

REPORT TO	ON
CABINET	Wednesday 11 November 2020



TITLE	PORTFOLIO	REPORT OF
New logo for South Ribble Borough Council	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 the consultation response to the options for the new logo to inform a decision on the final choice.

PORTFOLIO RECOMMENDATIONS

2. To agree the new logo identified at appendix A.
3. To introduce the new logo in line with the launch of the new website in January 2021.

REASONS FOR THE DECISION

4. The principle of refreshing the council's logo has already been agreed to ensure it is modern and fit for purpose in the digital age.
5. It was decided to share a selection of logos with colleagues, members and residents for comments – the options can be seen at appendix C – with a view to coming back to cabinet for a final decision in November.

CORPORATE OUTCOMES

6. 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

7. It was agreed at October's cabinet meeting that we would go out to consultation on a selection of logos.
8. This report summarises the feedback from that consultation and details the further changes that have been made that has led to presenting the option at appendix A for approval.

PROPOSALS

9. We presented three options for consultation that reflected both the importance of the green agenda for the borough and incorporated a modern twist on the traditional South Ribble crest.
10. The final option is at appendix A and the changes we've made based on the feedback from the options that went out to consultation are:
 - We've created a simplified rose, which fits in with the style of the logo better and is based on the rose within the traditional South Ribble crest
 - We've adjusted the blue font colour so it is slightly darker and matches better with the shade of red used for the rose
 - We've softened the outline of the shield to make it look like the words and image belong together a bit better and to move away from comments that it was like a football club/school badge crest

Scope of rebrand and financial implications

11. As a reminder the work to date on this has incurred no cost for the authority as it has been done in house as part of the new shared service team.

12. Any immediate changes that are required as a result of the rebrand will be covered within existing budgets and costs will be kept to a minimum.
13. 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 entrance 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 – these will be updated as new orders are placed.
14. 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

15. A consultation has been carried out over the last few weeks with staff via internal channels, all councillors have been sent information with the offer of a briefing and the images were shared on social media to get the views on residents.
16. The logos were viewed by more than 20,000 people and more than 350 comments were received.
17. Each option had many people that liked it and in that sense there was no option that was significantly disliked compared to the others.
18. There was strong support for the choice of font and blue and green colours to reflect the greenery and River Ribble as a landmark.
19. The rose had mixed views with some feeling it was good to have it as a Lancashire authority, some thought it linked us too closely with Lancashire County Council and others felt it dated what were modern and clean logo designs.
20. The shield (option 2) of the three versions put out to consultation was the one, which was most popular and we did a number of variations based on the feedback to address the style of rose, shield and font colours. These variations can be seen at Appendix B and option 6 is the one that has been put forward as the preferred choice at Appendix A.
21. Some comments were received in relation to the cost of the rebrand – we appreciate this is important for residents and are committed to keeping any costs to a minimum and these will be met within existing budgets.

22. This consultation is in addition to the questions asked as part of the citizen survey earlier this year.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

23. It was considered to retain the existing logo but given the need to modernise, the ability to create the new brand in house at no cost and the feedback from the resident survey this was rejected.
24. Alternatives to the final choice were considered as part of the consultation detailed above.

RISK MANAGEMENT

25. 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

26. 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

27. The budget for the rebranding exercise is contained within reserves carried forward from 2019/20.

COMMENTS OF THE MONITORING OFFICER

28. 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>

Executive Cabinet report 14 October 2020:

<https://southribble.moderngov.co.uk/documents/s17443/Options%20for%20council%20rebrand.pdf>

APPENDICES (or There are no appendices to this report)

- Appendix A – the option proposed for the new council logo
Appendix B – variation on the shield option to take into account feedback
Appendix C – the three options considered as part of the consultation

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