

Meeting	Community Development Committee
Date	1 st September 2026
Report Title	Branding Update
Agenda Reference	12
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Recommendations

1. To note the report.

Vehicle Livery

The Marketing and Events Co-ordinator has commenced initial investigations into vehicle branding and is currently undertaking an audit of the Parish Council vehicle fleet in conjunction with the Parks and Open Spaces Team. The purpose of this work is to assess branding opportunities, identify suitable vehicles for livery, and provide recommendations for future budget allocation.

The current indicative budget is £3,500. Initial research suggests that full vehicle wraps may exceed this allocation depending on vehicle size and coverage requirements.

To provide a more flexible and cost-effective solution, especially where vehicles may be replaced soon, alternative branding options are currently being explored. These include removable magnetic signage and partial vehicle graphics. Indicative costs for magnetic signage range from approximately **£27 to £55 per pair**, depending on size, making this a potentially affordable and adaptable option.

The Co-ordinator is also in discussion with the Parish Council's recent electric vehicle supplier, to obtain recommendations from their preferred branding contractors and gain further insight into average costs for branding future vehicles.

Bus Branding

Discussions have taken place regarding potential branding enhancements to the community minibus, with funding of **£1,013.52 available from the EMR allocation**.

While a full vehicle wrap remains an option, consideration is being given to the age of the current vehicle and the possibility of future replacement. As the recent minibus wrap cost approximately **£4,500 plus VAT**, it is unlikely that a full wrap could be achieved within the available budget.

The Co-ordinator is therefore exploring alternative branding options that would increase the vehicle's visibility and reinforce the Parish Council brand, while ensuring funds are used sensibly if the vehicle is replaced in the near future. Costed options will be presented once supplier quotations have been received.



Building Branding and Wayfinding

The Marketing and Events Co-ordinator is currently developing concepts to improve branding and wayfinding at the Parish Offices as part of a wider customer journey and place-branding initiative.

Feedback and day-to-day observations have highlighted that many visitors experience difficulty locating the Parish Office entrance. Staff regularly encounter residents seeking directions to the doctors' surgery or Haydon Centre. Improved signage and visual branding are therefore considered important in helping residents identify Parish Council services more easily.

Current proposals include:

- Enhanced external wayfinding signage.
- Improved information points around the site.
- Increased use of the Parish Council's brand identity and purple colour scheme.
- Branding enhancements to gated entrances and key access points.

These improvements aim to strengthen the Parish Council's visual presence and better distinguish its facilities from neighbouring organisations and tenants.

Initial budget discussions suggest using the previously proposed allocation of **£7,500** as a starting point, with investigations also considering requirements of up to **£10,000** depending on the scope of works identified.

Mock-up designs and cost estimates will be presented at the October meeting to inform future budget setting discussions.

Next Steps

- Complete vehicle branding audit and present recommendations.
- Obtain additional quotations for vehicle and bus branding options.
- Continue discussions with electric vehicle suppliers regarding branding contractors.
- Finalise building branding and wayfinding concepts.
- Present signage mock-ups and budget estimates in October.
- Develop budget proposals for inclusion within the 2027/28 budget-setting process.

Financial Overview

Project	Estimated Cost
Vehicle Livery Budget (current allocation)	£3,500
Community Bus Branding EMR	£1,013.52
Recent Minibus Wrap (benchmark)	£4,500 + VAT
Building Branding Aspiration	£7,500 - £10,000

This work forms part of the wider Parish Council objective to improve visibility, strengthen brand recognition, enhance customer experience, and ensure residents can more easily identify and access Parish Council services and facilities.