

**ONESOURCE JOINT
COMMITTEE**

5 April 2019

Subject heading:

oneSource branding alternatives

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Financial Summary

**There are no specific financial
implications involved in reviewing
the branding alternatives for
oneSource.**

SUMMARY

The existing oneSource brand has been in place for five years and was intended to provide the shared service with an identity that staff could share and a brand that could be marketed externally to attract business. Five years on, it is now important to review whether it is fit for purpose considering the changing priorities of the partner councils.

To date, an audit of the various channels through which oneSource is branded has been conducted. Recommendations have been made as to whether branding should be retained, reduced or removed for each of these channels. Furthermore, quick wins have already been implemented to reduce the visibility of branding in some areas.

RECOMMENDATIONS

The Committee is asked to note the contents of the report presentation attached and recommend whether each medium of oneSource communication has its branding retained, reduced or removed (including the name of the shared service), whilst taking into account the practicality and feasibility of implementing decisions.

REPORT DETAIL

Please see attached power point presentation

IMPLICATIONS AND RISKS

Financial implications and risks:

There are no significant financial implications and risks associated with this report.

Legal implications and risks:

There are no immediate legal implications arising from this report.

Human Resources implications and risks:

There are no significant HR implications and risks associated with this report.

Equalities implications and risks:

There are no significant Equalities implications and risks associated with this report.

BACKGROUND PAPERS

None