

ALEXANDRA PARK & PALACE CHARITABLE TRUST **BOARD MEETING – 11th SEPTEMBER 2018**

Report Title: Brand Refresh

Report of: Martin Keane, Head of Marketing & Communications

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Local Government (Access to Information) Act 1985

N/A

Purpose: This report seeks approval of the Alexandra Palace brand refresh approach

1. Recommendation

- 1.1 To approve the brand refresh (further to the presentation in the exempt session of the meeting).

2. Introduction

- 2.1 Trustees were provided with the brand refresh proposals at a workshop on 19th July 2018 and their feedback taken away to further inform the project. The Head of Marketing and Communications and Cllr Nick da Costa, who has relevant knowledge and experience, will discuss the Board's feedback prior to the work being presented to the whole Board.

3. Reason for the decision

- 3.1 The last full brand review was carried out in 2010. At that moment in time it enabled us to apply structure to our brand communications, accounted for all areas of the business by acknowledging them separately and focusing heavily on the live events part of the organisation. Since 2010 the brand has evolved where possible to meet the changing needs of the organisation. This brand refresh proposes to bring together the evolving strands of the organisation under one consistent and engaging brand identity.
- 3.2 A Powerpoint presentation will be provided to the Board during the exempt section of the meeting to ensure the Board are in approval before releasing the new brand.

4. Legal Implications

- 4.1 The Council's Assistant Director of Corporate Governance has been consulted in the preparation of this report, and having liaised with the Council's Head of Communications, has no comments.

5. Financial Implications

- 5.1 The Council's Chief Financial Officer has been consulted in the preparation of this report, has no comments.

6. Use of Appendices

None