

**JAMES PAGET HEALTHCARE NHS TRUST**  
**Operating as a Shadow NHS Foundation Trust**

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**Report to:** James Paget Healthcare NHS Trust Board of Directors  
**Date:** 28<sup>th</sup> July 2006  
**Title:** **NHS Foundation Trust - Corporate Stationery**  
**Report of:** Head of Communications & Foundation Secretary  
**Report for:** Approval

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**SUMMARY:**

In preparation for approval as an NHS Foundation Trust, it is proposed that corporate stationery is standardised across the Trust, and this is part of the communication to all staff on 1<sup>st</sup> August 2006.

**RECOMMENDATION:**

The Board is asked to approve the recommendations contained in the attached paper.

## **NHS Foundation Trust - Corporate Stationery**

As part of the preparations for authorisation as an NHS Foundation Trust on 1<sup>st</sup> August 2006, the new logo pack is now available.

The Communications & Foundation Team have had discussions about the variations in corporate identity Trust-wide. Authorisation as a Foundation Trust would provide an opportunity to circulate a pack of templates to be used across the organisation to encourage consistency in the standard of information emanating from the Trust.

An extract of NHS Identity Guidelines is attached at Appendix 1. To comply with these guidelines, and to provide sufficient information for those receiving the communication, letters in particular should include:

- Logo
- Address
- Main hospital switchboard telephone number
- Website address
- Reference
- Date
- Direct contact details (telephone/email) of author.

Approximately four years ago, a corporate decision was made not to include the main hospital switchboard number on stationery. However, our concern is that should direct contact details be omitted, documentation could be issued to our wider population with no easy means of telephone access. We would ask for the Board's advice and decision on this issue.

An example of the proposed letterhead, compliments slip, memorandum, fax header and business card is attached for Board members only.

There are two possible options:

- All stationery emanating from the Trust to use the two colour logo; this would require printed stationery as there is a restriction in force on colour printers and consumables for financial reasons. Template packs would still be issued for individual Divisions/Departments to complete their direct dial information and use as the basis for each piece of communication.
- All stationery from the Trust to use the black logo; minimal printed stationery would be required. Template packs would still be issued.

At the time of writing, detailed costs are not available for comparison purposes although it is hoped that further information will be supplied prior to the Board meeting. However, the supplies team currently order 90,000 sheets of A4 headed paper every 3 months at a cost of £739.80. This is compared to a cost of £293.40 for paper used in black and white printers/copiers.

The cost implications in changing stationery are understood but it is important to ensure a corporate identity is in place for the new organisation as soon as possible. The recommendations below require consideration and agreement on reasonable timeframes for action.

## **Recommendations**

The Board is asked to approve:

1. The use of either the two colour or black logo in the majority of printing
2. Printed/electronic letterhead to include:
  - Main James Paget Hospital address
  - Main switchboard telephone number
  - Website address
  - Space for direct dial numbers to be included
  - Reference
  - Date

A decision is particularly required on whether the main James Paget Hospital telephone number is included as part of the headed paper

3. The circulation of a template pack on 1<sup>st</sup> August as part of the Foundation Trust launch, with nominated leads identified in each area.
4. Any old stationery supplies should be recycled where possible, but from Monday 2<sup>nd</sup> October 2006, divisions, departments and all sites should ensure stationery is updated using the templates and **all** old stationery disposed of.
5. With regard to printed forms and leaflets currently produced, the Board are asked to consider and approve a reasonable deadline for ensuring these all meet the new corporate identity requirement. It is suggested this should be no more than 12 months.

### NHS Identity Guidelines Extract

The advice from the NHS Identity website is as follows:

#### Printing colours on stationery

A logotype should be printed in NHS Blue (Pantone ® 300) and black. If this is not possible then it can be printed in black only. Printing the logotype in NHS Blue only should be avoided as it does not have the same degree of clarity as black.

Stationery should not require more than one- or two-colour printing.

#### Word-processing letters

Consider the following points when word-processing letters. These points could be part of a locally-produced style guide for correspondence:

- \* Is it clear and easy to understand? Why use long words where short ones will do?
- \* Does the layout of the letter follow a blocked format without indented paragraphs or centred text?
- \* Is all the type left margin aligned? Justified text is more difficult to read for those who are visually impaired.
- \* Is the typeface Arial or something similar?
- \* Is the letter clear of jargon and abbreviations? It's easy, but wrong, to assume others will know what you mean.
- \* Has the letter been checked for spelling and grammar?
- \* Has a named contact been given should someone need to respond to your letter or get in touch about a query or complaint?
- \* Has a direct dial telephone number been given if one is available?
- \* Have clear directions or instructions been given to the reader?
- \* Is the letter well-presented and set out clearly on the page?
- \* Has an explanation, or an apology where appropriate, been given for anything that hasn't gone according to plan?
- \* Does the tone of the letter match NHS values of respect for all, care and professionalism?
- \* Has the letter been signed by an individual rather than 'Appointments Clerk' or 'Outpatient Department'?