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JOINT NATURE CONSERVATION COMMITTEE

**OPTIONS FOR THE FUTURE NAME OF THE JOINT NATURE
CONSERVATION COMMITTEE**

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1. Generation of a list of potential names

- 1.1 At the September 2004 meeting, the Joint Committee agreed that the Support Unit should commission work to draw up a short list of potential new names for the JNCC, assess these (together with the current name) against agreed criteria, and bring the analysis back to Committee in December 2004.
- 1.2 Following the Committee meeting, specialist brand consultants were provided with background information concerning the JNCC, and the work to date on the organisation's perceived image and reputation, both amongst staff and within our established customers and partners. This information was supplemented by discussions with the JNCC's Director of Resources & External Affairs.
- 1.3 The name generation process used by the consultants involved:
 - i. .creative group brainstorming sessions;
 - ii. research-based name concept development;
 - iii. assessment and evaluation of all name candidates against the provided naming brief;
 - iv. preliminary screening of short list candidates, involving top-line internet-based checks to assess viability of candidate use (trademarks, company names already registered, website URLs already taken).
- 1.4 The consultants prepared a long list of around 100 possible names within three 'candidate groups.' They suggested a possible short list of 12 names.
- 1.5 The consultants' report was then considered by the Support Unit's Corporate Identity Working Group, who:
 - i. generated further potential names for the long list;
 - ii. produced a set of criteria for evaluating the names;

- iii. amended the short list of potential names for consideration by the FMPR Sub-Group

1.6 In November 2004, the Committee's FMPR Sub-Group was presented with this material. Following discussion, the Sub-Group agreed a more focused short list of names for consideration by the full Committee.

2. Evaluation criteria

2.1 The name of the organisation needs to fulfil several purposes. It needs to convey a message about the organisation, be memorable by our main customers, and avoid problems of being confused with any other organisation or product. It is also important that that staff identify with the name and feel motivated by it.

2.2 With this in mind, the Working Group drew up a list of criteria to be used to assess potential new names and compare them with the existing name. The criteria were refined by the FMPR Sub-Group who agreed that the organisation's name should ideally be:

- i identifiable with the JNCC's vision and strategy;
- ii. in line with the JNCC's role and approach to its work;
- iii. short, snappy and to-the-point;
- iv. easy to remember and pronounce;
- v. meaningful to the JNCC's customer base, both in the UK and internationally;
- vi. distinct from other organisations in the nature conservation sector, taking into account their names and remits and any potential sensitivities;
- vii. free of problems concerning registration of company name, registered trademarks, and registered website URLs;
- viii. future-proofed as far as possible (e.g. for possible changes in the JNCC's remit).

3. Final short list of candidate names

3.1 The Sub-Group agreed that any new name for the organisation should be a combination of some or all of "UK", "Nature", "Conservation" and "Committee". They also agreed that the existing name (Joint Nature Conservation Committee) should be included on the final short list.

3.2 The short list therefore comprises the following options:

- i. Joint Nature Conservation Committee
- ii. Nature Conservation UK
- iii. UK Nature Conservation
- iv. UK Nature
- v. UK Conservation
- vi. Conservation UK
- vii. UK Committee for Nature
- viii. UK Nature Committee
- ix. UK Committee for Conservation
- x. UK Conservation Committee
- xi. UK Committee for Nature Conservation
- xii. UK Nature Conservation Committee

4. Assessment of names on the short list against the evaluation criteria

Identifiable with the JNCC's vision and strategy

4.1 All of the names on the short list are consistent with the JNCC's vision and strategy.

In line with the JNCC's role and approach to its work

4.2 Options containing the words "UK" and "Nature" are most closely aligned with the JNCC's role as they explicitly mention two of the defining features of the organisation's remit.

4.3 The inclusion of "Committee" in the name would have the benefit of emphasising that the organisation is a committee of the country agencies. On the other hand, it is an inactive descriptor that does not contribute to describing the type of work the JNCC undertakes, and is also less meaningful to staff. It would be possible to differentiate between the Committee and the staff, for example by describing the Support Unit as a secretariat. However, none of the country agencies reflects the distinction between their council/board and their staff in their name, and it runs the risk of confusing stakeholders and making staff feel distant from the Committee.

Short, snappy and to-the-point

4.4 The shorter options, such as Nature UK, obviously score highly here. One problem with the existing name is its length, and some of the proposed new names are equally long. Clarity lost by removing words from the name itself would be regained by including any such words within a strapline.

Easy to remember and pronounce

4.5 In addition to the points made under 4.4, it is worth noting the consistent difficulties that the JNCC faces in getting stakeholders to remember the

organisation's name correctly. In recent months alone there have been examples of the name being incorrectly quoted by a Government minister in a national radio interview, by partner organisations in publications, by Government officials in formal correspondence, and by media correspondents in the national press.

Meaningful to the JNCC's customer base, both in the UK and internationally

- 4.6 A key point is that the name should accurately reflect the organisation's role and approach (see 4.2 and 4.3 above). The comments made under 4.5 are also apposite.
- 4.7 External research carried out with our key partners in late 2003 demonstrated that aside from their own area of contact with JNCC staff, most of our customers have little idea about the scope of the JNCC's work. The brand value of the existing name therefore appears to be limited.

Distinct from other organisations in the nature conservation sector, taking into account their names and remits and any potential sensitivities

- 4.8 The critical consideration here is that the name should be sufficiently distinct from the country agencies. Some of the options on the short list may run the risk of confusion with English Nature (in particular, UK Nature), although it should be noted that there is uncertainty as to what the new Integrated Agency in England will be called.
- 4.9 The most 'blue water' between the JNCC and the country agencies would be obtained by not using any of the words featured within the country agency names. Options such as Conservation UK or UK Committee for Conservation fulfil this criterion. However, omitting the word "Nature" from the name runs the risk of not defining the organisation's remit sufficiently clearly (although this risk could be mitigated by the use of an appropriate strapline including the word "nature").
- 4.10 Some of the names on the shortlist are similar to the names of established organisations, e.g. the Nature Conservation Bureau, Nature Ltd (a book publisher), Nature Consultancy, and Nature magazine.

Free of problems concerning registration of company name, registered trademarks, and registered website URLs

- 4.11 No problems of this sort have been discovered.

Future-proofed as far as possible (e.g. for possible changes in the JNCC's remit)

- 4.12 All of the potential names are reasonably well future-proofed, as the JNCC's responsibilities are likely to remain focused on nature conservation for the foreseeable future. However, options including "Nature" might be regarded as rather less suitable if the JNCC were to take on any wider countryside responsibilities (e.g. landscape).

5. Use of a strapline

- 5.1 Some of the potential names could be enhanced by the use of a strapline that provides a shorthand explanation of the organisation's role. The exact choice of strapline would of course depend on the final choice of name. A strapline should avoid repeating any of the words in the organisation's name.
- 5.2 A few examples of possible straplines are given below.
- i. Championing global biodiversity and geodiversity;
 - ii. National and international nature [conservation] advisers [to Government];
 - iii. Scientific advice [to Government] on nature [conservation] around the world;
 - iv. Putting nature first [in advice to Government];
 - v. Working together for nature [conservation], nationally and internationally;
 - vi. Uniting for nature [conservation] at home and around the globe;
 - vii. Together putting nature [conservation] on the global map;
 - viii. Informing Government that nature [conservation] matters.