

Committee(s):	Date(s):	Item no.
Open Spaces and City Gardens Committee	22 July 2013	
Subject: Identity Project: Establishment of a Working Party	Public	
Report of: Director of Open Spaces	For Decision	
<u>Summary</u>		
<p>To support the promotion of the City's open spaces, a project has been initiated to develop a portfolio of identities for the City's open spaces. To ensure that Members are full engaged in the process of development, it is proposed that a Working Party is created to consider the proposals before they are presented to Committee in November.</p>		
Recommendation		
It is recommended:-		
<ol style="list-style-type: none"> 1. That a working party is convened to consider the development of a new visual identity for Open Spaces and to report back to the Open Spaces & City Gardens Committee 2. That the Chairman, Deputy Chairman and a minimum of two further members of the Committee be appointed to serve on the Working Party 		

Main Report

1. Background

The Open Spaces sites have a range of design materials used in written and online publications, uniforms and vehicle liveries and information boards and signs located on sites. The design has begun to look dated and there is little uniformity in the designs. This can lead to confusion and represents a missed opportunity for City of London to effectively and proactively communicate its work in protecting and maintaining green spaces.

A project has been initiated to develop a portfolio of identities for the City of London's green spaces that fits within, and promotes, the City of London brand and charity status.

2. Current Position

A design agency, Evolve Design, has been engaged to create an Identity toolkit for each open space, which meets their needs and promotes the City of London and the charitable status of some of the spaces. The agency is currently completing a schedule of visits to each space where they have toured the sites, engaged with staff and users of the sites. They will shortly begin work on producing concepts for departmental and member consultation.

The engagement of members in this process is vital to its success. To this end, it is proposed that two meetings of a working party are held. The terms of reference and constitution of the proposed working party are contained in appendix 1. It is suggested that working party would be formed of the Chairman, Deputy Chairman and a minimum of two further Members. The proposed weeks for these meetings are: w/c 16 September 2013 and w/c 4 November 2013.

3. Corporate and strategic implications

The purpose of the identity project is not to create a new brand. The brand for the open spaces will remain the City of London Corporation and will continue to use the City's crest as its logo. The management of the City of London brand is carried out by the Public Relations Office (PRO), members of which are closely involved in the development of this project.

4. Financial and risk implications

A budget of £38,000 has been committed to this work by the Superintendents of the sites. This budget does not include the cost of implementation, including producing new literature or installing new signs and infrastructure. It is planned that these costs will come from local risk budgets and the transition will occur as and when existing stocks are run down or when new signs are required.

5. Conclusion

The final proposal will be presented to the committee on the 25th November 2013 for decision following this consultative process. We would like to ask for volunteers for the working group who will be available on the dates indicated above.

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Appendix 1**Open Spaces Visual Identify Working Party – Proposed Terms of Reference****Constitution**

- The Chairman and Deputy Chairman of Open Spaces & City Gardens Committee
- A minimum of two further Members appointed by the Open Spaces & City Gardens Committee

Terms of Reference

- To consider proposals for a new visual identity for the City's Open Spaces and to make recommendations to the Open Spaces & City Gardens Committee

Quorum

- The quorum consists of any three members