

## RENAMING THE DEPARTMENT – ACTION REQUIRED.

ISSUE	PRIORITY*	ACTION	Cost Estimate if known
<b><u>BRANDING</u></b>			
Temporary logo is needed	1	Commission the production of a temporary logo from COI (possible D&AD competition)	Could be built in to the costing for re-brand commission from COI
Temporary logo has been developed	1-2	Electronic versions of temporary logo circulated to relevant colleagues to use on intranet, internet, campaigns etc.	n/a
Design and agree new permanent logo and Corporate Identity and guidelines	2	Commission potential designs from COI using existing secondary colour palette agree with MB and Ministers	£50k
<b><u>INTERNAL COMMS</u></b>			
Inform all staff of departmental name change	1	Issue newsflash to staff to inform them of our name change	
Defra logo is now out-of-date	1-2	Removal of downloadable templates etc from intranet. Removal of Defra logo from Internal comms channels templates such as newsflash, Defra briefing etc.	n/a
Usage of Defra logo	2	Issue newsflash to all staff on usage of Defra logo.	n/a
New ministerial boards are required with new branding for building receptions	2	Commission potential suppliers from COI to get the artwork developed and the boards printed	£10k
Internal comms channels and collateral including	2-3	New branding applied to all internal comms channels to	At most £10k

intranet.		reflect new branding. Collateral such as pop-up banners and new Word, PowerPoint, letter templates etc are also produced and distributed to staff.	
New ministerial boards are now available	2-3	New ministerial boards mounted in LNH and other appropriate building receptions across the estate	n/a
The Department's strategy has changed and new marketing collateral needs to be designed and produced (?)	3	Commission strategy refresh from COI and produce associated collateral including interactive online version, postcards and posters.	£10k+
New permanent logo is rolled out across the Department	3	Defra briefing/newsflash on new branding guidelines issued	n/a
<b><u>E-COMMS / CIOD</u></b>			
New .gov.uk domain name	1	Register new .gov.uk domain name through COI/IBM and arrange necessary DNS and/or web hosting configuration for interim website	
External and internal web applications (eg whole farm approach, noise mapping etc)	2-3	Develop/apply new branding (by IBM and/or 3 <sup>rd</sup> parties)	Cost uncertain – may be considerable – reflects uncertain state of both legacy and recent applications
<b><u>E-COMMS</u></b>			
Social media channels	1	Set up new YouTube, Flickr, Google, Twitter accounts in new name	Zero
Public web site - (i) front page and (ii) all other core/standard pages	1	Apply temporary branding solution to website front page and all other standard pages,	Minimal (eComms staff time/overtime?) if interim logo/solution available

		and/or apply "banner" across all pages	
Intranet – new design home page and other pages, old design standard pages	1	Remove Defra brand from front pages and other standard pages and replace with new name/interim logo	Minimal (just eComms staff time/ overtime?)
NDPB/agency and Trans Govt Web Rat impacts	1-2	Review impact of any name, remit, brand impacts on the Trans Gov Web Rat process	Cost uncertain – additionality likely to be small
Public web site - non-core (3 <sup>rd</sup> party maintained/ hosted)	2	New branding applied by 3 <sup>rd</sup> parties	Limited – branding refresh will in many cases be covered by existing contracts
Websites – public and intranet	2-3	New branding applied (public website and intranet, as necessary)	Depends on design solution – up to say £20-50k plus eComms staff time
<b><u>CIOD /IBM</u></b>			
email	2	Put a redirect onto all incoming email in place to capture old and new email addresses.	£50K
email	3	Change all Departmental email suffixes.	£200k
Application changes	3	Some applications produce legal documents (certificates) which will need to be identified and changed.	Too difficult to estimate.
Change all IT contracts to reflect name change	3 to 6 months.	Enterprise licensing agreements where Defra is the licensee and main IBM contract. (IBM should be zero cost).	£250k
Review use of defra and maff names within IT systems	3 to 6 months+?	Both defra.gov.uk and maff.gov.uk are extensively used within IT networks, systems and applications. Impact of updating would need to be scoped	

<b><u>ESTATES</u></b>			
Blank out internal ministerial signage, as requested	1	Not Defra name-change dependant	
Cover all existing public facing signage on Whitehall buildings with temporary, laminated signage	1	Agree temporary wording, commission Service Provider to produce and temporarily fit signage.	
Cover all existing public facing signage on all Defra and Defra agency buildings with temporary, laminated signage	2	Agree temporary wording, commission Service Provider to produce and temporarily fit signage. This could be partly obscuring signage by replacing Defra logo only.	
Replace all "service" signage within all Defra agency buildings which contain Defra logo or joint logos	2	Work with nationwide service provider and various reprographics departments (particularly London) in replacing standard service signage	
Replace internal ministerial signage, as requested	2	Not Defra name-change dependant	
Replace all Defra signage on all Defra and Defra agency buildings	3	Work with nationwide service provider and their signage contractors in supplying and fitting new signage	
<b><u>CCU / HELPLINE</u></b>			
Helpline	1	Notify Helpline of new Dept name (Vertex DataScience Ltd) and change all automated welcome messages switched to new name	Minimal
Change dept name in email helpline address (ie to helpline@newdept.gsi.gov.uk)	3	IBM will be setting up new email address for whole dept (presumably) but this being public facing	0

		needs priority	
<b><u>OTHER</u></b>			
New brand implementation	3	Implementation in phased programme according to presentational priorities, stock levels, etc.	£100k plus?

**\*1 Day One, 2 Week One, 3 Month One**