

## NORTH LINCOLNSHIRE COUNCIL/NORTH EAST LINCOLNSHIRE COUNCIL

### JOINT COMMITTEE FOR SHARED SERVICES BETWEEN NORTH LINCOLNSHIRE AND NORTH EAST LINCOLNSHIRE COUNCILS

#### NAMING OF THE SHARED SERVICE

#### 1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To consider the identity and naming of the shared services between North Lincolnshire Council and North East Lincolnshire Council.
- 1.2 The key points are:
  - As NLC and NELC move forward from the conceptual phase of joining together into the implementation phase, a name and logo design for the new shared service is needed. . The name '**Northern Lincolnshire Business Connect**' is proposed. There is also a need to establish a new domain name which will be separate from the current *northlincs.gov.uk* and *nelincs.gov.uk* domains and also provide a common email address to those in the new shared service
  - Following discussions, 'nnelss.gov.uk', has been selected and provisionally purchased and will be suitable for the purposes of the shared service domain name.
  - A future development will be the need for a marketing strategy for the Shared Service to promote it to potential customers and maximise commercial income

#### 2. BACKGROUND INFORMATION

- 2.1 The shared back office services initiative between North Lincolnshire Council and North East Lincolnshire Council has grown out of the need to provide efficient and effective support services at minimum cost in order to protect frontline services to local people within Northern Lincolnshire. Arrangements are therefore being developed to implement shared services for information technology, accountancy, internal audit, human resources and legal services. These will also include member development and training and graphic design/publications.

- 2.2 Following the decision to proceed with the implementation of shared services in January/February 2015, each of the above services have produced business plans that set out in detail how each service will be structured, how it will deliver the joint service, what investment needs there are, how the target savings will be achieved and how the needs of stakeholders will be met.
- 2.3 Implementation of shared services will involve building a shared ICT infrastructure such as the planned shared email platform. The name given to the new shared domain provides the foundation upon which all future work is built. To revisit this at a later stage becomes increasingly complex as the knock on effects of such a change increase as every instance of the original name has to be changed to ensure full continuity of service. Consequently the domain name 'nnelss.gov.uk', has been selected and provisionally purchased.
- 2.4 Both ICT departments have worked closely together to develop an ICT programme of work and design a technical architecture that meets the needs of the shared service and the existing needs of both councils. The creation of a joint domain name will initially allow the joint ICT teams to start building and prototyping shared technology under the new brand identity. It will also both encourage a shared identity and provide the fundamental foundation on which the shared service technology infrastructure will be built, limiting any residual work required of potentially having to revisit and rename parts of the ICT and other estate in the future.
- 2.5 The creation of a new name and logo for the whole Shared Service is an important step towards our Councils integration, and importantly provides recognition externally and a sense of identity for those staff working within the Shared Service.
- 2.6 The new Shared Service name and logo provides an identity and a recognisable brand to the 'market'; enabling us to trade as one entity both locally and nationally and importantly achieve economies of scale in relation to procurement and generate income.
- 2.7 The name 'Northern Lincolnshire Business Connect' is proposed for the Shared Service. Three possible versions of a logo that can be used to promote this identity are attached at Appendix 1. This name and logo reflects the geographical area to which the shared services relate, the nature of the services it provides, and embodies the spirit of partnership working which has brought it into being.

### **3. OPTIONS FOR CONSIDERATION**

- 3.1 To approve the name 'Northern Lincolnshire Business Connect' for the Shared Services operation.
- 3.2 To note 'nnelss.gov.uk' as a common domain name for the shared services.

#### **4. ANALYSIS OF OPTIONS**

- 4.1 The approval of the proposed new name and logo for the shared services would enable a new brand identity to be created, help to integrate our services as one, and provide staff with a sense of belonging.
- 4.2 As well as encouraging a shared identity between staff, having 'nnelss' as the new domain name for the shared services will provide the fundamental foundation which the shared service technology infrastructure will be built upon.

#### **5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

- 5.1 The direct costs of buying brand and domain names are negligible.
- 5.3 There are no direct staffing implications to adopting the name for the service or for acquiring and adopting the new names.
- 5.4 There are no direct property implications to adopting the names for the service or for acquiring and adopting the names.
- 5.5 The creation of a joint name for the Shared Service doesn't create a legal obligation for either Council. We are able to become an entity in name, without legal obligations.
- 5.6 Marketing ourselves under a new name will create a cost, this cost should be able to be absorbed by the proposed Shared Service budgets.

#### **6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT**

- 6.1 An Integrated Impact Assessment for the proposed shared services has been carried out and no adverse issues were highlighted.
- 6.2 Potential impacts will continue to be explored and monitored via the shared services programme risk register.

#### **7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTEREST DECLARED**

- 7.1 Discussions have taken place with management, staff and trade unions.
- 7.2 No conflicts of interest have been declared.

## 8. RECOMMENDATIONS

- 8.1 It is recommended that the Joint Committee approves the name 'Northern Lincolnshire Business Connect' and selects a logo as shown at Appendix 1 for the shared services.
- 8.2 That the Joint Committee notes 'nnelss.gov.uk' as a common domain name for the shared services
- 8.3 That a report be brought to a future meeting on a marketing strategy for the Shared Service

### REPORT FROM THE SHARED SERVICES BOARD

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**Background Papers used in the preparation of this report – None**

## Appendix 1 – Proposed Logo

A)



B)



C)

