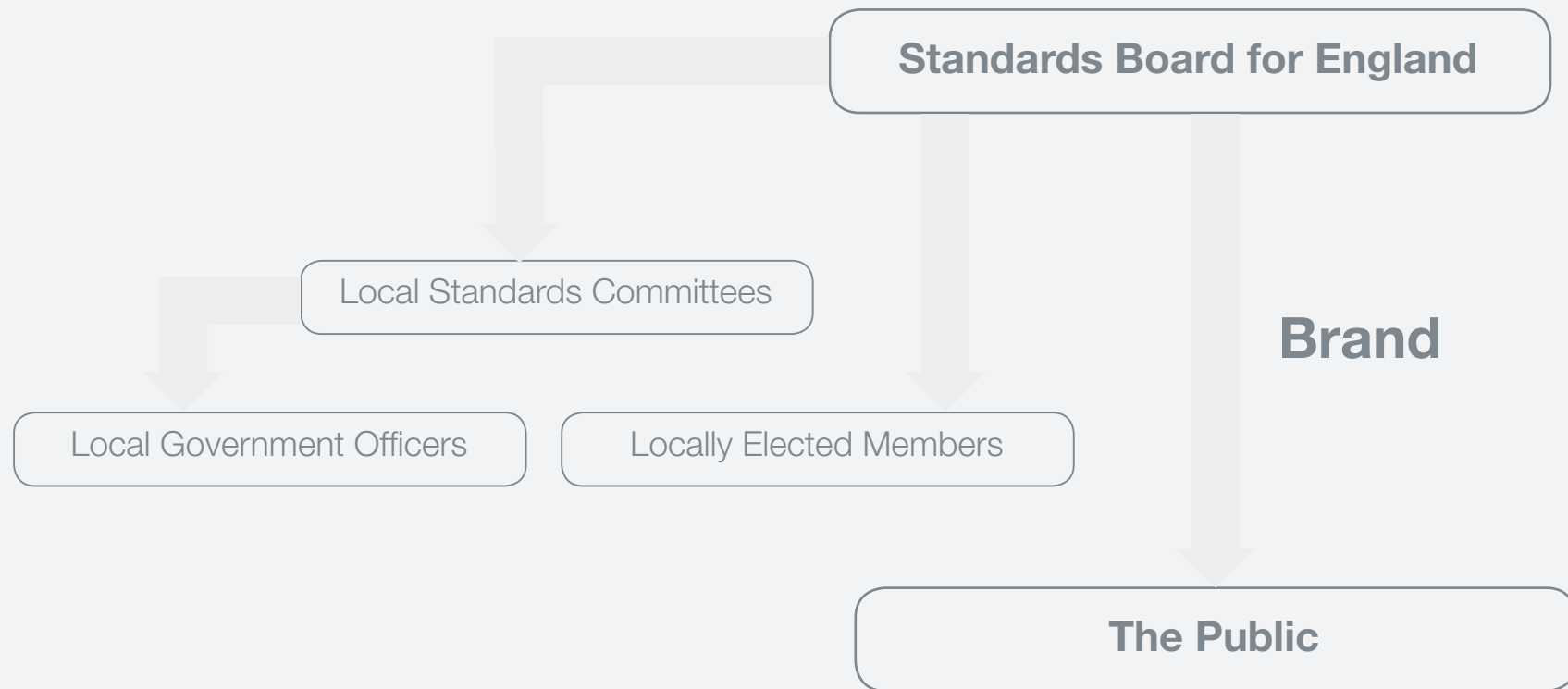
Stand with, and adopt a tone of voice that is sympathetic with, the electorate.

The people who should care but don't, are the electorate. We represent them.

If we stand with the electorate it's more difficult to be criticised.

Aim the brand at the electorate.

This will help keep key messages simple and clear.



Remove political clutter and complexity from the brand.

Focus on simple founding principles.

Ethical standards are worth fighting for and there are an increasing number of organisations doing this:



we are what we do[©]

Be confident and proud about our role.

We are not responsible for the people who don't respect the standards.



