

ADOPTION OF WORDING 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 RECOMMENDATION TO CABINET

- (i) That organisations in receipt of a High Wycombe Town Committee Community Support Grant be requested to use the following preferred wording on publicity materials to acknowledge receipt of the funding: "Funded (or part funded) by the High Wycombe Town Committee of Wycombe District Council".
- (ii) That a half-yearly information sheet be issued to the High Wycombe Town Committee listing the grants awarded.

Reason for Decision

To enable identification of those projects which have been funded by the High Wycombe Town Committee Community Support Grant, and for organisations in receipt of such funding to acknowledge High Wycombe Town Committee on their publicity literature and materials.

Corporate Implications

1. The High Wycombe Town Committee is an integral part of Wycombe District Council, which already has its own corporate and statutory identity. The use of the proposed wording is considered to be the way forward to avoid any legal, identity and branding implications for the Council corporately.

Executive Summary

2. The High Wycombe Town Committee Support Grant provides one-off grants to organisations in High Wycombe to support community projects. 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.
3. At the last meeting of the High Wycombe Town Committee on 10 June 2014, Members resolved that subject to there being no legal issues preventing the matter, the proposal to adopt a form of wording and/or logo to identify projects in receipt of funding from the High Wycombe Town Committee Community Support Grant be supported in principle. It was also agreed that an informal working group be established, comprising Councillors Green, Snaith, K Ahmed and Pearce, the District Solicitor, and Communications, to take forward this proposal and that a report be brought back to the Committee in due course for a final decision to be recommended to Cabinet

Proposals

4. The informal working group met on 5 August 2014 and the meeting was attended by Councillors Green and K Ahmed, the District Solicitor, and the Corporate Communications Team Leader.
5. The working group noted that when the decision was taken to make provision for Community Support Grants, the criteria required recipients to acknowledge High Wycombe Town Committee on their literature but no guidance had been given as to how this should be achieved. The working group discussed the possibility of using a logo, but concerns were raised about setting a precedent and diluting the Council's existing brand. The working group was also mindful that the High Wycombe Town Committee is part of Wycombe District Council, which already has its own corporate and statutory identity, and noted comments of the District Solicitor and Communications representative to this effect. It was therefore agreed that a logo should not be used, and that a prescribed form of wording should be used instead.
6. In discussing the form of wording to be adopted, the working group acknowledged that a variety of size of organisations received grants so there would be varying levels of ability to produce publicity materials to promote the receipt of the grant. Some organisations may not have the space on their publicity materials to be able to use the full text. As a result, the working group agreed that some flexibility and discretion would need to be utilised.
7. The working group agreed to recommend that the following preferred wording should be used: "Funded (or part funded) by the High Wycombe Town Committee of Wycombe District Council."
8. In addition, the working group felt it would be helpful to members of the High Wycombe Town Committee if a half-yearly information sheet was issued to them listing the grants that had been awarded.

Options

9. The Committee is invited to agree the wording recommended by the informal working group or it may decide to alter the proposed wording.

Conclusions

10. The Committee is invited to consider the proposed recommendations.

Next Steps

11. The recommendations from the Committee will be taken forward to Cabinet.

Background Papers

High Wycombe Town Committee report 10 June 2014.