

Record of Officer's Decision

The Openness of Local Government Bodies Regulations 2014 and the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Date of Decision:	21/11/18
Decision Maker (Officer):	Will Lodge, Communications Manager
Authority for Delegated Decision (Cabinet/Committee Decision or Scheme of Delegation – provide reference):	<p>Part 3, Schedule 3 – Responsibility for Executive Functions delegated to Officers paragraph 4.3 (1) – the Corporate Director has delegated authority to discharge executive functions within their respective service areas (Part 3.38). All delegations are subject to consultation where considered appropriate in the circumstances (paragraph 4.3 (4)(ii) – Part 3.39).</p> <p>The Corporate Director for Corporate Services has delegated operational matters relating to the Branding Guidelines to the Communications Manager.</p>
Identify which Portfolio Holder(s)/Committee Chairman consulted?	N/A
Ward Member(s) consulted?	N/A
Is it a Key Decision?	No
Is it subject to call-in?	No
Decision Made:	To refresh the Branding Guidelines.
Reason for Decision (if a report was produced to support the Decision, refer to or attach it):	To clarify the rules around use of the logo. Previous guidelines did not permit use of crest without words, but were silent on use of words without crest. New guidelines explicitly allow use of words without the crest, if appropriate to do so (primarily in a digital format).

	Refreshed guidelines also updated example posters/branding to bring them up to date.
Highlight any associated risks/finance/legal/equality considerations:	Allowing a words-only logo improves accessibility by making the logo more digital, and specifically mobile-friendly. This means our websites, apps and other digital displays are easier to read for those with, for example, sight problems. There are no finance, legal or risk considerations.
Details of any Alternative Options Considered and rejected (together with reasons):	No refresh – would have left guidelines looking out-of-date, increased risk they would be ignored leading to inconsistent branding and associated risk to reputation. No change to crest/words rules – would have no effect as technically permitted. However, if strict adherence to the spirit of the guidelines taken and words always used with crest, would have made digital branding less accessible and potentially had a discriminatory impact on people using our online services. Full re-branding exercise – considered not an appropriate use of resources at this time.
Details of any declarations of interest (by Portfolio Holder/Committee Chairman who was consulted by the officer, which related to the decision) If relevant, a note of the dispensation granted by the Monitoring Officer:	N/A
Reason Decision, or supporting Report, is not published:	X Not applicable – Decision [and report] to be published
<i>Tick one or more of the specific exemptions,</i> <u>and</u> <i>Give more information in the final box with regards to why the exemption applies and outweighs the public interest test (which is in favour of disclosure).</i>	If Report is not to be published – tick one of the following boxes:
	<input type="checkbox"/> The report supporting the Decision contains confidential information
	<input type="checkbox"/> The Report supporting the Decision falls within an exemption pursuant to Schedule 12A of the Local Government Act 1972 Information:
	<input type="checkbox"/> • Relates to an individual
	<input type="checkbox"/> • Likely to reveal the identity of an individual
	<input type="checkbox"/> • Relating to financial or business affairs of a person or organisation
<input type="checkbox"/> • Relates to a claim for legal professional privilege in legal proceedings	
<input type="checkbox"/> • Reveals that the Council proposes to give	

		under any enactment a notice under or by virtue of which requirements are imposed on a person; or to make an order or direction under any enactment
		<ul style="list-style-type: none"> • Relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime
		<p><u>And</u> is exempt if and so long, as in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information</p> <p>Reasons:</p>

Officers

Signed: Will Lodge

Title: Communications Manager

Signed: Martyn Knappett

Title: Corporate Director for Corporate Services

In consultation with:

Signed: N/A

Portfolio Holder For Housing

Signed: N/A

Section 151 Officer (if required)

Signed: N/A

Monitoring Officer (if required)

Dated: 21/11/18