



## EAST STAFFORDSHIRE BOROUGH COUNCIL

### REPORT COVER SHEET

<b>Title of Report:</b>	Re-Branding Proposal For Burton Town Hall
<b>Meeting of:</b>	Cabinet
<b>Date:</b>	13 June 2016
<b>Is this an Executive Decision:</b>	NO
<b>Is this a Key Decision:</b>	NO
<b>Is the Report Confidential:</b>	NO
<b>If so, please state relevant paragraph from Schedule 12A LGA 1972:</b>	[ ]

**Essential Signatories:**

**ALL REPORTS MUST BE IN THE NAME OF A HEAD OF SERVICE**

Monitoring Officer: Angela Wakefield

Date ..... Signature .....

Chief Finance Officer: Sal Khan

Date ..... Signature .....

**EAST STAFFORDSHIRE BOROUGH COUNCIL**

**Report to: Cabinet**

**Date: 13<sup>th</sup> June**

**REPORT TITLE: Branding of Burton Town Hall**

**PORTFOLIO: Cultural Services**

**HEAD OF SERVICE: Mark Rizk**

**CONTACT OFFICER: Chloe Brown Ext. No. x1515**

**WARD(S) AFFECTED: N/A**

**1. Purpose of the Report**

- 1.1. To provide options for the re-branding of Civic Function Suite as Burton Town Hall

**2. Executive Summary**

- 2.1. The CFS will externally be re-branded and 'sold' to external customers as 'Burton Town Hall', to give the service a clear identity and a recognisable name that conjures up not only the place itself but the idea of quality and heritage. By having a clear and singular name and brand for the building we can raise awareness and start to change perceptions locally of the venue, with clear messages around what service we provide. It will enable us to reach new customers and bring the service in line with local competitors.
- 2.2. Following a design development process, 4 shortlisted design concepts have been presented as part of this report for discussion.
- 2.3. The suggested recommendation for Option A (as per Appendix 2) as the final design has been made due to its flexibility and the inclusion of both traditional and contemporary elements.

### **3. Background**

- 3.1. The re-structure within Cultural Services in December 2015 resulted in the creation of the new Brewhouse, Arts and Town Hall Manager role and the Shared Services Marketing Officer role. Therefore providing the Civic Function Suite (CFS) with a clear strategic lead and additional support, to enable us to develop the Service and create a more sustainable offer for both community and commercial customers, to host events within the iconic building.
- 3.2. A new Marketing Strategy has been written for the Service and outlines a new direction for the CFS to include the rebranding, use of targeted marketing and the creation of a clear vision for the Service, including development of a strong programme of commercial, live entertainment and the development of high quality wedding and conference packages that are affordable and unique to the local area.
- 3.3. As part of the Culture portfolio, the CFS needs a strong brand to match those already established by the other ESBC venues such as Meadowside Leisure Centre, the Market Hall and The Brewhouse. This will open up opportunities for joint marketing and promotion.

### **4. Contribution to Corporate Priorities**

- 4.1. The report contributes to the following Corporate Priorities:
  - 4.1.1. Value for Money Council Services
  - 4.1.2. Strengthening Communities
  - 4.1.3. Promoting Local Economic Growth

### **5. Proposal for the Branding of Burton Town Hall**

- 5.1. Re-Branding as Burton Town Hall:
  - 5.1.1. The CFS will be re-branded and 'sold' to external customers as 'Burton Town Hall', to give the service a clear identity and a recognisable name that conjures up not only the place itself but the idea of quality and heritage. By having a clear and singular name and brand for the building we can raise awareness and start to change perceptions locally of the venue, with clear messages around what service we provide.
  - 5.1.2. Following an initial design stage, the decision to use 'Burton Town Hall' rather than 'Burton Upon Trent Town Hall' was made, as it was viewed as being more succinct and easier to reference for customers; this is how it is currently referenced locally; and in terms of design; it was more appealing and provided a more contemporary feel and a balance between text and image. In response to this, part of the brand guidelines will include assurance that any promotional materials will always include the full address, to avoid any lack of clarity.

