

AGMA Public Protection Partnership

Brand Positioning Summary

Scope

Over recent months considerable effort has been put into establishing an appropriate brand image and logo for the project, the new company and the products that both will deliver. This has taken into account the “scores on the doors” concept from the retail enforcement pilot and has therefore had to consider the suitability of such in the context of businesses and the wider communities that we serve.

This work has culminated in the appointment of Delineo, one of three marketing/advertising companies who bid for the work. They have subsequently proposed the concept “Be Assured” as a combined logo, strap line and the brand identity. This has been accepted by the Steering Group.

The group identified the need for collective clarity on what the new brand image meant, how it would be used both internally and externally and what such decisions would mean in respect of existing similar schemes within individual authorities. They have also started to consider how the administration of such an AGMA wide scheme could practically operate. Initial work agreed brand naming and positioning standards. The following is a brand positioning summary for the chosen brand:

Be assured

Our brand – an introduction

Rather than an entity or organisation, Be Assured is a ‘quality mark’ that people can trust. This quality mark is used by different people and organisations, but always has the same meaning.

How will the Be Assured brand be used?

- As a name for the working partnership and all its activity
- In a simple form – without extra descriptors or strap lines
- On everything connected with the partnership activity
- As is – without acronyms
- As a business award

In Local Authorities

Local Authorities connected by the Be Assured quality mark are committed to a consistent approach to help raise business standards that provide assurance and promote well-being to people in their communities. Commitment to Be Assured is facilitated in part through membership of a steering group (and its associated initiatives) that carries the Be Assured name.

In business

Be Assured will be a quality award for companies working within the boundaries of the partner authorities. Organisations achieving the award would benefit by being able to display the logo on their premises to instil confidence in their customers that they met approved standards.

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Businesses awarded the Be Assured quality mark have achieved acceptable standards, as appropriate, in:

- Food standards & safety
- Workplace health & safety
- Environmental protection
- Fire safety
- Licensing
- Trading standards

In business support services

The Be Assured quality mark confirms that support services are available to help businesses improve standards and provide safeguards in order to be recognised by the Be Assured quality mark.

What does Be Assured do?

Where you see the Be Assured logo it will tell you it is

- Supporting businesses
- Assuring customers
- Protecting people
- Safeguarding the environment
- Recognising standards
- Improving Standards
- "Getting it right"

Brand use

The Be Assured logo will be common to all local authorities within the partnership and will be used in conjunction with the local authority branding on letter heads and other communications materials. This approach clearly links Be Assured to the local authority and thereby sets the boundaries locally for business customers.

Brand Launch

The brand will be launched at the discretion of the Communications Task Group. It is recognised by the Steering Group that it is important to establish Be Assured as a brand across the whole AGMA and regulatory landscape as soon as possible.

Conversely it is felt that launching Be Assured as a Quality Mark, needs to be carefully planned and the timing co-ordinated with availability of joint inspection/re-assessment data. This would suggest that the launch of Be Assured into business might not take place until late 2008.

How and when it is launched for general use in public media campaigns is not yet decided.

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Brand development

A communications task group led by Alan Freer (Bury) has been set up to take the brand development and implementation forward. The group will meet fortnightly for the first 3 months and thereafter monthly.

The agenda will initially cover:

1. Brand Bible development: a set of tools and protocols that ensures everyone who uses the brand does so in the same way. To be fit for purpose the bible must contain all the design and positioning elements for all communications with all audiences – i.e. internal, local and regional partners, national regulators, businesses and general public etc. It will include templates for production of letters, reports, presentations, newsletters, business cards. It must enable posters, flyers and ads to be created. It must enable web access to customised designs as separately commissioned.
2. Protocols for use of the brand: who, how, when, co-ordination and funding
3. Communications strategy: To develop an approach to the launch, development and establishment of the Be Assured brand so that its values quickly become understood, accepted and valued by staff, internal and external stakeholders, businesses and public, and so there is consistency of use, and activity is co-ordinated to ensure maximum bang for bucks.

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