

<b>DECISION-MAKER:</b>	HEALTH AND WELLBEING BOARD		
<b>SUBJECT:</b>	HEALTHY SOUTHAMPTON BRANDING		
<b>DATE OF DECISION:</b>	28 <sup>TH</sup> JANUARY 2015		
<b>REPORT OF:</b>	DIRECTOR OF PUBLIC HEALTH		
<b><u>CONTACT DETAILS</u></b>			
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<b>STATEMENT OF CONFIDENTIALITY</b>			
None			

### **BRIEF SUMMARY**

This report informs the Health and Wellbeing Board of the Healthy Southampton branding.

### **RECOMMENDATION:**

- (i) That the Healthy Southampton branding as presented to the Board be adopted for use in Health and Wellbeing Board publications and activities.

### **REASONS FOR REPORT RECOMMENDATIONS**

- 1. To encourage the use of the Healthy Southampton brand.

### **ALTERNATIVE OPTIONS CONSIDERED AND REJECTED**

- 2. None.

### **DETAIL (Including consultation carried out)**

- 3. Unlike a number of other cities, Southampton has not previously developed a brand to promote good health and healthy lifestyles. Development work was undertaken in 2014 to develop a "Healthy Southampton" brand. This was to be an outward facing brand, designed to be recognised by the public and communities of interest. To help link it to recognisable national brands, permission was obtained from the Public Health England to incorporate some of the styling from the Change4Life into the Healthy Southampton branding. Based around the wording Healthy Southampton, a blue heart symbol represents health and vitality. Slides showing the brand will be presented at the Board meeting.
- 4. Taking the World Health Organisation definition of health as, "a complete state of physical, mental and social well-being, and not merely the absence of disease or infirmity." the brand can provide a means of identifying work that supports this wide definition of health.

Ultimately the brand would be applied to:

- Publications
- Presentations
- Websites
- Pop-up banners
- Social media
- The Director of Public Health's annual report

5. Healthy Southampton encompasses the aspirations of the Health and Wellbeing Board, and the logo could act as a visual anchor for the public facing work the Board will be pursuing in the future.
6. It has been used in a limited manner by Southampton City Council, Southampton City Clinical Commissioning group, and Southampton Connect. In the longer-term it is to be hoped providers will want to use it promote their activities in the City.
7. It is important to maintain control of the Healthy Southampton brand, and it would be appropriate for the Health and Wellbeing Board to be the gatekeeper, maintaining parameters for its use.

## **RESOURCE IMPLICATIONS**

### **Capital/Revenue**

8. None.

### **Property/Other**

9. None.

## **LEGAL IMPLICATIONS**

### **Statutory power to undertake proposals in the report:**

10. N/A

### **Other Legal Implications:**

11. N/A

## **POLICY FRAMEWORK IMPLICATIONS**

12. None

**KEY DECISION?** No

**WARDS/COMMUNITIES AFFECTED:**

All

## **SUPPORTING DOCUMENTATION**

### **Appendices**

1. None

### **Documents In Members' Rooms**

1. None

### **Equality Impact Assessment**

Do the implications/subject of the report require an Equality Impact Assessment (EIA) to be carried out.	No
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**Other Background Documents**

**Equality Impact Assessment and Other Background documents available for inspection at:**

Title of Background Paper(s)

Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)

1.	None	
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