

Westmorland and Furness Shadow Authority Cabinet Meeting

Date: 22 July

Title: Logo/visual identity approval

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| Report from: | Sara Turnbull, Chair of the LGR Communications Advisory Group (presented on behalf of the LGR communications advisory group) |
| Report Author: | Sara Turnbull |
| Wards: | All |
| Key Decision: | Yes |

1.0 Purpose/Summary of report

- 1.1. The purpose of this report is to present the final logo(s) for Westmorland and Furness Council for initial approval by Westmorland and Furness Shadow Authority Cabinet ready for stakeholder consultation

2.0 Recommendation

2.1 It is recommended that the Shadow Authority Cabinet:-

- (1) Approve the final two preferred logo(s) ready for stakeholder feedback (e.g. from residents, employee's, unions, CALC/Third sector etc)**
- (2) Approve a period of conversation with stakeholders to take comments and feedback to help shape the final version**
- (3) Agree that the final option is then approved by the Shadow Authority Cabinet in September - ready for its roll out as part of rebranding the new council ready for 1 April 2023.**

3.0 Background and Proposals

- 3.1 The purpose of this report is to present two potential logo's for Westmorland and Furness Council. If approved Shadow Authority

Cabinet are also asked to approve a period of public conversation over the summer on the two options.

- 3.2 The development of the visual identity has a clear critical path. This work is fully on track.
- 3.3 Earlier in the year the LGR communications advisory group developed a design specification (spec) to create a new logo/visual identity for the newly formed Westmorland and Furness Council. The advisory group is made of communication experts from all seven councils. The spec was then shared with all internal designers and a selection of experienced external designers with brand development experience and established relationships. This dual approach was taken to ensure that the final logo was selected on the strength of its design to ensure that the new council has the very best logo and identity to take it forward for the future.
- 3.4 The spec was designed in such a way that it stepped out the brand design and activity in a series of phases

Phase one – invited basic initial designs – these were then reviewed by the communications advisory group to create a strong shortlist for consideration by the interim Heads of Paid Service.

Phase two – More work was then undertaken to the shortlisted logos – to ensure that they reflected some key ambitions and key phrases from the newly elected council – such as modern, innovative, customer at the heart of all that we do, strong community connections etc.

Phase three – The refreshed logo's were then shared with the Interim Head of Paid Service and leaders for initial feedback

Phase four – Final logos presented to the Westmorland and Furness Shadow Authority Cabinet *informally* to take additional feedback

Phase five – Logos refined again - ready for final selection and referred to the Shadow Authority Cabinet for consideration and approval at the July meeting

Phase six – Period of feedback from stakeholders

Phase seven – Present final logo options to Shadow Authority Cabinet in September for final approval

Phase eight – Develop new visual identity guidelines from September – October - ready for brand roll out from January 2023 onwards

The spec focused on developing a new logo as the new primary means of visual identification. The spec focused on 'visual identity' which concentrates on initial logo design options, fonts, colour palette etc. This makes up just one element of an organisation's brand and other key elements such as organisational values will follow as part of the Council Plan development. It is anticipated that

organisational values will be agreed and finalised by Dec 2022.

- 3.5 It is important to note that approx. 50 logos were received initially – approx. 25 logos for each council – which were shortlisted down by the communications advisor group to a quality final shortlist.
- 3.6 The main points of the spec were to develop
- A clear strong identity - representing a new, modern council
 - A logo that clearly displays the name of the council
 - A logo of such a high standard that it is comparative with the best (award winning) brands 'out there' - both in the public and private sector
 - A logo that must work in colour and in black and white, and in a range of sizes, formats and applications
 - A logo and identity that is fully accessible e.g. to those with visual impairments and can be applied successfully to a range of platforms such as the website, social media, printed material
 - A logo that is modern, clean and flexible in its design
 - A logo that incorporate elements that represent all aspects of the Westmorland and Furness Council total area – e.g. heritage and landscape – but in a modern way
 - Work alongside a range of 'partner' logos
- 3.7 A strong brand builds recognition of the services the council delivers, as well as building awareness, trust and improving reputation. For a council a strong brand helps residents understand the range of services available and for staff it creates a strong sense of belonging to 'one' organisation. By clearly branding all services correctly, we will make it easier for our customers to understand what is available, how to access services, and where to go for information.
- 3.8 To achieve a strong brand, once the logo is agreed a full branding manual will be developed to ensure that the new branding is applied consistently, correctly and clearly across all council services, and also to services delivered by others on behalf of the council.
- 3.9 Once agreed by the Shadow Authority Cabinet there will be extensive communications of the new brand internally and externally to ensure the future effective implementation of the brand.

4.0 Consultation

- 4.1 No formal consultation is required – however as part of Westmorland and Furness Council's commitment to being a listening council, with the customer at the heart of all that it does, then it is recommended that the Shadow Authority Cabinet approve a period of soft market testing and conversation with key stakeholders during August. Activity will include sessions with CALC and the third sector as well

as focus groups with employees, engagement with unions, focus groups with local businesses. We will also utilise existing meetings with key stakeholders and partners and there will also be online opportunities where people can review the logos and leave feedback.

- 4.2 This will allow time to take comments and feedback from stakeholders to help shape the final design – including the final colour and range of colours. Feedback will be summarised and shared back with the Cabinet in September to inform their final decision.

5.0 Alternative Options

- 5.1 Shadow Authority Cabinet can reject the Logos being recommended and re tender the work to secure different options.

6.0 Implications

Financial, Resources and Procurement

- 6.1 Once the final logo is approved – the work to develop the corporate ID and oversee the roll out of its application will be overseen by the councils existing internal communications experts from the existing all seven councils.

Logos have been presented in an anonymous way throughout this process to ensure that the best logo was selected and not influenced by any reference to internal or external designers.

Human Resources

- 6.2 The roll out of this logo/brand will be undertaken by existing communications experts from the seven authorities and rolled out as part of the LGR transition process.

Legal

- 6.3 The copyright of the final logo selected will belong to Westmorland and Furness Council as this was a requirement of the specification/brief. We have completed due diligence to check all other UK logos for similarities. And none were found. We also used google reverse image search and there were no significant findings.

Once approved we will complete the required registration for intellectual property rights via the intellectual property office.

- 6.4 The decisions to approve the Blueprint is a matter for the Shadow Authority Cabinet to decide under the Structural Changes Order and the Constitution. However Shadow Authority Cabinet could decide to refer the matter to the Shadow Authority for consideration.

Health and Sustainability Impact Assessment

- 6.5 No Health and Sustainability Impact Assessment has been undertaken - as not required.

Equality and Diversity

- 6.6 No Equality Impact Analysis has been undertaken - this will be undertaken during the consultation/conversation period and will be completed once the final logo is selected.

Contact Officers

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Other Members of the LGR Strategic Communications Advisory Group include;

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John Everingham, Eden District Council

Caroline Barber, Barrow Borough Council

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Sarah Irving, Carlisle City Council

Samantha Down, Copeland Borough Council

Appendices Attached to this Report

| Appendix No. | Name of Appendix |
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| 1 | Logo Options |

Background Documents Available

NONE