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| Meeting | Community Development Committee |
| Date | 3rd November 2026 |
| Report Title | Branding |
| Agenda Reference | 16 |
| Author | Liz Matthews, Marketing & Events Co Ordinator |

**Officer's Recommendation**
To agree in principle to the design of the Parks & Open Spaces vehicle livery. To note the next steps and progress made to date.

**Background**

The Council continues to progress its wider branding programme, aimed at strengthening visibility, improving consistency, and enhancing the overall customer experience across all Council services. Following the approval of initial branding concepts, the Marketing & Events Co-ordinator has continued to develop the project, extending beyond physical signage to include communications, digital applications, engagement tools, and future vehicle branding. This work supports the Council's objective of presenting a professional, recognisable, and trusted identity throughout the parish.

**Signage Project Update (see previous report here)**

Since the previous report, the Marketing & Events Co-ordinator has met with both Company A and Company B on site to review the proposed signage scheme and discuss installation requirements. The visits provided valuable insight into site-specific challenges and allowed both suppliers to review designs against existing infrastructure and access arrangements.
As a result of the site meetings, both companies are preparing revised quotations that reflect installation requirements and any specification amendments identified during discussions. The Co-ordinator is currently awaiting these updated costs.

**Installation Costs**
Company A: £756.00 + VAT (contingency of £300 + VAT for and digging issues). Priced supplied after site visit
Company B: £3,435.00 + VAT Price supplied before site visit (awaiting revised price)

**Installation of Signage**
Following discussions with the appointed contractors, the Parks & Open Spaces Manager has advised that all signage installation works should be undertaken by the successful contractor. This recommendation reflects the specialist nature of the signage and the potential requirement for groundworks, which may result in variations to installation methods and site-specific requirements. Utilising the successful contractor for the installation will help ensure consistency of delivery, compliance with manufacturer specifications, and effective management of any unforeseen ground conditions encountered during the installation process.

Both suppliers confirmed that a 2026 completion programme would be achievable and raised no concerns regarding project timescales.

A number of questions arose during the site visits regarding land ownership and boundary responsibilities. The Co-ordinator is currently undertaking Land Registry checks to clarify these matters before any works proceed. Once ownership and responsibilities have been confirmed, a meeting will be arranged with Better Leisure to discuss opportunities for collaborative improvements, including signage installation and the repainting of boundary fencing.

The proposed signage concepts remain an important component of the Council's wider brand aspirations and include enhanced gateway signage, refreshed welcome features, improved wayfinding, noticeboard branding, and community asset identification. Examples of the previously proposed signage concepts are shown below:

**Proposed Branding Elements – Vehicle Livery**

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|  | **Tipper Cadged Van Hire x 3**<br><br>Hire contract end: March 2028<br><br>Purple band & green door is a vinyl wrap with just a logo on bonnet.<br><br>£TBC |
| <br> | **Goupil/G4 Leased x 2**<br><br>Lease contract end: Aug 2027<br><br>The Green panel could be reused on any new lease.<br><br>Green panel attaches to the cadge on Goupil with purple panel as wrap. Cadge fixings must be robust to withstand wear and tear.<br><br>£TBC |

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| <br> | **Ford Transit E-Custom**<br><br>**Hired x 1**<br><br>Hire contract end: Aug 2029<br><br>**Own x 1 (2018 reg)**<br><br>Lower vinyl wrap, including play parks within the graphic<br><br>£TBC |

**Noticeboard Audit**
The Marketing & Events Co-ordinator and Parks & Projects Lead have now completed a parish-wide noticeboard audit. The audit reviewed condition, location, visibility, accessibility, and branding consistency throughout the parish.

The findings have identified opportunities to improve both the visual impact and functionality of several noticeboards. Recommendations include the introduction of standardised branded headers, repairs where required, improved presentation standards, and the removal or replacement of boards that no longer provide effective community communication. These improvements will support greater consistency and strengthen the Council's visibility across all areas of the parish.

**Communications and Digital Branding**

Alongside physical improvements, significant progress continues to be made in embedding the Council's brand across communications and digital applications.

The Marketing & Events Co-ordinator regularly produces branded templates and communication tools for use across the organisation, helping to ensure consistency in style, tone, and presentation across newsletters, reports, correspondence, promotional materials, and resident communications.

A range of branded engagement tools have also been developed to support Councillors in their community-facing activities. Presentation templates, consultation materials, promotional literature, and event resources continue to promote a professional and business-like approach while maintaining accessibility and a strong community focus.

Current projects include the development of room hire marketing materials and enhancements to website booking information. These improvements aim to ensure residents receive a consistent and professional experience regardless of how they interact with the Council, whether online, through printed communications, or at community events.



**Looking Ahead**
By early 2027, the Council's brand is expected to have a visible presence throughout the community. This will be reflected through refreshed noticeboards, community bus graphics, improved wayfinding and signage, enhanced site presentation, and a more consistent customer experience across digital and physical touchpoints.

Residents will experience the Council's brand from the moment they visit the website or engage via social media, through to the welcome they receive at Council facilities and community events.

Looking further ahead, aspirations remain for the introduction of branded Parks & Open Spaces fleet livery, further reinforcing the Council's identity within the parish and providing highly visible promotion of the valuable services delivered on behalf of residents.

The ongoing branding programme continues to demonstrate the Council's commitment to professionalism, visibility, and civic pride, ensuring that the positive work undertaken by the Parish Council is clearly recognised throughout the community.