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POLICE AND CRIME
COMMISSIONER

REPORT / SUMMARY DECISION SHEET

PURPOSE: COMMISSIONER DECISION / INFORMATION / BRIEFING – REF CM 16.07.13

Timing: Pressing

Title: OPCC Rebrand

Category of Decision / Business Area Impact: OPCC

Executive Summary:

The original OPCC branding was created by the former Police Authority secretariat and was put in place ahead of the PCC election in Nov 2012.

In April 2013, in line with his wish for the Office to demonstrate professionalism, the PCC requested rebrand options. In May 2013 he agreed to the process:

- The OPCC would run a competition with Coleg Sir Gar design students.
- The creator of a winning OPCC logo concept would take the project to completion with a professional graphic designer after quotes had been sought for design, production and delivery of logo, leaflet and two banners. Office stationery would follow as a separate order.
- A shortlist of professionals was drawn up after 10 designers had been issued with a design brief.
- The winning professional was selected after the following were taken into account: evidence of design quality, cost, delivery guarantee, a guarantee of useful and relevant work experience for the student, idea-generation and an interview with the PCC. Motif Creative were chosen.

The Commissioner is now asked to approve the design work and to agree to the expenditure.

Recommendation: The Commissioner is asked to approve spending of £3,594 on logo design, and design, production and delivery of banners, leaflet and office stationery.

Chief of Staff I have been consulted about the proposal and confirm that financial and legal advice have been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Commissioner.

Signature:

Date: 16.07.13

PCC I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the NOLAN Principles for Conduct in Public Life. The above has my approval.

Signature:



Date: 16.07.13

Public access to information. Suitable for publication under the FoI Act? Yes.