

**CITY OF PLYMOUTH
MOUNT EDGCUMBE JOINT COMMITTEE**

Joint Chair: Councillor Reynolds Plymouth City Council/
Councillor Trubody, Cornwall Council

SMT Member: Director for Community Services
Plymouth City Council

Senior CC Officer: Mike East, Head of Environment & Heritage
Service, Cornwall Council

Subject: Re-branding

Committee: Mount Edgcumbe Joint Committee

Date: 4 December 2009

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Ref: IB/JC/12/09

Part: I

Executive Summary:

This report presents the Joint Committee with new re-branding guidelines, the cost to the Joint Committee and asks for approval to take the re-branding forward.

Mount Edgcumbe Corporate Plan 2009-2012:

The re-branding is part of the launch of the new facilities on offer at Mount Edgcumbe which contributes to the PCC CIP 6: Providing more and better culture and leisure activities and CIP 12: Delivering sustainable growth and to Cornwall Council Plan Priority 1: Leading the delivery of the Sustainable Community Strategy.

**Implications for Medium Term Financial Plan and Resource Implications:
Including finance, human, IT and land**

The total cost of the re-branding is estimated to be £16,000. This forms part of the budget shortfall reported to this meeting. Without this issue being resolved the re-branding will be put on hold. If the budget situation is resolved, the re-branding will be phased over financial years 09/10, 10/11.

**Other Implications: e.g Section 17 Community Safety, Health and Safety,
Risk Management, Equalities Impact Assessment, etc**

None.

Recommendations and Reasons for Recommended Action:

It is recommended that:-

- I. The Joint Committee approve the new brand guidelines for Mount Edgcumbe.

II. Subject to funding being available the re-branding takes place over financial years 09/10, 10/11.

Alternative Options Considered & Reasons for Recommended Action:
N/A

Background Papers:

- i) Re-branding file held at Mount Edgumbe.

Sign Off

Fin		Leg	N/A	HR	N/A	AM	N/A	IT	N/A
Cornwall County Council									

1. Introduction

- 1.1. In tandem with the work carried out to complete the Heritage Project, a re-branding exercise has been carried out. The drive behind this has been the desire to make Mount Edgumbe more attractive to visitors with more things to do and enable Mount Edgumbe to increase income and become financially sustainable.

2. Logo and Strap Line

- 2.1. The current logo has been in use for around 20 years and is now looking dated.

The new logo is fresher and with the strap line "Britain's Historic Park by the Sea" emphasises the national importance of Mount Edgumbe.

On all major signs, note paper, complimentary slips and publications there will be a statement saying "Jointly Owned and Managed by Plymouth City Council and Cornwall Council".

The full re-branding guidelines are attached to this report.

3. Financial Implications

- 3.1. The cost of re-branding is estimated to be £16,000. If the budget deficit that is predicated for 2009/2010 is resolved, the re-branding will start in the New Year, and be phased over financial years 2009/2010 and 2010/2011.

4. Recommendations

- 4.1. It is recommended that:-
 - I. The Joint Committee approve the new brand guidelines for Mount Edgumbe.
 - II. Subject to funding being available the re-branding takes place over financial years 09/10, 10/11.