

# CHIPPENHAM TOWN COUNCIL



## Agenda Item 13

Meeting	Strategy and Resources Committee
Date	13 December 2017
Report Title	Corporate Branding of Chippenham Town Council
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### **1.0 PURPOSE OF REPORT**

- 1.1 To seek approval to update the corporate branding for Chippenham Town Council.
- 1.2 To delegate authority to the Chief Executive to obtain quotations for the work to achieve the most economical cost.

### **2.0 INTRODUCTION AND BACKGROUND INFORMATION**

- 2.1 The Council brand was last updated in 2014, when we moved away from the circular motif with the crest and developed four separate logos, one each for Chippenham Museum, Stanley Park Sports Ground, the Neeld Community and Arts Centre and Chippenham Town Council. However, a robust strategy was not developed to provide guidelines on usage across all forms of media with a flexible framework of guidelines to enable the team to deliver effective communications, marketing and promotional material. The risk of our current approach is the public potentially not understanding the breadth of our services and facilities and not attributing them to Chippenham Town Council.

### **3.0 NEW CORPORATE BRANDING**

- 3.1 Our current guidelines encourage the delivery of disjointed communications which do not represent us as one organisation with a main brand with connected sub-brands. Therefore, the Chippenham Town Council visual identity needs to deliver coherent visual communications which represent us as a modern, forward thinking and approachable organisation which are robust, accessible for the entire team and are sustainable for the organisation. We need to have a single identity structure for the organisation which supports Chippenham Museum, the Neeld Community and Arts Centre, Stanley Park Sports Ground and Chippenham Town Council.
- 3.2 The intention is to create sub-brands for each functional area of the Council that sit harmoniously under the main brand Chippenham Town Council whilst acknowledging their area of business and target audience. The visual identity, once agreed must be clearly recognisable across all formats including the website, digital media and printed material.

#### **4.0 CONTRIBUTION TO CORPORATE PLAN PRIORITIES**

- 4.1 The introduction of a new corporate branding will contribute to the following corporate priority or priorities;
- i. Corporate Priority 5 - Effective and efficient use of resources and specifically the development a multi-channel communication strategy to remain a transparent organisation

#### **5.0 STAFFING IMPLICATIONS**

- 5.1 There are no staffing implications as a result of this report

#### **6.0 FINANCIAL IMPLICATIONS**

- 6.1 It is anticipated that the cost of this work will be between £7,000 - £10,000.
- 6.2 Some of the marketing activities in the current year have been put on hold in anticipation of this decision. It is proposed that the project is met from the current underspent of approximately £7,000, and a further £3,000 which has been included in next year's budget. Therefore permission will be required for the underspend in the current year's budget to be rolled forward to next year to fund this project.

#### **7.0 LEGAL IMPLICATIONS**

- 7.1 There are no legal implications arising from this report

#### **8.0 RECOMMENDATIONS**

- 8.1 Councillors agree to undertake a branding/visual identity exercise using an external design company and develop the branding proposals in consultation with the Leader and Deputy Leader.
- 8.2 Members delegate authority to the Chief Executive to obtain quotations for the work to achieve the most economical cost.
- 8.3 Permission is granted to roll forward up to a £7,000 underspend in the current marketing budget (Code 472/4032 Publicity and Marketing) into next year's expenditure budget to partially fund the project with the additional £3,000 that has been included in next years budget.