

21 October 2014

Report of the Strategic Director of
Neighbourhoods

Brand Identity for the Leisure and Culture Department

SUMMARY

1.1 The **Mission** of the Leisure and Culture Department is to help make Derby a vibrant city that's a great place to live and visit.

Our **Vision** is to:

- Encourage people in the city to be more culturally and physically active
- Achieve greater investment in Derby contributing to a thriving economy and vibrant city
- Enhance the quality of life and well-being for local people
- Improve the attainment and life chances of people in Derby
- Raise the reputation and profile of our city with people being inspired and proud of Derby.

1.2 By developing an overall branding strategy and architecture for the Council's Leisure and Culture Department it will create a distinctive and cross cutting identity for the venues, events, programmes and activities. The creation of a high quality brand will support the vision for the Leisure and Culture Department whilst also providing future opportunities for the whole Council, which in turn can assist in uniting our city. The creation of an attractive brand will:

- Present Derby as a vibrant city, whilst inspiring the people of Derby to be more culturally and physically active
- Elevate the profile and reputation of Derby both inside and outside the city, which may lead to future investors or employees choosing Derby
- Create a spark that enthuses and inspires people creating a sense of pride in all things that are great about Derby and this will support the Proud of Derby campaign
- Connect with the fabric of our city, recognising innovation is at its heart

- Ensure there is a consistency of approach adopted for the visual elements of the branding across the Leisure and Culture Department, for example logos, signage and graphics
 - Ensure Derby Arena becomes a focal point that will be used as a catalyst to inspire and engage.
- 1.3 The Leisure Facilities Strategy creates a unique opportunity to provide additional energy and impetus to the Leisure and Culture Department. Our customers are diverse - both demographically and geographically and an attractive brand will assist in engaging and captivating people.
- 1.4 To assist in the development of the overall branding strategy Fluid Ideas were successful in being appointed to work with the Council. Since their appointment they have achieved:
- Building a brand that connects with our city that could be used by the whole Council. They have created a brand that is vibrant and that inspires and like the city itself, it leaves a lasting impression
 - Creating core elements within the brand that includes a vibrant flowing thread, an appropriate typeface, a bright and energetic colour palette and an iconic brand emblem. These assets combine to create a flexible, unique and vibrant identity
 - Combining each element of the new brand to create a bold, vibrant and flexible identity that brings to life the underlying energy and inspiration of our city. They have created a MY CITY campaign idea that instils a deep sense of pride whilst giving ownership of Derby to its people. The MY CITY campaign idea provides us with a platform to be emotive and intimate, focusing on moments and memories that will resonate deeply. Its primary purpose is to inspire the people of Derby to embrace what their city has to offer
 - Creating visuals of proposals showing how the brand strategy and architecture could work for the Leisure and Culture Department and specifically the main services provided in Derby LIVE, Parks, Leisure and Libraries and their sub brands
 - Creating visuals of how this could be translated into branding for the Derby Arena, specifically in relation to a logo, development of an interior and exterior signage strategy and sign designs for the Arena and window manifestations for the main entrance, fitness gym and group exercise studios.
- 1.5 The visuals that have been created will be presented at the meeting.

RECOMMENDATION

- 2.1 To note the proposals and make any suggestions for how the brand identity could be used to further enhance the Derby Arena, the vision of the Leisure and Culture Department and/or the Council in the future.

REASONS FOR RECOMMENDATION

- 3.1 For the Regeneration and Culture Scrutiny Board members to be aware of the significant progress being made on the brand identity strategy and how that relates to the Derby Arena and potentially the Leisure and Culture Department and the Council in order that the brand identity opportunities of the Council can be maximised.

SUPPORTING INFORMATION

- 4.1 The Leisure and Culture department directly manages a range of facilities and activities across the city delivering a broad range of services in Leisure centres, performing arts venues, libraries, parks, the arts and outdoor events, whilst also supporting the newly formed Derby Museums Trust as well as a number of other third sector partner organisations.
- 4.2 Derby's Leisure Facilities Strategy is one of the largest capital programmes within the Council and proposes the most exciting and significant leisure developments for the city in the last 40 years. The Strategy will build on Derby's sporting and cultural heritage, placing it firmly 'on the map' whilst also contributing to the local economy by helping to regenerate and redevelop areas of the city.
- 4.3 Central to the strategy is the development of iconic sporting hubs for the city, complemented by a network of neighbourhood satellite sports facilities. The new facilities will provide sporting, cultural, economic and regeneration benefits that will have a considerable impact on the city and its residents. It will help provide a wider range of cultural opportunities for local people including major sporting events, concerts and exhibitions and attract additional visitors and businesses to Derby.

- 4.4 The Derby Arena has been designed by Faulkner Brown Architects. As part of the Stage D design report they developed a 'vision' for the building to assist in developing the interior design of the facility. This is essentially about horizontal layering, banding and spinning which is very strong externally and internally. A palette of blue and orange (moving from cold up to warm) is predominantly seen in the sports infield and the fixed seating. Their recommendations were that a neutral palette should be adopted for the building in the areas outside the main sports infield and that colour should be added through furniture, graphics, projection, signage and manifestations throughout the building. The size and scale of the building present significant opportunities for a creative approach to the use of internal graphics and signage, however these need to work with and complement the architectural design. Equally the graphics and signage need to respond to and be appropriate for the size and scale of the building.
- 4.5 The brand identity project will be dealt with in distinct phases and as the iconic Derby Arena is due to open in early 2015, it is proposed to start with this facility. The other phases will be rolled out as budget and priorities dictate.
- 4.6 The budget for the brand identity work proposed in the first phase is contained within the Leisure Facility Strategy.

OTHER OPTIONS CONSIDERED

- 5.1 The proposals that have been developed by Fluid Ideas who were chosen from a procurement process that included three other companies submitting their brand principles and design ideas.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director(s) Other(s)	N/A Andy Jones, Principal Accountant N/A Steve Sprason, Head of Strategic Asset Management and Estates
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For more information contact: Background papers: List of appendices:	Claire Davenport 01332 642433 claire.davenport@derby.gov.uk None Appendix 1 – Implications
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IMPLICATIONS

Financial and Value for Money

- 1.1 The budget for the work has been approved within the Leisure Facilities Strategy Board. Four quotes were obtained to ensure value for money was achieved.

Legal

- 2.1 None arising from this report.

Personnel

- 3.1 None arising from this report.

IT

- 4.1 Successful digital businesses use a common website, within which they build and maintain strong micro-sites and this allows to both better market different services to existing customers and to reach new customers as the single web-site is easier to find, is higher on search ratings because it gets more customers and is easier to sell as an opportunity for advertising income because with more users and more unique users it is a better vehicle for this. The brand identity proposal could enable the implications of this opportunity to be explored further should the Council develop the brand across the Council.

Equalities Impact

- 5.1 The signage and manifestations have been produced in line with guidance to comply with the Equality Act and access for disabled people. These will be run past the Disabled People's Diversity Forum and the Lead on Equality and Diversity before they are produced .

Health and Safety

- 6.1 The signage and manifestations take into account statutory requirements.

Environmental Sustainability

- 7.1 None arising from this report.

Property and Asset Management

- 8.1 The signage and manifestations chosen complement and enhance the asset.

Risk Management

9.1 None arising from this report.

Corporate objectives and priorities for change

10.1 The Brand Identity Strategy assists in achieving an Active Culture Life, A Thriving Economy and delivering good quality services that meet local needs.