

CYNGOR SIR POWYS COUNTY COUNCIL.
PORTFOLIO HOLDER DELEGATED DECISION
by
COUNTY
COUNCILLOR PHIL PRITCHARD
(PORTFOLIO HOLDER FOR HR, ICT & COMMUNICATIONS)
January 2016

REPORT AUTHOR: Anya Richards
Senior Manager, Chief Executive and Member Services

SUBJECT: Corporate Design Guide and Communications Toolkit

REPORT FOR: Decision

1 Summary

1.1 To approve a revised Corporate Design Guide and Communications Toolkit, ensuring that information is easily identified as coming from the council. Both documents support the proper use of the council's brand identity.

The new design guide replaces the existing design guide and brings the brand up-to-date using infographics and advice on applying the brand through social media. The new guide provide practical help and advice on a wide variety of areas including, corporate identity, branding, use of images, Welsh language and working with partner organisations.

2 Proposal

2.1 The council first adopted a corporate design guide in 2007 to provide clear corporate style guide sets rules for all county council published materials and supporting documents. The guide brings the brand up-to-date with the use of infographics and will ensure all services are using the same standards and taking a consistent approach to communications and brand application. The Communications Toolkit provides advice and guidance across a range of communications issues and is continually updated to reflect a changing communications landscape eg the use of social media.

3 One Powys Plan

3.1 The new Design Guide and Communications Toolkit support the One Powys Plan by providing clear guidelines that support openness and transparency as a council that in turn supports clear and transparent decision-making. This is a priority within the One Powys Plan.

4 Options Considered/Available

4.1 Option One: Adopt a revised corporate design guide and Communications toolkit.

4.2 Option Two: Retain existing corporate design guide.

Preferred Choice and Reasons

5.1 Adopt the revised corporate Design Guide and Communications Toolkit to ensure all services within the council use the same design and graphic standards and have a consistent approach to communications.

Sustainability and Environmental Issues/Equalities/Crime and Disorder/Welsh Language/Other Policies etc

6.1 The new design guide sets out the expected formatting to enable people with disabilities to access the council's designed products, and Welsh language guidance around how Welsh and English should be displayed on documents and other printed products.

7 Children and Young People's Impact Statement - Safeguarding and Wellbeing

7.1 N/A

8 Local Member(s)

8.1 The Design Guide and Communications Toolkit will apply to the whole council and any instances of the application of the council's branding.

9 Other Front Line Services

9.1 The Design Guide and Communications Toolkit will apply to the whole council and all services and any instances of the application of the council's branding.

10 Support Services (Legal, Finance, Corporate Property, HR, ICT, Business Services)

The Design Guide and Communications Toolkit will apply to the whole council and all services and any instances of the application of the council's branding.

10.1 Legal: The report can be supported from a legal point of view.

10.2 Finance

There are no financial implications of introducing the new Design Guide and Communications Toolkit. Any changes to stationery etc should be phased in as old stocks are depleted.

11 Local Service Board/Partnerships/Stakeholders etc

11.1 LSB/PSB partner organisations will be advised of the changes to the Design Guide where appropriate eg Powys Teaching Health Board who regularly produce jointly branded publications as part of the work associated with integration.

12 Corporate Communications

12.1 The new Design Guide and Communications Toolkit will be publicised widely to staff, members and partners following decision.

13 Statutory Officers

13.1 The Strategic Director Resources (S151 Officer) notes the report's contents

13.2 Legal : The recommendation can be supported from a legal point of view

14 Members' Interests

The Monitoring Officer is not aware of any specific interests that may arise in relation to this report. If the Portfolio Holder(s) have an interest he/ they should declare, complete the relevant notification form and refer the matter to cabinet for decision.

15 Future Status of the Report

This report can be made available to the press and public either immediately following portfolioholder decision.

Recommendation:	Reason for Recommendation:
Adopt a revised Corporate Design Guide as set out in the attached documents.	To provide consistent design guide information for all county council graphic material

Relevant Policy (ies):			
Within Policy:	Y	Within Budget:	Y

Relevant Local Member(s):	N/A
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Person(s) To Implement Decision:	Anya Richards
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Date By When Decision To Be Implemented:	February 2016
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Background Papers used to prepare Report: