

## **ADOPTION OF WORDING / LOGO TO IDENTIFY PROJECTS IN RECEIPT OF FUNDING FROM THE HIGH WYCOMBE TOWN COMMITTEE COMMUNITY SUPPORT GRANT**

**Councillor Tony Green: Chairman of the Committee**

Wards affected: All High Wycombe Town unparished wards

### **PROPOSED DECISION**

- (i) That the Committee considers whether it wishes in principle to support a proposal for the adoption of wording and / or a logo to identify projects in receipt of funding from the High Wycombe Town Committee Community Support Grant.
- (ii) In the event of a positive decision, the Committee is invited to agree - subject to there being no legal issues preventing the proposal - that authority be delegated to the Head of Community, in consultation with the Chairman of the Committee and the District Solicitor, to agree the format of the wording and / or logo to be adopted.

### **Reason for Decision**

To enable identification of those projects which have been funded by the High Wycombe Town Committee Community Support Grant, to enable these to be distinguished from those projects which have been funded from the Council's General Fund.

### **Corporate Implications**

1. As the High Wycombe Town Committee is an integral part of Wycombe District Council, which already has its own corporate and statutory identity and its own logo, there are legal, identity and branding implications for the Council corporately, which would need to be fully considered prior to any prospective decision to adopt a separate logo for one of the Council's Committees.

### **Executive Summary**

2. The High Wycombe Town Committee Community Support Grant provides one-off grants to organisations in High Wycombe to support community projects that they are organising. One of the conditions of the grant is that the applicant must acknowledge High Wycombe Town Committee on their literature if a grant is awarded. At present there is no logo or agreed form of words for this acknowledgement and organisations tend to use the WDC logo. This gives the impression that the funding was from the Council General Fund rather than the Special Expenses of High Wycombe.

### **Background and Issues**

3. The Committee is invited to decide in principle at this stage whether it wishes to support further investigation into this proposal.

### **Options**

4. The Committee may decide not to support the in principle proposal, in which case the current arrangements will continue.

### **Conclusions**

5. The Committee is invited to consider the proposal outlined above.

### **Next Steps**

6. If a decision is made in principle, the Head of Community and Chairman of the Committee, in conjunction with the District Solicitor, will further investigate the legal, identity and branding implications of the proposal.

### **Background Papers**

None.