

CARLISLE CITY COUNCIL

Report to:- Council

Date of Meeting:- 4 March 2008

**Agenda Item
No:-**

Public

Policy

Delegated: No

Accompanying Comments and Statements

Required

Included

Environmental Impact Statement:

No

Corporate Management Team Comments:

Yes

Financial Comments:

Yes

Legal Comments:

Yes

Personnel Comments:

Yes

Impact on Customers:

Yes

Title:- USE OF THE CITY CREST AS A LOGO FOR THE
COUNCIL

Report of:- Deputy Chief Executive

Report reference:- PPP 21/08

SUMMARY:

The Executive Committee at its meeting of 21 January 2008, considered report CE05/08 on the use of the City Crest as a logo for the Council. The report is attached for information. The Executive requested a further report be referred to the City Council detailing the various options, including costs of a complete change, a staggered approach, and a mix and match approach.

RECOMMENDATIONS:

Full Council is requested to consider the options presented and to decide which it wishes to implement.

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1. BACKGROUND INFORMATION AND OPTIONS

Carlisle City Council has been granted permission by the College of Arms to use the Crest, however, we do not own it.

Initial design and publicity costs for a new logo are estimated as follows. These costs would be the same or similar for each option identified:

Original art work and adaptation of Crest for electronic and digital use by College of Arms	£3,100
Publicity – public, suppliers, partners, etc	£2,000
Corporate guidelines – last branding manual produced a number of years ago cost £,3000	£3,000
Total	£8,100

Table 1: Initial design and publicity costs for each option

1.1 Complete change

It is possible to introduce the City Crest with almost immediate effect; this option would incur significant expenditure and is the most costly of all the options considered. Many changes would be required, for example to stationery and to equipment, regardless of whether it had reached the end of its life.

The Council has commissioned a large quantity of equipment recently, the most significant being 45,000 wheelie bins purchased in 2007 which have the castle logo and have a life expectancy of 10 years. Other items include green boxes (3,500) purple sacks (13,588 per week, 706,576 per annum) parking permits and staff identity cards.

Other replacement costs would include changes to:

- Stationery
- Marketing materials, including leaflets, advertisements, etc
- Signs, internal and external, e.g. Talkin Tarn, Sands Centre, Tullie House, TIC, cemetery
- Parking machines
- Staff uniforms, name badges, business cards
- Vehicle (transfers)
- Web site and intranet pages
- Civic Centre banners
- Face to Face vehicle
- Marquee signage
- Corporate publications; would require immediate change which would include penalty clause with current supplier

A number of service area replacement costs that we have been able to identify are estimated as follows:

Wheelie bins, including garden waste bins, plastic and card bags and distribution. Existing bins are embossed and would require considerable changes. Refuse sacks and bags would require new artwork and be gradually phased in. Most bins, including trade bins are embossed and would need current logos to be covered and / or be replaced over a longer timescale. Those with plastic transfers could more easily display a new logo - would require existing staff resources.	
Wheelie Bin stickers to cover embossed logos, would have limited life and are likely to require replacement every 2-3 years. Would require existing staff resources.	£11,250 (45,000 x 0.25p)
Purple Sacks purchased on 6 monthly basis so no extra cost likely to be incurred	
Uniforms, signage, marketing materials, etc for Talkin Tarn	£5,000
Signs, uniforms, etc, for parks and green spaces	£50,000
Signs and stationery for allotments	£20,000
Other uniforms under contract	£45,000
Total	£131,250

Table 2: Identified service area costs

Immediate replacement of stationery would be expensive and wasteful. We currently have in stock approximately 38,000 housing benefit forms / leaflets; 63,000 Council Tax forms / leaflets, 14,000 NNDR bills and 15,000 pay slips, all with the current castle logo pre-printed. Termination clauses are included within the stationery contracts and would require agreements to be negotiated with suppliers to amend artwork and gradually phase in any new documents.

1.2 Staggered approach

Initial design and publicity costs, outlined in table 1, would apply.

A number of supplies and services such as signage, some equipment and uniforms, are replaced as required so no extra cost would be incurred in these areas if changes were implemented as part of a renewal programme. Tullie House uniforms and stationery for example are usually replaced annually; many stationery contracts are renewed annually so these could be amended at no extra cost when we re-tender.

1.3 Mix and match

A number of the issues for implementing a mix and match approach are similar to the phased approach outlined in 1.2. However, the Council currently uses the Crest for mayoral occasions and for other civic uses, and the castle logo for all Council services and associated equipment and documentation. This could continue at no additional cost to the Council, however, there is scope for some confusion, as outlined above, in using both.

2. CONCLUSION

The financial impact of a phased approach is much less severe than a complete, immediate change as illustrated above. However, there is potential for confusion as two corporate identities, both the Crest and the castle logo, would be associated with the City Council for, in some instances, a prolonged period. Many replacement costs are difficult to specify, however, even if the changes were to be implemented by City Council staff, this would still prove resource intensive and incur opportunity costs.

There is no budgetary provision for this work, and considering the current budget pressures, there is not a convincing case for changes at this time.

3. CONSULTATION

3.1 Consultation to date: Members of the Council have expressed a clear desire for the Crest to be used as the logo of the Council

3.1 Consultation proposed: None

4. RECOMMENDATIONS

Full Council is requested to consider the options presented and to decide which it wishes to implement.

5. IMPLICATIONS

- Staffing/Resources – Staffing costs, e.g. IT and area teams in preparing, implementing and monitoring of any new logo. Would be carried out within existing staffing resources however, opportunity costs would be incurred.
- Financial – There is no budget provision to fund the costs of reinstating the City Crest as the City Council's logo. If approval is given for the reinstatement then any costs would have to be met from within existing budgets or be subject to a budget bid. The total financial costs and likely timescales for these costs would be determined by the option chosen.
- Legal – The Council's current policy is that the Crest should be used for Civic and Mayoral purposes and the Castle logo for all other purposes. If it is intended to change current policy then it is appropriate that the Council should approve such a change. The Crest belongs to the College of Arms and so control over its use, in reality vests in the College rather than the

City Council. Termination clauses are included within many of the Council's contracts which would incur additional costs for the Council.

- Corporate – The logo is an important aspect of the Council's corporate image. The wording, "Carlisle City Council," and web site address would need to be incorporated into the Crest.
- Risk Management – Introducing any new logo would have to be carefully managed, internally and externally, from a public relations and customer satisfaction perspective. The Council would need to illustrate value for money, particularly when budget savings are required. Resident satisfaction is closely related to perceived value for money.
- Equality and Disability – The Crest alone does not make it clear that the 'brand' associated with it is Carlisle City Council. Any new logo would need to make this association clear, in line with accessibility guidance, e.g. by use of appropriate fonts, etc.
- Environmental – Replacement of stationery and other equipment would be wasteful and would impact negatively on the Council's carbon footprint if there were an immediate and complete change to a new logo.
- Crime and Disorder – not directly applicable
- Impact on Customers – A staggered or mix and match approach to implementation of a new logo is likely to cause confusion.



REPORT TO EXECUTIVE

PORTFOLIO AREA: PROMOTING CARLISLE

Date of Meeting: 21 January 2008

Public

Key Decision: No

Recorded in Forward Plan: No

Inside Policy Framework

Title: USE OF THE CITY CREST AS A LOGO FOR THE COUNCIL

Report of: Deputy Chief Executive

Report reference: CE05 08

Summary: At the meeting of Council on 6 November 2007 it was resolved that "The City Council calls upon the Executive to consider the reinstatement of the Crest as the only civic and corporate symbol of Carlisle City Council and to prepare a report on the matter for consideration by a full meeting of the Council.

Recommendations:

1. That this report is referred to the full Council for its consideration.
2. That the Executive recommends to Council that at this time there is no justification for incurring the cost of using the City Crest as the Council's logo

Contact Officer: Jo Osborne

Ext:

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: None

1. BACKGROUND INFORMATION AND OPTIONS

The Council has requested that the Executive consider use of the Crest as the Council's logo. This report outlines the advantageous, disadvantages and potential costs of the proposal.

