

STRONGER COMMUNITIES COMMITTEE

Date: Monday 21 September 2020

Title: Witney Town Council Image & Rebranding

Contact Officer: Town Clerk – Sharon Groth

Background

Members will recall that consideration was given to the Council's image and rebranding at the last meeting of this Committee with the final decision deferred to full Council on 27 July 2020, when the design was agreed.

Current Situation

Officers have implemented the logo onto the agenda, however there are additional considerations on how this should work across all the Council's stationery, brochures for Cemeteries and other Council run facilities, livery, noticeboards and signage located in parks and on buildings, communications – such as the website and APP, and whether it should also feature on the Council owned vehicles replacing the Town Crest.

In particular the new logo does not work with the current theme of the website and to incorporate this would require some time and thought into colour schemes – whilst ensuring the website stays accessible under the Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018. The Communications & Events Officer has spent a considerable amount of time undertaking an audit of the website to meet the regulations as far as practicable, so care needs to be taken when selected colours/themes to ensure it remains compliant.

The Town Clerk would therefore request that time is afforded to Officers, when they have capacity, to ensure the logo and rebranding is implemented carefully and not rushed – as this will have a negative affect on what the new administration is trying to achieve with the Council's image.

Environmental impact

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

As mentioned above, the website needs to comply with the Accessibility Regulations. The Council also needs to be mindful of the financial implications and the fact that tax payers money is being used for this purpose.

Financial implications

Currently there is no budget to carry out a full rebrand of the Council's corporate identity, and in particular redesign of the Council's website – nor is there Officer capacity to ensure this is undertaken in a timely manner.

Recommendations

Members are invited to note the report and consider the points made regarding the proper implementation and rolling out of the rebranding/Council image.

However the Town Clerk would request that this is put on hold until after the external review of the organisation, and factored in to the Officers work programme when there is capacity to do this properly.