

REPORT TO	ON
CABINET	Wednesday 14 October 2020



TITLE	PORTFOLIO	REPORT OF
Options for council rebrand	Leader of the Council	Deputy Chief Executive

Is this report a KEY DECISION (i.e. more than £100,000 or impacting on more than 2 Borough wards?)	No
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? This should only be in exceptional circumstances.	No
Is this report confidential? If Yes , insert details of the relevant exclusion paragraph(s). These are listed in the Constitution Part 4, page 25 (Access to Information Procedure Rules)	No

PURPOSE OF THE REPORT

1. To update members on progress for the rebrand of the council.

PORTFOLIO RECOMMENDATIONS

2. To agree the logo options for consultation as set out in appendix A.
3. To bring the feedback and any amendments to the logo options back to cabinet for final approval.

REASONS FOR THE DECISION

4. The principle of refreshing the council's logo has already been agreed.
5. It was determined that the cabinet would consider options for what this could look like following the resident survey that took place earlier this year.
6. Work has been undertaken to look at options for the new logo and these are now presented for consideration.

7. Given the changes that are being proposed it was felt it was important to get further feedback from residents, staff and members on the changes to inform the final design of the corporate logo.

CORPORATE OUTCOMES

8. The report relates to the following corporate priorities: (tick all those applicable):

Excellence, Investment and Financial Sustainability	x
Health, Wellbeing and Safety	x
Place, Homes and Environment	x

Projects relating to People in the Corporate Plan:

Our People and Communities	x
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BACKGROUND TO THE REPORT

9. The Council's brand and logo has been in place for a number of years and was originally created in partnership with Runshaw College.
10. In order to maintain a professional and modern identity it is important that the logo and brand is regularly reviewed, particularly given the changing nature of how it is used and a need to be flexible for digital platforms.
11. The vision for the Council is for a healthy and happy community, flourishing together in a safer, fairer borough that's led by a council recognised for being innovative, financially sustainable and accountable. We want our brand to reflect this and the refresh will help the council move on from the legacy issues it has suffered over recent years and be seen as a forward-thinking, modern authority.
12. The move to shared services now means we have the expertise in house to undertake this refresh and more importantly it will signal a change in how we manage the corporate brand and ensure it is used in a much more effective way.

PROPOSALS

13. We are presenting three logos for consideration and they are at appendix A:

Option 1 - reflecting the green agenda and incorporating the River Ribble

- One of the key priorities for the organisation is our desire to become carbon neutral so this provides a good narrative for reviewing the corporate logo as it will run through all the work we do.

- As well as incorporating trees to reflect our ambitious tree planting programme, it incorporates green space, which is an important part of the borough and it includes the River Ribble, which is part of the council's name.

Option 2 - a modern twist on the borough crest

- When reviewing the logo one theme we looked at was to incorporate the links to the past and this option incorporates elements of the South Ribble crest. We have picked out the elements of greenery, the River Ribble and the Lancashire rose. We have included a modern shield to replace the older outline and provide that authoritative feel related to a local authority. The Lancashire rose will help people identify us as a Lancashire council.

Option 3 – an alternative version of the crest

- When refining the options it was debated internally as to whether we should look at an alternative shape to the shield so this option includes a circle around the crest elements of the logo.

14. While amending the look we have reviewed the font. We have included options for a change from upper case text, which can be seen as 'shouty' and are proposing a more 'friendly' font using upper and lower case letters. The colours have also been updated to reflect the green agenda and keep an element of the blue colour too.

Scope of rebrand and financial implications

15. A key consideration, particularly given the comments from the survey, is the extent of the survey and its cost to the council.
16. In the cabinet report from October last year a budget of £20,000 was identified from the place promotion budget for the rebrand so this work will be done within existing budgets.
17. That would allow us to:
- Refresh the corporate brand across all the digital platforms for internal use and update staff items such as lanyards and passes
 - Refresh the look of the corporate website and social channels
 - Refresh the signage at the civic centre, which is our main public facing building
 - Refresh the look of staff uniforms and vehicles with the new logo, which are our main front facing items in the local communities we serve.

18. Anything else that is corporately branded would be updated on a 'replacement only' basis. For example, with household bins we will use up existing stock and only use the new logo on any fresh orders. In circumstances where things would need to change for other reasons we will take the opportunity to rebrand them.

CONSULTATION CARRIED OUT AND OUTCOME OF CONSULTATION

19. As mentioned earlier in the report a number of questions were included in the resident survey.
20. Respondents were asked to consider the Council logo (pictured on the questionnaire) and then indicate, (through their level of agreement or disagreement with four statements), what impression the logo and brand colours give of South Ribble Borough Council.
21. Overall 44% of respondents agreed with the statement that 'the logo gives no impression' of the Council, whilst 19% disagreed, and 38% gave neutral responses.
22. Almost the same percentage agreed as disagreed that the logo gives the impression that 'the Council is a modern organisation': 28% 'agree' and 27% 'disagree' – the major response being neutral, 'neither agree nor disagree' (45%).
23. Two-fifths (42%) of respondents agreed that the logo gives the impression that 'the Council is professional', whilst a similar number (45%) gave neutral responses, and 14% disagreed.
24. The majority of respondents neither agreed nor disagreed (56%) when asked if the logo gives the impression that 'the Council is trustworthy'; however, more respondents agreed than disagreed with the statement: 27% 'agree' and 17% 'disagree'.
25. The above feedback suggests that the current logo does not have the impact of portraying the council as a modern, forward thinking organisation and is one of the reasons for the refresh.
26. The plan is to take a number of options to be agreed at the meeting and get further feedback from residents, staff and members.
27. It is proposed that this is done through social media to enable us to get feedback on a platform that allows easy two-way communication given the restrictions we have with meeting face-to-face during the pandemic. Briefing sessions will be set up for staff and members to allow them to feedback.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

28. It was considered to retain the existing logo but given the need to modernise and feedback from the resident survey this was rejected.

RISK MANAGEMENT

29. The main risks will be the level of change and the increase in cost to the authority. This will be managed by ensuring clear communication with residents and it will be delivered within existing budgets.

EQUALITY AND DIVERSITY IMPACT

30. The changes will be made with this in mind to ensure it is accessible for all in print and digital formats.

COMMENTS OF THE STATUTORY FINANCE OFFICER

31. The £20,000 budget for the rebranding exercise is contained within reserves carried forward from 2019/20.

COMMENTS OF THE MONITORING OFFICER

32. Decisions concerning the branding of a council and logo are an executive function and it appropriate therefore for this issue to be considered by Cabinet.

BACKGROUND DOCUMENTS (or There are no background papers to this report)

Executive Cabinet report 16 October 2019:

<https://southribble.moderngov.co.uk/documents/s11004/South%20Ribble%20Council%20Branding.pdf>

APPENDICES (or There are no appendices to this report)

Appendix A – options for the new council logo

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