

AGENDA ITEM NO.

**UNIVERSITY HOSPITAL BIRMINGHAM NHS FOUNDATION TRUST
BOARD OF GOVERNORS**

5 JUNE 2008

Title:	CHANGE TO THE TRUST'S NAME
Responsible Director:	David Burbridge, Director of Corporate Affairs
Contact:	Director of Corporate Affairs

Purpose:	A change to the Trust's name is proposed. As this is a constitutional change, approval of the Board of Governors is sought.
Confidentiality Level & Reason:	None
Medium Term Plan Ref:	N/A
Key Issues Summary:	A change of name for the Trust is proposed to enable the Trust to develop a corporate identity that can be used to help deliver its business needs as a hospital, a provider of services in the community as well as in other hospitals and environments.
Recommendations:	The Board of Governors is asked to approve the change of the Trust's name to: UNIVERSITY HOSPITALS BIRMINGHAM NHS FOUNDATION TRUST

Signed:		Date:	29 May 2008
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**UNIVERSITY HOSPITAL BIRMINGHAM NHS FOUNDATION TRUST
BOARD OF GOVERNORS**

CHANGE TO THE TRUST'S NAME

THURSDAY 5 JUNE 2008

PRESENTED BY THE DIRECTOR OF CORPORATE AFFAIRS

1. Background

The Board of Directors believe that the Trust needs to develop a corporate identity that can be used to help deliver its business needs as a hospital, a provider of services in the community as well as in other hospitals and environments. It also needs to facilitate Trust objectives as an employer, academic institution, business partner or potential acquirer of businesses.

To achieve this, it is considered that we need to develop and agree an 'umbrella' brand for the organisation. The 'umbrella' brand is the brand which emphasises and articulates the overall vision and purpose of the organisation as well as its size, strength and stature (ie John Lewis Partnership, Virgin, Kingfisher). The 'local businesses' which are part of these organisations (QE and Selly Oak, Waitrose, Virgin Media, B&Q) espouse the values of the 'umbrella' brand.

The 'umbrella' brand needs to be built in conjunction with the 'local brand' and used in conjunction with it. This proposal concerns the name of the Trust and not the name of the new hospital, a matter which will be determined at a later date.

University Hospitals Birmingham NHS Foundation Trust is the proposed 'umbrella' brand for the Trust (i.e. the present name with the addition of an "s" to Hospital). The proposed change reflects the fact that, at present, the Trust operates two major hospitals and also operates services located in the community elsewhere across the West Midlands, activity which is expected to continue following the move into the new hospital.

Examples of the use of the new name are attached.

Amendments to the Trust's Constitution require approval of the Board of Governors and, subsequently, the independent regulator of Foundation Trusts, Monitor. The proposed change to the Trust's name has been discussed with Monitor, who, in general, will not seek to influence the names that NHS foundation trusts choose to adopt. However, if a Trust is considering changing its name it must adhere to the following:

- Schedule 7 to the 2006 Act which requires the name of an NHS foundation trust to include the words "NHS foundation trust";

- specific limitations imposed on the use of the word 'Royal' or any other words suggesting a royal connection. Such usage is controlled by the Ministry of Justice; and
- any NHS identity guidelines an NHS foundation trust has agreed to within its contracts with commissioners.

Governors will note that the first two of the bullet points above are met. The NHS Identity Management team has been consulted about the proposed change and do not have any concerns about it.

2. Recommendation

The Board of Governors is asked to approve the change of the Trust's name to:

UNIVERSITY HOSPITALS BIRMINGHAM NHS FOUNDATION TRUST

David Burbridge

Director of Corporate Affairs
29 May 2008