

OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE**25 MAY 2007****BRANDING & COMMUNICATIONS****1 Purpose of Report**

- 1.1 To provide an update on the development of the OWP brand and communications plan.

2 Background

- 2.1 At it's last meeting (30 March 2007) OWP selected a favoured logo design for further development into a brand. OWP also agreed that a communications plan should be developed.
- 2.2 The logo design work is now complete and an identity guide has been drafted. This guide provides information (primarily to designers and printers) on how the OWP logo can be used. It covers issues such as logo positioning, the fonts and colours that may be used etc. A copy will be distributed to the Waste Management and Communications/PR offices at each Partner Authority.
- 2.3 Document templates are now being finalised so that the OWP brand can be used on letterheads, fax headers, business cards, websites, powerpoint presentations and so on. Although primarily intended for use by the OWP Coordinator and Chairman, templates and stationary can be distributed to other OWP members and officers as needs be.
- 2.4 A small project team has been commissioned to develop the Communications Plan. The team comprises of the OWP Coordinator, the Waste Recycling Manager at Cherwell District Council and the Communications Manager at Vale of White Horse District Council. County Council Officers will provide an initial peer review. It is envisaged that a draft Communications Plan will be presented for approval to the August 2007 meeting of the OWP.

3 Financial, Risk and Staff Implications

- 3.1 £3,400 has been budgeted for the development of the logo and identity guide.
- 3.2 The Communications Plan is in development and has not yet been costed. Any implementation costs falling within the current financial year (including trade marking of the OWP logo) will be met by the £20,000 contingency allocation within this year's OWP budget.

4 Areas Affected

- 4.1 The OWP brand and Communication Plan will have countywide coverage.

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5 Effect on Strategic Policies

5.1 The development of a brand and communications plan supports the following policies within the OWP Joint Municipal Waste Management Strategy:

Policy 3 - The Oxfordshire Waste Partnership will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services.

Policy 4 - The Oxfordshire Waste Partnership will encourage the controlled reuse and reclamation of items through the provision of advice and appropriate services.

Policy 8 - The Oxfordshire Waste Partnership will encourage householders and businesses to separate waste for recycling collections by providing targeted information and awareness raising campaigns.

Policy 14 - The Oxfordshire Waste Partnership will develop methods of working together to improve the level of service through effective and efficient use of resources within Oxfordshire.

6 Options or Alternatives

6.1 n/a.

7 Recommendations

7.1 That the update be noted.

8 Reasons for Recommendations

8.1 n/a.

9 Contact Officer

9.1 Author: Wayne Lewis Tel: 01295 221903

Email: Wayne.lewis@cherwell-dc.gov.uk

Background Papers: "Branding & Communications" Agenda Item 11, OWP 30th March 2007