

## OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE

30 MARCH 2007

## BRANDING &amp; COMMUNICATIONS

**1 Purpose of Report**

- 1.1 The purpose of this report is to consider some initial logo designs for the OWP and to select a favoured design for further development and refinement.
- 1.2 It is also proposed that a Communications Plan be developed for the OWP, which will cover issues such as the aims & objectives of the OWP's communications work and a plan of our communications activities. It will also set out how we will develop the OWP brand<sup>1</sup> and will establish protocols on dealing with the media.

**2 Background**

- 2.1 A design agency (DNA) has been commissioned to develop an OWP brand and a shortlist of some initial logo designs are attached at Appendix 1. Once a favoured design is selected, it will be further developed and refined to form our final brand. A Corporate Standards Manual will also be produced by DNA to accompany the brand, setting out how it can be used.
- 2.2 The OWP brand should not be developed in isolation. An accompanying Communications Plan will address some fundamental questions such as who we'll communicate with, why we are communicating, when we'll communicate, where and how? It will provide a structured framework, which can be properly resourced, monitored and reviewed.
- 2.3 The development of a Communications Plan also provides an opportunity to agree some protocols on how the OWP deals with the media, covering issues such as who should be consulted on draft press releases, who should be quoted in press releases etc.

**3 Financial, Risk and Staff Implications**

- 3.1 £3,400 has been allocated from the OWP budget for the development of the logo and an accompanying Corporate Standards Manual.
- 3.2 The OWP may, in due course, consider trade marking the logo in order to reduce the risk of third parties using the OWP brand without permission. Costs of trade marking are currently being explored.
- 3.3 The proposed Communications Plan has yet to be developed and has not therefore been budgeted for. It is envisaged that any associated costs falling within the current financial year (including trade marking) will be met by the £20,000 contingency allocation within this year's OWP budget (as detailed in item 8 of today's agenda).

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<sup>1</sup> A **brand** is a collection of images and ideas representing a company or organisation; more specifically, it refers to the concrete symbols such as a name, logo, slogan, and design scheme.

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- 3.4 The absence of a Communications Plan represents a significant risk to the OWP in terms of missed PR and marketing opportunities. It also leaves the OWP vulnerable to the threat of reputation damage through poor, inconsistent and miscommunication.
- 3.5 A small Officer working group comprising the OWP Coordinator, two Waste Projects Officers (one District and one County Council representative) and a member of the countywide PR group is currently working with the design agency on the development of the OWP brand. It is proposed that this Officer working group (or similar) also be tasked with drafting a Communications Plan for approval by the OWP.

### **4 Areas Affected**

- 4.1 The OWP brand and any associated Communication Plan would have countywide coverage.

### **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 Members may choose not to develop a brand or public profile for the OWP, keeping all external communications within the corporate identities of the Partner Authorities and the existing Recycle for Oxfordshire campaign.

### **7 Recommendations**

- 7.1 It is recommended that:
- i. The OWP selects a favoured logo design for further development into an OWP brand;
  - ii. The OWP agree to the development of a Communications Plan;
  - iii. That further exploration of trade marking the OWP brand be included within the Communications Plan; and,
  - iv. That an Officer working group, as outlined in paragraph 3.5, be tasked with developing a Communications Plan for approval by the OWP.

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### **8 Reasons for Recommendations**

8.1 To develop an identity for the OWP and to raise awareness of its work.

### **9 Contact Officer**

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