Exist here



Not here

The staff need a big idea they can believe in.

Frame 'strategic regulator' for staff,
partners and key audiences.

Associate ourselves with positive ethical
behaviour not negative.

Cultivate associations with enablement
not disablement.

How can these insights help in creating a valuable brand?

The following pages outline the thinking behind our new brand.

This is our core belief that underpins our brand.

(Remember, this isn't an external facing strapline)

We believe in
principled local
politics.

This is our organisational vision:

Our vision is of a local government community demonstrating high ethical standards, appreciating the work we do to support them, and an electorate that recognises that principles do matter in local government.

This is our mission:
(How we will achieve our vision)

Champion and promote
high standards of
member conduct across
local government.

These are our core values. They are the things we value above all else as an organisation.

Guardianship

We selflessly guard, protect and preserve what is entrusted to us by law on behalf of the general public.

Robustness

As an organisation we are strong, vigorous, morally sound and fit for purpose.

Positive Leadership

We provide confident, forward thinking guidance.

Diligence

Our duty deserves serious application of thought and action, determination and a high degree of care. We are accountable, objective and demonstrate integrity at all times.

Ethical Behaviour

We deal with the principles of morality and the rights and wrongs of conduct. We carry out our duties in accordance with the rules of right conduct and practice.

This is our brand personality. This is used to measure how we behave as a brand across all communications.

Enthusiastic

Responsible

Consistent

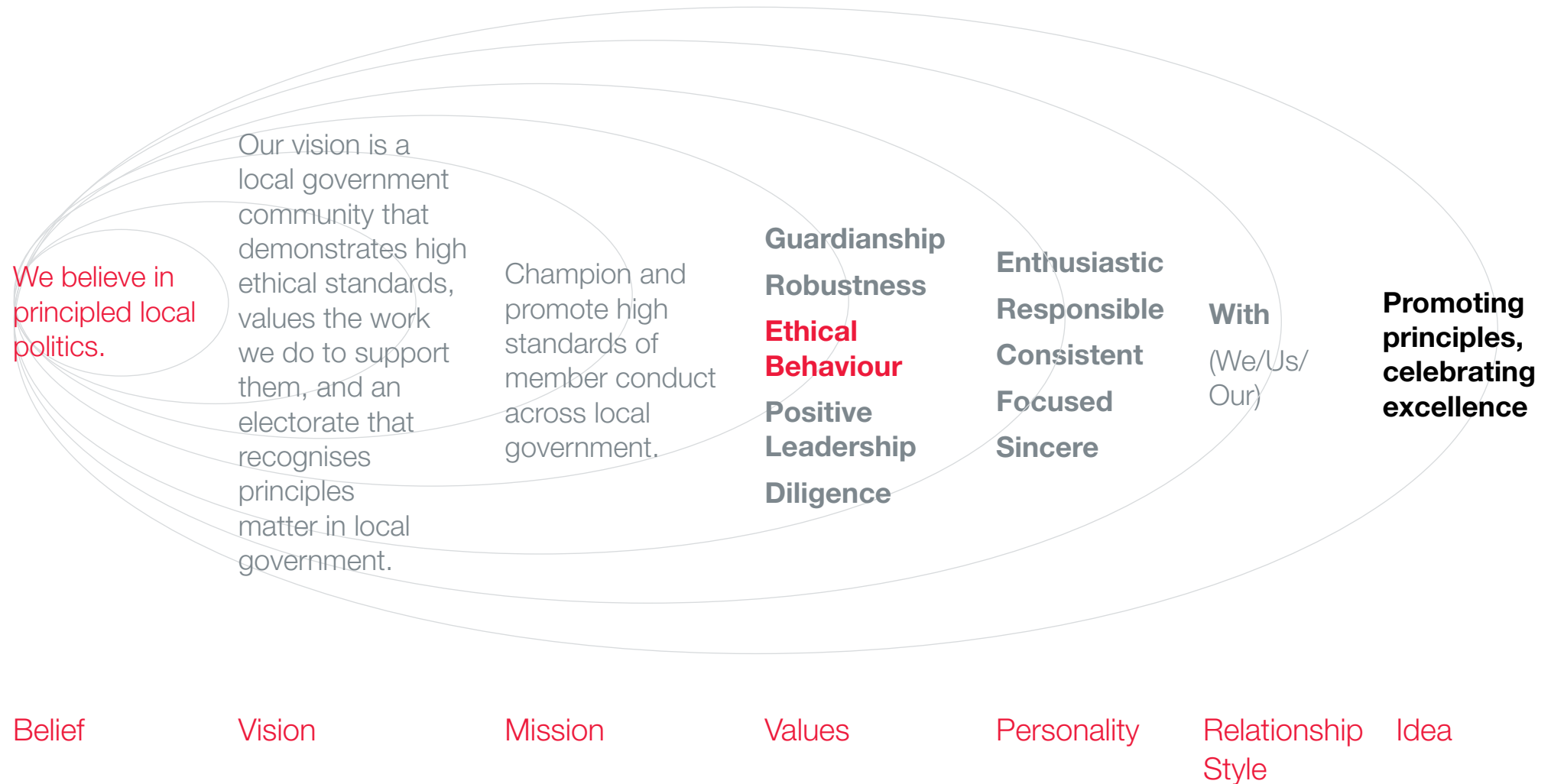
Focused

Sincere

This is our brand proposition. It's not a strapline, but it's spirit should be evident in all our communications.

Promoting principles,
celebrating excellence.

This is our brand 'map'. It shows our brand thinking in context.



This is a one page summary of the belief, mission and vision.

We believe in principled local politics.

It's our job to champion and promote high standards of conduct among locally elected officials.

Our vision is of a local government community which demonstrates high ethical standards – and appreciates the work we do to support them – and an electorate that recognises principles matter to local government.

Brand and name

Version 1 - Recommendation

This brand and refined name fits perfectly with our new brand values, personality and ambition of the organisation.

We are convinced that this approach will take us forward and will help us meet the objectives set out in the corporate plan.



Standards
for England

Version 2 - Interim option

We recognise that timing may be an issue with the launch of our new brand.

If this becomes an issue we could articulate the brand in a simplified, typographic way using the existing name.

The Standards Board for England

Strapline

After much consideration, it has been decided not to present the brand along with a 'strapline'.

Our preference instead is to create a range of targeted messages that are aimed at the audiences they are intended for.

The corporate plan illustrates how this thinking might be applied.

Photography style

We have started to create a photography image bank for use initially on the Corporate Plan.

Here's a few examples to give you a flavour of how it's looking.

The style is real, honest, bright and airy. Remember our brand personality when you look at these - enthusiastic, responsible, consistent, focused and sincere.

Photography style



Photography style



Photography style



Corporate Plan designs

Here are a few sample spread designs from the new Corporate Plan to give you a taster of the new design style that's emerging.

It's early days, but it gives a sense of the direction in which the new brand is heading.

The style is clear, bright, modern, consistent and fresh.



Corporate Plan
2009-2012

Promoting High Standards

The Standards Board
for England

“...local politicians and others need to be able to show not just that they are making the right decisions but that they have robust and transparent processes for reaching them. That they are not influenced by any considerations of personal gain.

And that there is sufficient accountability for their decisions and scrutiny of them that the rest of us can have confidence that these conditions are met.”

.....
Sir Christopher Kelly
 Chair, Committee on Standards
 in Public Life, October 2008

Overview of objectives 2009-2012

Our objectives are designed to ensure that we make a real and demonstrable difference to local democracy. We will:

1. Be a respected strategic regulator adding value to local governance

- Ensure there is an effective standards framework across all local governance arrangements
- Make a demonstrable difference to local democracy
- Be recognised as a centre of expertise in the field of ethical governance

2. Ensure the local standards framework is a success

- Ensure that the framework is felt to be fair and proportionate and that complainants and those complained about feel they have been treated fairly
- Identify failings in the local system and respond accordingly
- Support standards committees in promoting high standards, so enhancing the reputation of local government

3. Continue to improve our business capability and effectiveness

- Understand and be responsive to the needs of those we work with
- Have the right skills and apply our resources to meet these needs
- Make sure that we operate in line with modern regulatory good practice



Section 4: Objective 2

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Making a difference

For understandable reasons, national attention is more often focused on the arrangements for ensuring ethical standards at national government level. But our experience confirms that local arrangements are just as important to the general public.

