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OFFICER DECISION TITLE:

Branding

NAME OF OFFICER EXERCISING DELEGATED POWERS:

The Chief Executive of the Cambridgeshire and Peterborough Combined Authority

DATE OF OFFICER DECISION: 13th March 2018

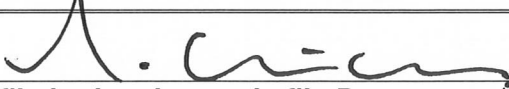
Responsible Director:	<i>Martin Whiteley, Chief Executive</i>
Is this a public report? If a key decision, it will be a public report and will be published on the CA website.	No
Does the report have any annex that contains exempt information?	No

Decision taken	<p>The Chief Executive has agreed to appoint Method Creative to support the Cambridgeshire and Peterborough Combined Authority (CPCA) in the creation of an overarching brand for the CPCA and LEP, including engagement work, amounting to a maximum cost of £20,000.</p> <p>There are no legal implications relating to this contract.</p>
Authorisation (<i>delete as appropriate</i>)	<p>This decision has been taken under delegated authority of the Chief Executive. The Chief Executive is delegated authority to take decisions up to £500K subject to any such decisions being reported to the next Board meeting of the Combined Authority.</p>
Background Information	<p>With the creation of a new LEP and the coming together of the two organisations, we have the opportunity to look at a wraparound brand that can be used for marketing purposes that will present a strong brand profile not only across the CA area, but across the world.</p> <p>The brand will clearly articulate the vision and purpose of the organisations and enable us to better engage with members of the community, businesses, international investors and other key</p>



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	<p>stakeholders.</p> <p>This branding process would be based on the ambitions of the organisation and involve clear engagement with the team, CA Board and Business Board to ensure buy-in from the early stages.</p> <p>It would deliver a wraparound brand, and two sub-brands, alongside full branding guidelines. The process would also include strong engagement work.</p>
Alternative options considered.	<p>Should the Combined Authority not enlist the support of Method Creative the delivery of a new wraparound brand (and sub-brand for the new LEP) will be delayed, and key marketing opportunities will be missed.</p> <p>There is also the potential that interim marketing materials need to be created using the existing brand that would then need to be reproduced at a later date.</p>
Consultation	
Declarations / Conflicts of Interests (only if the decision falls under the 'Express Authorisation' category)	None
Supporting documentation	None

Officer signature		Date 19/3/18
<p><i>Once signed please file in the electronic file Documents/Governance/ office decision notice and enter details in the register.</i></p> <p><i>If a public report, pass to Democratic Services and we will arrange publication.</i></p>		