

AGENDA ITEM NO. 11

REPORT TO: Halton Strategic Partnership Board

DATE: 18 May 2005

REPORTING OFFICER: Local Authority Chief Executive

SUBJECT: Partnership branding

1. PURPOSE OF REPORT

To update the Board on progress with the Partnership's branding activity.

2. RECOMMENDATION: That the Board notes the report and provides feedback regarding the following options:

- To revisit the potential for consistent branding on the completion of the priorities process and determination of the priorities.
- To endorse the development of different visual identities by the Specialist Strategic Partnerships in parallel with inclusion of the Halton Strategic Partnership logo.
- To suggest a different course of action.

3. BACKGROUND

At a previous meeting the Board considered proposals for the re-branding of the Partnership, and approved an overall approach towards it. Progress towards achieving the aims of this branding exercise has been mixed.

Halton Strategic Partnership branding

From the overall perspective the work has been successful and well received. Feedback on the new logo (fig 1 on the additional sheet) has been positive in terms of design and in its use in aiding recognition of the Partnership.

The logo has been featured across a range of media including local newspapers, leaflets and on the Internet. It is helping to increase brand recognition, providing a more modern "look and feel" to our work, and helps in joining up the work carried out by the Halton Strategic Partnership.

Specialist Strategic Partnership branding

The Board also agreed that a consistent approach should be taken to the branding of the Specialist Strategic Partnerships. Design proposals

were put to the Partnerships, but on the whole were less warmly received.

Feedback from Co-ordinators suggested that the Learning Partnership already had its own logo; the Heath Partnership and Safer Halton Partnerships wished to develop their own, and the Urban Renewal Partnership did not feel it was an appropriate point to rebrand, or may not like the suggestions put forward. Out of the five Partnerships only one, Wealth and Equality, proposed that the new logo be adopted (logo shown in fig 2).

It is recognised that the history and development of the Specialist Strategic Partnerships mean that they have different senses of identity. It is also recognised that that the Partnership encompasses a broad range of organisations and has to value diversity. Whilst the Board expressed a clear view around consistency of approach it has not proved possible to achieve this in the short term.

In order to maintain good working relationships, as an interim position the Partnerships have been issued with the overall Halton Strategic Partnership logo, and asked to disseminate it to initiatives for inclusion on all publicity materials they produce.

This leaves us with a fundamental issue - the work of the initiatives is clearly supported by the Halton Strategic Partnership through use of the main logo. However, there is no visible link between the Board and the Specialist Strategic Partnerships.

This may be tackled in a number of ways. When the priorities process is complete, the issue of Specialist Strategic Partnership branding could be revisited. Alternatively, the Partnerships could be asked to include an amended version of the Halton Strategic Partnership logo (fig 3) on all their materials to show a clear link.

The Neighbourhood Renewal Unit allows us a degree of flexibility in how we publicise our use of Neighbourhood Renewal Fund, in contrast to most other funding streams. However, the Audit Commission's validation exercise last year resulted in only one recommendation; to maximise awareness of the progress being made. To do this we need to be able to clearly demonstrate how the funding is used, where it comes from, and how the bigger picture fits together.

ATTACHED DOCUMENTS

Overall Partnership logo – colour

Overall Partnership logo – black and white

Wealth and Equality logo

Amended logo illustrating link to Partnership



Fig 1 – Colour and black and white versions of Partnership logo



Fig 2 – Logo adopted by the Wealth and Equality Partnership



Fig 3 – Inclusion of the above logo is one way in which Specialist Strategic Partnerships could show a clear link to the overall Partnership