

SHADOW EXECUTIVE
30 SEPTEMBER 2008

SUBJECT	Developing the Central Bedfordshire Council Brand Identity (To set out how the Central Bedfordshire Council Brand Identity will enable the communication of the council's vision, values and priorities.)
REPORT OF	Officer Programme Board
<i>Contact Officer: Richard Ellis (01234 276038) / Portfolio Holder: Cllr M Jones</i>	

IMPLICATIONS

SUSTAINABILITY	The Brand Identity will be applied with the sustainability aspirations within the strategic plan in mind.
FINANCIAL	There will be as yet unconfirmed costs associated with the roll-out of the new council's brand.
LEGAL	None
PERSONNEL/EQUAL OPPORTUNITIES	None, although applications of the brand will be developed in line with elements of accessibility best practice (eg web accessibility)
COMMUNITY DEVELOPMENT/SAFETY	None
TRADES UNIONS	None
HUMAN RIGHTS	None
KEY ISSUE	Yes
BUDGET/POLICY FRAMEWORK	No

OTHER DOCUMENTS RELEVANT TO REPORT
"Vision, values and priorities for central Bedfordshire", item L1, Shadow Executive 5 August 2008.

RECOMMENDATION(S):	
To adopt the proposed Brand Identity as a means of communicating the vision, values and priorities of Central Bedfordshire Council.	
<i>Reason for Recommendation:</i>	<i>The new unitary Central Bedfordshire Council will need to communicate it's vision, values and priorities to it's key customers and stakeholders. It is also vital that all services delivered by the council are represented and identified in a consistent, impactful and compelling way. A new Brand Identity will be the means by which this is achieved, as well as distinguishing the new organisation from the three legacy authorities.</i>

1. The Shadow Executive have agreed the vision for Central Bedfordshire - *“To improve the quality of life of all in Central Bedfordshire and enhance the unique character of our communities and our environment”*.
2. A set of core values were also established, along with a set of 12 priority areas.
3. The vision, values and priorities are three key components of the Central Bedfordshire Council brand. But they require further distillation and refinement before they will make sense to the wide range of audiences with whom the council needs to communicate.
4. The brand adopted by the new council also needs to be congruent – that is, it needs to be adopted, understood, embodied and enacted by all staff, so that the council is always seen to be acting in a way that reflects its vision, values and priorities. In other words, the council and its employees need to live its brand.

The means by which this brand is then communicated is through the Brand Identity.

Our approach in developing this Brand Identity has been to develop a “communications system”, which is designed to be flexible to accommodate shifts in priorities and values in the future, aswell as enabling us to communicate effectively to our various key audiences and communities.

It does not therefore, solely focus on the visual elements such as a logo, but incorporates a set of messages which reflect the values and priorities in a more dynamic way.

The new Brand Identity will be presented at the Executive meeting, along with examples of how the messaging works within the overall brand design, and a number of illustrations of how the Brand Identity will be applied across a range of media.

This work is being completed within very tight time constraints, meaning that at the time of writing, much of the design work is still in development.

Background Papers:

Location of Papers:

File Reference: