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JOINT NATURE CONSERVATION COMMITTEE

MATTERS ARISING

This paper deals with points not covered by substantive items on the agenda. The number relates to the minutes of the June 2003 meeting.

6. Options for launching JNCC's strategy and new corporate identity

1. At its June meeting Committee considered a paper setting out options for launching JNCC's new strategy and corporate identity. The proposals were based on a number of clearly stated assumptions, e.g. JNCC would require a clearer profile to gain support for its work and that the corporate identity would be changed as part of JNCC's communications strategy.
2. Committee sought further information on the following issues and agreed that this should be brought to the September meeting

6.2 (ii) Links between the corporate identity and JNCC's new strategy

JNCC's approach to communications should be an integral part of its strategy, and its corporate identity should provide the foundation of all its communications. JNCC's draft strategy (JNCC 03 P18) therefore provides the basis for determining whether any changes are needed to JNCC's current identity and, if so, what these should be. Decisions about the corporate identity will be informed by two initiatives. Firstly, the outcomes of consultation on the strategy will further shape the strategy itself and provide communications-related information. Secondly, work will be taken forward in the Support Unit to determine the changes required to achieve the strategic objectives, including any changes to its relationships with other organisations and approach to communications. It is anticipated that sufficient information should have been derived from these processes to inform a Committee discussion on the matter in December.

6.2 (ii) Corporate identity project plan

A process for delivering any required new corporate identity was discussed by the FMPR project group in August, 2003. This will be initiated once the communications element of the strategy is more clearly understood. The process is anticipated to take a maximum of six months and, accordingly, if the communications element of the strategy is agreed

in December, as discussed above, the process will be completed by June. This is the earliest of the proposed dates for an event to launch the new strategy.

6.2 (iii) JNCC corporate identity audit

Establishing the baseline for any development of JNCC's corporate identity is an important task. An in-house research group has been established and has completed research into how JNCC is currently understood by staff. The research group is now moving on to instigate research to establish JNCC's baseline externally. This will include existing customers and partners, and organisations identified during strategy development as future partners and customers. Information from the research, together with the findings from strategy consultation and strategy implementation planning, will be used to identify what changes, if any, are needed to the corporate identity for the new organisation. This information will be brought to Committee in December.