

SHEPTON MALLET TOWN COUNCIL

Meeting	Full council, Item 9.15
Date	08 September 2020
Author	Project officer
Subject	Town council branding exercise

1.0 PURPOSE OF REPORT

- 1.1 For councillors to agree to the formation of a working party to be consulted on and contribute to the branding exercise, as required by the project officer and designer.

2.0 BACKGROUND INFORMATION

- 2.1 It was agreed at Open Spaces on 28 July that the town council will work with a designer to develop a brand for the town council, including a new logo and various other graphic elements to be used on print materials, online and on physical assets owned by the town council.

3.0 FINANCIAL IMPLICATIONS

- 3.1 It was agreed at Open Spaces in July that the branding exercise would be paid for from EMR 325 as part of the wider town signage and improvements project.

4.0 TOWN PLAN REFERENCE

Place making

Ensure the town centre is attractive and welcoming	Invest in improvements in the Market Place, in partnerships with others Support the retention of the Library in the centre of town and its development into a wider Community Hub Improve the signage, information boards and street furniture to make the town more welcoming
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5.0 RECOMMENDATIONS

- 5.1 For councillors to agree that a working party be formed with the following terms of reference: for 3 councillors to meet once monthly between September and December for the purpose of (a) agreeing the branding agency to be commissioned for this work based on the quotes gathered by the project officer and (b) providing input at specific stages of the brand development. To note that the timeframe for the branding exercise to be completed is the end of the calendar year.