

Impact Assessment of: Leeds City Council Brand Strategy
Service/ Directorate: Corporate communications team/PPI
Date Completed: 12/12/08
Lead Officer: Phil Jewitt

Members of the assessment team:

Name	Organisation	Role on assessment team
Phil Jewitt	Leeds City Council	Project Lead
Julie Hartley	Leeds City Council	Acting head of communications
Geoff Turnbull	Leeds City Council	Equalities advisor
Elizabeth Sanderson	Leeds City Council	Web content manager
Nicola Sedgwick	Leeds City Council	Equalities advisor
Andy Carter	Leeds City Council	Communications manager – press and media
Geoff Jones	Leeds City Council	Comms rep
Mike Sells	Leeds City Council	Comms rep
John Devine	Leeds City Council	Comms rep
Tim Quirke	Leeds City Council	Comms rep
Tom Smith	Leeds City Council	Comms rep
Sally Corcoran	Leeds Initiative	Communications manager
Dee Reed	Education Leeds	Communications manager

Brief description of policy/ service:

Brand strategy explains ways of working that allow all staff to consistently mainstream the elements of our brand into all aspects of the organisation

It outlines:

- what our brand is
- why and how we should use it
- how its use and misuse will be monitored and maintained.

Brief account of how the impact assessment was carried out:

Initial fact finding was informed by service area meetings from April until October 2008. Communications were provided to communications staff on background to the assessment via intranet and dissemination through communication sub board. Draft documentation was provided for a 4 week consultation after meetings with service areas and then opened up to all staff to comment on for a further 10 days during October 2008.

The joint diversity staff group forum was attended to promote the strategy and the assessment.

One council steering group were also asked to recognise and promote the assessment.

Leeds Initiative, Education Leeds, Clothing providers and external graphic design agencies were also asked to contribute.

Consultation responses were collated during November and December.

Brief description of any adverse affects found:

Perceptions of sub brands not related to or identifiable as Leeds City Council Brand may be restricting access to our services.

Similarly there is inconsistency in current communications staff knowledge and use of guidance around accessibility in our communications.

Summary of Actions arising from Assessment

Key Actions	Responsibility	Timescale
Review of interpretation and translations guidance	Corporate communications team/ Equalities team/CITU	January 2009
Promote Brand Strategy and guidance	Corporate communications team	Ongoing
Promotion of supplementary guidance around accessibility, equality, diversity, cohesion and integration in communications	Corporate communications/equalities teams as per terms of reference	Ongoing
Provide communications and accessibility training	Corporate communications/equalities teams as per terms of reference	Ongoing
Provide guidance on corporate uniform policy	Equalities team, corporate communications an HR	January 2009

Contacts for further information:
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Corporate communications team. – 247 4328

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