

REPORT TO	ON
CABINET	16 October 2019



TITLE	PORTFOLIO	REPORT OF
South Ribble Borough Council Branding	Leader of the Council	Chief Executive

Is this report a KEY DECISION (i.e. more than £100,000 or impacting on more than 2 Borough wards?)	Y
Is this report on the Statutory Cabinet Forward Plan ?	Yes
Is the request outside the policy and budgetary framework and therefore subject to confirmation at full Council?	No
Is this report confidential?	No

PURPOSE OF THE REPORT

- To outline options for new or updated South Ribble Borough Council branding.

PORTFOLIO RECOMMENDATIONS

- That Cabinet allow for wider SRBC brand perception to form part of the up-coming Citizen Survey.
- That Cabinet consider options for brand update/change and to commit to making the minimum change necessary following the Citizen Survey feedback.

REASONS FOR THE DECISION

- The current brand provision is dated and very few design elements are available for use by the communications Team and across the organisation
- The Council has a new administration and priorities and a piece of work needs to be in place to determine public perception of current brand.

CORPORATE PRIORITIES

- The report relates to the following corporate priorities:

Excellence and Financial Sustainability	X
Health and Wellbeing	X
Place	X

Projects relating to People in the Corporate Plan:

People	X
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BACKGROUND TO THE REPORT

7. The Council's brand and logo has been in place for a number of years and was originally created in partnership with Runshaw College.
8. Currently the logo, colours and associated branding are used internally and externally across the borough.
9. The logo and brand elements are dated. In addition, as the original brand was created a number of years ago, the Communications Team and in-house graphic designer have limited versions of the logo and suite of design elements and templates. This can cause design challenges which often result in brand inconsistencies.
10. Branding goes beyond just a logo or graphic element. In short, a brand is the way our customer perceives us. A brand encompasses the entire customer experience.
11. The vision for the Council to be modern, open and transparent and accessible for all; an organisation which listens to their stakeholders and encourages co-design and consultation – and we want our brand to reflect this.

PROPOSALS (e.g. RATIONALE, DETAIL, FINANCIAL, PROCUREMENT)

12. A concern about the current brand is that it suffers from association of a challenging council legacy. While a brand refresh is desired, the current brand we have is the identity of the council and it is important to understand the wider perception of the council brand and the thoughts of our stakeholders on the current brand before committing to a change.
13. A borough wide citizen survey is planned. This can give us ample opportunity to consult with our residents and other stakeholders about the perception of the brand, how it makes them feel, and what impression they get from the council interacting with it.
14. Pending the results of the citizen survey, we have investigated three options which could be drawn upon.
15. Three tiers of options ranging from a re-fresh of current logo and branding to modernise its look and feel and to introduce an updated suite of design elements to

a full re-brand with new logo and corporate colours with a phased update across all areas of brand/logo use externally and internally.

Options (high to lower cost)	Detail	Considerations	Potential costs
1. Full re-brand of Council	<ul style="list-style-type: none"> • Full re-brand; • New logo; • New corporate colour palette; • Roll out to all external and internal usage of logo/colours; • Cross organisation re-refresh of all design elements based on new brand including but not limited to leaflet, poster, power point and report templates. 	<ul style="list-style-type: none"> • High level of consultation needed. • Would wish to seek cross-party support to reduce risk of a further brand/logo changes if there is a change of political leadership; • Time intensive (if consultation is included); • Potentially high cost working with local external brand developers for design; • High roll out costs to change existing brand externally. 	<ul style="list-style-type: none"> • Design circa: (low end £3,000 – high end £25,000); • Implementation: Approx. £80,000; • Consultation costs to also be considered.
2 Full re-brand – lower intensity	<ul style="list-style-type: none"> • Tweak to logo or full logo change; • Retain corporate colour palette; • External supplier but lower cost; • Updated suite of templates and design elements to be used going forward. 	<ul style="list-style-type: none"> • Reduced consultation needed dependant on level of change to current logo/brand; • Reduction of design costs if we work with an existing partner; • A change to the brand but not as intensive e.g. logo change but corporate colour palette remain; • Reduction of roll-out costs externally. 	<ul style="list-style-type: none"> • Design: Approx. (low end £2,000 – high end - £10,000); • Implementation approx... £50,000.

<p>3. Tweaks to existing brand and design elements</p>	<ul style="list-style-type: none"> • Tweak to logo to modernise; • Retain corporate colour palette; • Update current suite of templates with modern design elements. 	<ul style="list-style-type: none"> • Low levels of consultation needed; • Not as time intensive; • Could be done in house or working with external providers at lower cost. 	<ul style="list-style-type: none"> • Design: approx. External supplier: (low end £1,800 - £7,000); • In house (minimal cost); • Implementation TBC dependant on level of change.
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CONSULTATION CARRIED OUT AND OUTCOME OF CONSULTATION

16. Consultation will be undertaken through planned Citizen Survey

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

17. Option to do nothing was considered and determined unviable as current brand is dated and limited design elements are available.

FINANCIAL IMPLICATIONS

18. £20,000 has been potentially allocated from Place Promotion budget.

19. Any change of logo/brand will have budgetary impact on vehicle/bins/livery etc.

- Breakdown – full colour palette and logo change – circa £80,000 phased roll out;
- Retention of corporate colours but slight change to logo circa £50,000 phased roll out;
- In-house cost consideration to implement on existing literature and templates.

LEGAL IMPLICATIONS

20. Under S1 of the Localism Act 2011, a local authority has a general power of competence to do anything, whether this is for a commercial purpose or not, and for the benefit of the authority, its area or persons resident or present in it.

AIR QUALITY IMPLICATIONS

21. NONE

HUMAN RESOURCES AND ORGANISATIONAL DEVELOPMENT IMPLICATIONS

22. Change to brand on all corporate templates.

ICT/TECHNOLOGY IMPLICATIONS

23. Change to brand on website. Will have to factor any potential changes during website re-fresh project.
24. Sub-websites owned by the Council would have to be changed.

PROPERTY AND ASSET MANAGEMENT IMPLICATIONS

25. Change to brand on signage.

RISK MANAGEMENT

26. Risks will be dependent on the level of change.

EQUALITY AND DIVERSITY IMPACT

27. Done with accessibility in mind for view ability in print and digital

RELEVANT DIRECTORS RECOMMENDATIONS

28. No further comments.

COMMENTS OF THE STATUTORY FINANCE OFFICER

29. A full rebrand of the Council is estimated to cost in excess of £100,000 but there are lower cost options for consideration. Although the report sets out the options being considered for improving the branding, it is with a view to make the minimum change necessary following the outcome of the Citizen Survey. The costs will be funded from the Place Promotion revenue budget.

COMMENTS OF THE MONITORING OFFICER

30. Please see the comments at Paragraph 20.

There are no background papers to this report

APPENDICES

Appendix A: Examples of local authority brand identities

Appendix B: Current logo

Appendix C: Examples of LA logos

Gary Hall
Interim Chief Executive

Report Author:	Telephone:	Date:
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