## 5.2. Re-branding Rationale & Objectives:

5.2.1. Burton Town Hall is positioned as a historic meetings and events venue in a competitive market, made up of a number of private sector competitors locally, including Branston Golf and Country Club, Hoar Cross Spa, Dove Cliffe Hall Hotel, Pirelli Stadium, and The National Brewery Centre etc. The venue will aim to remain competitive in this market by developing a unique place in the minds of local people, giving a unique experience to visitors, at affordable rates, whilst becoming more commercially aware. This will be underpinned by developing a new and clearly communicated brand, improving marketing planning and enhancing and developing its relationship with new and existing customers.

5.2.2. Developing a unique offer is a key challenge for Burton Town Hall in its bid to develop its position in the market place, given the competitive environment and potential threat of competitors in this sector. This only reinforces the need for a strong image and brand for the venue in order to be able to compete with well established and high quality brands and find its own voice locally and regionally.

5.2.3. The new brand and clear positioning within the market will enable us to reach new customers and bring the service in line with local competitors.

5.3. In order to develop a representative image that could be used as the Burton Town Hall logo, a design brief was developed by the Shared Services Marketing Officer in partnership with staff at the Civic Function Suite and the Brewhouse, Arts and Town Hall Manager. The Design Brief can be seen as **Appendix 1**. A commercial design company was appointed in March 2016 to develop a number of design concepts.

5.4. Initial designs and concepts were discussed and reviewed by the Civic Function Suite Team, Shared Services Marketing Officer and Assistant, and the Brewhouse, Arts and Town Hall Manager. The designs were subsequently developed and a 'short list' of appropriate designs are now presented within this report (these can be found in **Appendix 2**) for consultation with members and key staff.

- 5.5. The following design (Option A) is the suggested concept for the Town Hall. Following consultation there have been several versions of Option A, with the below being the preferred option and recommended choice for the future brand. It has been chosen because it provides flexibility, a contemporary feel with the ability to add the traditional aspect of the building outline for larger pieces of print, letterhead etc. The use of the circle echoes the Brewhouse logo (and references the towns heritage as the circle is representative of a beer barrel) and could easily be used alongside this for any joint publicity.



- 5.6. Once approved, the logo will be used in a variety of image combinations to promote the Brewhouse. These will include; building signage (internal), posters, leaflets, letter heads, website and social media applications and uniforms. In addition a 'style' guide will be developed to ensure that the logo is used appropriately in a variety of applications.

## **6. Financial Considerations**

*This section has been approved by the following member of the Financial Management Unit: Anya Murray*

- 6.1. There are no financial issues arising from this Report.  
6.2. Any costs associated with the developing the brand i.e. fee for Goult Design will be covered by existing Marketing budgets within the Service.

## **7. Risk Assessment and Management**

- 7.1. The main risks to this Report and the Council achieving its objectives are as follows:

### **7.2. Positive (Opportunities/Benefits):**

- 7.2.1. A new, fresh image will raise the profile of the Town Hall in a positive way, resulting in greater interest, bookings and income generating capacity.

7.2.2. The use of the circle in the design echoes the Brewhouse logo and could easily be used alongside this for any joint publicity.

**7.3. Negative (Threats):**

7.3.1. There are no negative risks resulting from this approach

7.4. The risks do not need to be entered in the Risk Register.

**8. Legal Considerations**

*This section has been approved by the following member of the Legal Team: [*  
*]*

8.1. There are no significant legal issues arising from this Report.

**9. Equalities and Health**

9.1. **Equality impacts:** The subject of this Report is not a policy, strategy, function or service that is new or being revised. An equality and health impact assessment is not required.

9.2. **Health impacts:** The outcome of the health screening question does not require a full Health Impact Assessment to be completed. An equality and health impact assessment is not required.

**10. Human Rights**

10.1. There are no Human Rights issues arising from this Report.

**11. Sustainability (including climate change and change adaptation measures)**

11.1. Does the proposal result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures) No

**12. Recommendation(s)**

12.1. That the logo, Option A, shown in section 5.5 of this report is approved.

**13. Background Papers**

N/A

#### **14. Appendices**

- 14.1.      Appendix 1:      Re-Brand Design Brief
- 14.2.      Appendix 2:      Shortlisted Designs