

Executive Committee

3rd September 2024

Report title: Redditch Rebrand

Relevant Portfolio Holder	Councillor Joe Baker
Portfolio Holder Consulted	Yes
Relevant Assistant Director	
Report Author	Name: Anne-Marie Harley Job Title: Communications and Marketing Manager Contact email: a.harley@bromsgroveandredditch.gov.uk Contact Tel: 01527 881296
Wards Affected	All
Ward Councillor(s) consulted	No
Relevant Council Priority	All
Non-Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

1. RECOMMENDATIONS

The Executive Committee is asked to RESOLVE that:-

- 1) The new logo for Redditch Borough Council is formally adopted (see Appendix 1)**
- 2) The staggered roll-out and implementation of the branding programme is launched immediately**

2. BACKGROUND

- 2.1 The Redditch Borough Council Logo was renewed in 2009 with the Making a Difference block and website added to the banner which dates back before then.
- 2.2 The new administration in Redditch wants to create a totally different logo to reflect not only the new direction of the Council but to give it a fresh modern look.
- 2.3 Working with the Leader and Deputy Leader, the Communications Team created a brief from which the Graphics Officer designed a suite of options.
- 2.4 After consultation with the Members and alterations, using their feedback, made - a design has been chosen.

- 2.5 The Council's priority is to deliver services and support for our residents and our strapline, working for our communities, reflects this and our commitment to creating a better place for everyone to live, work and visit.
- 2.6 The finished logo uses shades inspired by the Redditch Palette because we wanted to reflect our communities' feedback and vision for the Borough via Reimagine Redditch who held 30 workshops with the local community to come up with the colours.
- 2.7 The logo's palette is reminiscent of the colours of Kingfisher and the design showcases the needle and springs heritage which our Borough boasts.
- 2.8 All of the design was done in-house – as custodians of the public purse we will roll-out the new logo slowly but surely, ensuring it will be cost-effective – but worth the wait and with us for years to come.

3. OPERATIONAL ISSUES

- 3.1 To negate the cost of rebranding the Council – using our in-house team has gone a long way towards this already – the new logo will be rolled out with demand in mind. E.G when the new bins are launched, a sign needs replacing, new workwear is supplied, the new logo will be included.
- 3.2 There is a raft of things we can change immediately which are digital:
- Logo Quick-Wins
- Letterheads
 - Forms
 - Systems
 - Print artwork
- 3.3 To ensure consistency and professionalism the Graphics Team will make the 'quick win' changes immediately, subject to Executive approval.
- 3.4 A Communications Plan will inform staff, residents, customers and partners about the new branding opportunity.

4. FINANCIAL IMPLICATIONS

- 4.1 We envisage there will be no financial implications as the rebrand will be done in house however there is a cost of opportunity forgone especially during the initial roll out where the efforts of the Graphics Team in particular will be concentrated on this.

5. LEGAL IMPLICATIONS

- 5.1 The cost of copyrighting the logo would be disproportionate.

6. OTHER - IMPLICATIONS

Relevant Council Priority

- 6.1 All

Climate Change Implications

- 6.2 We will use supplies of paper letterheads, note pads etc until stocks are depleted and then the new logo will be added to new stock.

Equalities and Diversity Implications

- 6.3 The brand and style guidelines will include different variations of the logo which will meet the accessibility criteria used by the Graphics Team in all of its work.
- 6.4 The brand and style guidelines will ensure the logo is accessible on its different backgrounds and on different materials.

7. RISK MANAGEMENT

- 7.1 The change could spark negative publicity especially around the cost of the rebrand – however we will continue to publicise the facts around the logo and key messages identified in the ensuing Communications Plan.

8. APPENDICES and BACKGROUND PAPERS

Appendix 1 Logo image and branding options

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9. **REPORT SIGN OFF**

Department	Name and Job Title	Date
Portfolio Holder	Cllr Joe Baker	Aug 6 2024
Lead Director / Head of Service	Sue Hanley	Aug 12 2024
Financial Services	Debra Goodman	Aug 13 2024
Legal Services	Nicola Cummings	August 12 2024
Policy Team (if equalities implications apply)	Helen Mole	Aug 12 2024
Climate Change Team (if climate change implications apply)	Matthew Eccles	Aug 12 2024