Advantages

- Unlike logos, which tend to look out of date after a period and need revision, coats of Arms look historic from the beginning and need never be changed.
- Widespread support for use of the Crest from City Councillors.
- A perception that the use of the Crest as the City Council's logo would more visibly demonstrate pride in Carlisle's heritage.
- The Crest, in colour and properly reproduced, is more attractive than the current logo used by the City Council.

Disadvantages

- It could be perceived that use of the Crest as the City Council's logo presents the Authority as nostalgic and wistful rather than dynamic and focussed.
- The Crest looks very attractive when reproduced to a high quality in colour, but does not reproduce well in monochrome or at small scale.
- A principal function of the current logo is to publicise the Council Website, which is an increasingly important access channel for the Council's services; www.carlisle.gov.uk would be incongruous as part of the Crest in a logo.
- Confusion for the public, who are accustomed to the current logo and, based on newspaper reports, are ambivalent at best about the proposed change.

Costs of implementation

The primary determinant of the cost of using the Crest as the Council's logo is the rate and extent to which the 'new' logo is introduced. A more phased approach will reduce the acuteness of the financial impact, but carries with it the risks and confusion associated with two corporate identities for the Council being in use. An immediate and full adoption of the Crest would eliminate the inconsistent branding of the authority – but the costs would be high.

Examples of where the logo is currently and approximate cost of changing to the new logo are as follows.

- Letterheads/compliment slips

- Signage at all Council facilities
- Uniforms
- Vehicles
- Wheelie bins, green boxes and purple sacks
- Name badges
- Business cards
- ID Cards
- Website

The cost of designing and marketing a new logo based on the Crest is £5,000.

In addition to this the authority will incur costs of replacement for those items that currently carry the City Council logo. The extent of these costs depends upon the degree to which the 'new' logo would be implemented. Estimated costs for some major items are as follows.

- Talkin Tarn; uniforms and signage - £5,000
- Parks & Green Spaces; uniforms and signage - £50,000
- Allotments; signage stationary and leaflets - £20,000
- Other uniforms - £45,000
- Wheelie bins (45,000) – will carry current logo for 10 year lifespan (£700,000 to replace)
- Name badges, ID cards, business cards - £5,000

Conclusions

The implementation of a new logo for the Council using the City Crest appears to have widespread support from Members in principle.

The benefits of this proposed change are difficult to measure – the costs would depend upon the extent to which a new logo is implemented. Limited implementation, however, is likely to cause confusion, as the existing logo will be in use for at least another nine years on wheelie bins.

There is no budgetary provision for this work and, given the current budget pressures, there does not appear to be a convincing case for changing at this time.

2. CONSULTATION

2.1 Consultation to Date. Members of the Council have express a clear desire for the Crest to be used as the Council's logo.

2.2 Consultation proposed. None

3. RECOMMENDATIONS

That this report is referred to the full Council for its consideration.

That the Executive recommends to Council that at this time there is no justification for incurring the cost of using the City Crest as the Council's logo

4. REASONS FOR RECOMMENDATIONS

There does not appear to be any significant benefit to be gained by using the Crest as the City Council logo in proportion with the effort and cost that would ensue.

5. IMPLICATIONS

- Staffing/Resources – Any work related to this would be carried out with existing staffing.
- Financial – There is no budget provision to fund the costs of reinstating the City Crest as the City Council's logo. If approval is given for the reinstatement then any costs would have to be met from within existing budgets or be subject to a budget bid.
- Legal – The Council's current policy is that the Crest should be used for Civic and Mayoral purposes and the Castle logo for all other purposes. If it is intended to change the current policy then it is appropriate that the Council should approve such a change.
- Corporate – The logo is an important aspect of the Council's corporate image.
- Risk Management – not directly applicable.
- Equality and Disability – The Crest alone does not make it clear that the 'brand' associated with it is Carlisle City Council. A new logo would need to make this clear and in an accessible way e.g. by use of appropriate fonts etc.
- Environmental – not directly applicable
- Crime and Disorder – not directly applicable

- Impact on Customers – Partial implementation of a different logo is likely to cause a degree of confusion among customers.