

Report for: Cabinet

Date of Meeting:	25 th May 2023
Subject:	New Council Logo
Key Decision:	No
Responsible Officer:	Alex Dewsnap - Director of Corporate Resources and Transformation
Portfolio Holder:	Councillor Paul Osborn - Leader of the Council and Portfolio Holder for Strategy; Councillor Stephen Greek - Portfolio Holder for Performance, Communications & Customer Experience
Exempt:	No
Decision subject to Call-in:	Yes
Wards affected:	All
Enclosures:	Appendix 1 – Approved final versions of the new logo

Section 1 – Summary and Recommendations

This report sets out to refresh the Council logo with a new design that marries traditional values with a modern view of Harrow, giving residents a visual representation of Harrow that they can have pride in

Recommendations:

Cabinet is requested to approve:

1. the adoption of the new Council logo
2. that the Council will be referred to formally as The London Borough of Harrow

Reason: (for recommendations)

To enable the adoption and roll out of a new Council logo, supporting the Council's aim to restore pride in Harrow

Section 2 – Report

Introductory paragraph

At Cabinet on the 24th May 2022 it was agreed to commence work on redesigning a new Council logo, in order to create better brand awareness with residents of the Council and its services, and restore pride in Harrow and its heritage at zero or negligible additional cost.

This report presents the recommended new logo that resulted from this work and approach to its roll-out at minimum cost.

Options considered

Replace the existing logo

This option is detailed in the report below.

Do nothing

The current logo is increasingly dated design-wise, and its base oblong shape is a poor fit for new digital mediums such as social media.

Not updating the logo would mean that we continue to use the existing logo and make concessions for the limited design.

Background

The existing logo

Our current logo has been in existence for more than 15 years. The lozenge design is now looking dated, and its relevance is now questionable.



In addition, over more recent years a secondary logo has evolved across our digital presence and assets, so it is felt that this could give a mixed identity of the Council to the public.

To maximise our brand as an organisation, we needed to consolidate into one new logo that was appropriate to be used across all internal and external platforms, physical and digital formats and signalling that we are 'one council', serving the residents of Harrow.

The logo redesign

At Cabinet on the 24th May 2022 it was agreed to commence work on redesigning the Council logo, in order to create better brand awareness with residents of the Council and its services, at zero or negligible additional cost.

To ensure this was delivered in the most cost-effective way while remaining authentic to Harrow, a competition was arranged for the students of Harrow College and Westminster University to submit potential designs for the new logo. The winner was given a £250 voucher for their submission.

The design brief asked entrants to evolve our Civic Coat of Arms so that it is visually more modern, reflecting a contemporary, well designed and stylish image whilst retaining our historical cues.

The new logo and rollout



The new logo is available in purple and white, with matching inverse colours, and black and white, with matching inverse colours.

It has been designed to be long lasting and easily recognisable through both the shape and design of the crest.

The new logo is flexible and adaptable with a model that is scalable for use on small assets such as embroidered clothing up to large signs and vehicle sides. The logo is also available in both an inline and stacked version (ie landscape and portrait images) ensuring there is an appropriate version for use on all physical and digital assets.

The new logo consists of the following elements:

- 1 – Mural Crown representing Harrow as a town
- 2 – Torch representing Harrow's excellence in education
- 3 – Handel's organ representing Harrow's musical history
- 4 – Quill representing Harrow's links to writing and poetry
- 5 – Green belt representing Harrow's green suburban setting
- 6 – The Harrow Weald and Harrow on the Hill
- 7 – Harrow's motto (translated as 'the People's Welfare is the Highest Law')

The roll-out of the logo will be carried out at minimal cost. Physical signage will be replaced when it reaches the end of its natural life so no additional costs are incurred. Digital manifestations of the logo will be updated when appropriate within officer workloads.

The Council has been referred to as Harrow Council, London since the roll out of the previous logo over 15 years ago. It is intended that following the approval of this report the Council would revert to the London Borough of Harrow in all communications and branding. If anything, the move to 'Harrow Council' was done without any changes to the Council as a legal entity as we retain the use of the London Borough of Harrow through our legal contracts with third parties for instance.