The Standards Board for England has set out in this plan its priorities for the period 2009-12. They reflect the concerns and needs of the regulated community and the legitimate interests of the public.

The SBE is developing beyond its roots as an investigations body, and becoming increasingly able to make a positive difference for those participating in local democracy and those served by local democracy.

We believe that if we deliver to plan, then those in the regulated community can have confidence in the comprehensiveness and proportionality of the local standards framework, in theory and in practice. Moreover, the

SBE will materially and positively influence public confidence in the local standards framework and in the redress systems for dealing with any individual shortcomings. This is extremely important. Local democratic choice will be better exercised if electors can have confidence that all of those elected operate in an environment of high ethical standards, and can be called to account if needs be.

Measures of Success

Only the SBE's key performance indicators have predominantly to our investigation of misconduct, as that was the organisation's main business.

We believe that customer care standards in investigations and our other areas of activity are important. We will review customer care standards with our sponsor department and with other key stakeholders annually. Our standards for 2009-2010 are set

out in table one below. The table also shows our key performance indicators for the period covered by this plan. They are designed to measure whether or not we succeed in our objectives.

We will report on the extent to which we meet these key performance indicators in our successive annual reports. At the same time we will report on our customer care performance.

Key Performance Indicators 2009-12

KPI No	Links to Corporate aim	Details of KPI	Year 1 Measure	Year 2 Measure (target)	Year 3 Measure (target)
1	1.1	To ensure a difference in confidence in the probity of local partnership governance arrangements	Downing and disseminate tools to allow local standards committees to examine and improve local partnership performance arrangements	Local standards committees are using toolkit and other SBE work to drive improvements in partnership arrangements	Increased confidence in partnership governance in key audiences
2	1.2	Our entity risk management programme is effective in identifying individual risk	We have developed and populated our systems for identifying and recording risk	We report to local authorities with their individual risk assessments	Evaluation of our effectiveness in managing risk
3	1.3	Those who contact us for help, and those we work with feel that we have provided them with an authoritative opinion/appropriate knowledge	We have developed and benchmarked an indicator	Measure performance (performance improves)	Measure performance (performance improves)
4	2.1	The public, members and officers have confidence in the standards framework and its proportionality	Downing a benchmark and measure levels of confidence in the framework	Measure performance (performance improves)	Measure performance (performance improves)
5	2.2	We are effective in dealing with authorities of concern	Success of our active engagements measured at six months (benchmark set)	Success of our active engagements measured at six months (increasingly successful)	Success of our active engagements measured at six months (increasingly successful)
6	2.3	Annual returns from local authorities demonstrate standards committees doing work to promote high standards, contributing to improved performance	We research practice and determine a benchmark	Annual returns (improving performance)	Annual returns (improving performance)
7	3.1	We provide effective customer services within the Standards Board to our service users	Meeting the following customer care standards: - 95 % within correspondence to receive customer reply within 5 days/ - 95 % standard cases investigated within 4 months - 90 % all cases investigated within 12 months Complainants and those being complained about are satisfied with the way the investigation was carried out and how they were treated	Meeting agreed customer care standards Report expenditure Scope and deliver future projects to benchmark best practice	Meeting agreed customer care standards Report expenditure Scope and deliver future projects to benchmark best practice
8	3.2	We can identify our expenditure by service area/objective	Downing and implement reporting framework, and report expenditure		
9		We review key areas of work to ensure we are operating in line with modern regulatory practice	Deliver Project 'Excelsior'		

Correspondence relating to an ongoing misconduct investigation, of our misconduct investigations process