

Agenda item 3.v

Report to:	Board of Directors	Date: 02 March 2023
Report from:	Head of Communications	
Trust Objective/Strategy:	GOVERNANCE	
Title:	To update the Board on use of RPH Coat of Arms	
Board Assurance Framework Entries:		
Regulatory Requirement:	N/A	
Equality Considerations:	None believed to apply	
Key Risks:	Irregular or unofficial use of Coat of Arms	
For:	Approval	

1. Purpose/Background/Summary

The College of Arms is the official heraldic authority for England, Wales, Northern Ireland and much of the Commonwealth.

Since the fifteenth century, the College of Arms has created and maintained an official register of all the coats of arms granted within the United Kingdom. Coats of arms are granted to both individuals and corporate bodies by the senior heralds in Royal service, the Kings of Arms. Honours from the Crown, civil or military commissions, public and charitable services, and eminence or good standing in national or local life are recognised when granting a coat of arms.

In 2017, the hospital was granted Royal status from Queen Elizabeth II in acknowledgment of its commitment to excellence in cardiothoracic care and became Royal Papworth Hospital NHS Foundation Trust.

The Hospital moved to a brand-new state-of-the-art building on the Cambridge Biomedical Campus in May 2019. The Hospital was honoured to receive Her Majesty the Queen to officially open the Hospital on 9 July 2019.

In recognition of the pioneering and life-saving treatment carried out at Royal Papworth, the Hospital was granted a coat of arms (inserted below) from the College of Arms in 2022.



2. Key Items

To ensure consistent and correct usage of the coat of arms, there should be brand guidelines in place. To ensure the coat of arms retains its value and importance, there should also be an agreed usage policy.

The brand guidelines have already been written and came through the RPH Charity Trustee board in summer 2022, with clear explanations about how the coat of arms should be used and positioned.

These guidelines sit with both the charity and the communications teams. It is only in association with either Royal Papworth Hospital NHS Foundation Trust or Royal Papworth Charity that the coat of arms can be used.

A usage policy is therefore required to ensure appropriate certificates, letterheads and other documents are carrying the coat of arms.

3. Actions Arising/To be Taken

The coat of arms will not, unlike the Trust logo, be made widely available to all staff through the intranet resources portal, nor will documents which carry the coat of arms, such as letterheads.

Instead, there will be an application and approvals process for any usage of the coat of arms.

Applications will be made to the head of communications, obtained by emailing papworth.communications@nhs.net.

The head of communications will decide whether or not the application is appropriate and give approval. If approval is given, the communications team will design the document and only ever release in pdf format, so that the image file is never released.

The communications team will keep a log of everywhere the coat of arms is used, to audit where it has been officially used.

Documents which will be considered for approval will include but not be limited to:

- Official Trust Long Service Awards (but not individual departmental awards)
- Fellowship certificates (for fellowships lasting 12 months or more)
- Letterheads in formal correspondence
- Charity fundraising appeals

This process will be added to Trust document DN362 – Communications Procedure.

4. Recommendation

The Board of Directors is requested to **note and approve** the report.