Following approval from Cabinet the roll out of the new logo and use of the London Borough of Harrow will begin in June across signage that is already planned and costed for, and across digital assets such as the website and social media.

Risk Management Implications

Risks included on corporate or directorate risk register? **No**

Separate risk register in place? **No**

The relevant risks contained in the register are attached/summarised below.

The following key risks should be taken into account when agreeing the recommendations in this report:

Risk Description	Mitigations	RAG Status
The new logo doesn't work on all assets	<ul style="list-style-type: none"> ▪ An extensive engagement has taken place across all asset owners to take account of their needs in the design and use of the design of the logo 	GREEN
Roll out takes longer than expected. Costs could be incurred if the old logo is used on any new assets delivered from the point of launch of the new logo.	<ul style="list-style-type: none"> ▪ The expectation is that this will take a number of years, so the key will be being aware of the timetable of renewal from everything from bins to fleet, to system generated letter heads to social media and digital assets. Therefore all aspects will be planned to take account of the new logo 	GREEN
There is insufficient information and advance official communication given residents on the new logo resulting in a mixed or confusing identity of the Council given to residents	<ul style="list-style-type: none"> ▪ Residents will receive clear communications on the new logo via Harrow People and all digital channels 	GREEN
There is inadequate staff awareness of the new logo	<ul style="list-style-type: none"> ▪ Communications Team currently preparing a full launch of the logo with staff in May ▪ Engaging with key stakeholders of the logo (e.g. Environment) has already started 	AMBER
Clear written guidance on the use of the new logo is not made available to staff	<ul style="list-style-type: none"> ▪ Brand guidance will be produced and be ready for launch of the logo to provide staff with guidance on use of the logo and this will be via signposting to digital platforms at the Council 	GREEN

Procurement Implications

There are no procurement implications associated with the recommendations set out at the beginning of this report. Any procurement required to support

the rollout of the new logo will be undertaken consistent with the Contract Procedure Rules.

Legal Implications

The London Borough of Harrow, along with the other London boroughs, was created on 1 April 1965 by the London Government Act 1963 and is known as a London borough council.

Under the Local Government Act 1972, the London Borough of Harrow is constituted as a corporation having legal personality, administered by the council, which exercises the powers and functions given to it by statute in the local government area under its control.

The new logo reflects this legal framework.

Financial Implications

The roll out is expected to take a number of years with assets updated as and when it was coming to the end of its natural life or was being replaced.

Costs will be incurred when physical assets are replaced, but as this will be part of the existing cycle of replacing existing assets this will be contained in existing budgets. To avoid any additional costs, the new logo must be used on any new assets following the go-live date.

Digital changes, such as social media and the website will be changed at zero cost by the teams that own these assets.

It is noted that the costs to date are less than £500.

Equalities implications / Public Sector Equality Duty

N/A

Council Priorities

The new logo supports all the corporate priorities, but principally drives the vision of *A Council that Puts Residents First*.

Section 3 - Statutory Officer Clearance

Statutory Officer: Dawn Calvert

Signed on by the Chief Financial Officer

Date: 17/5/23

Statutory Officer: Stephen Dorrian

Signed on behalf of Monitoring Officer

Date: 17/5/23

Chief Officer: Alex Dewsnap

Signed off by the Corporate Director

Date: 17/5/23

Head of Procurement: Nimesh Mehta

Signed on by the Head of Procurement

Date: 17/5/23

Head of Internal Audit: Neale Burns

Signed on behalf of the Head of Internal Audit

Date: 17/5/23

Has the Portfolio Holder(s) been consulted? Yes

Mandatory Checks

Ward Councillors notified: NO, as it impacts on all Wards

EqIA carried out: NO

Section 4 - Contact Details and Background Papers

Contact: Alex Dewsnap, Director of Corporate Resources and Transformation, alex.dewsnap@harrow.gov.uk

Call-in waived by the Chair of Overview and Scrutiny Committee - NO