

Forward Energy Solutions - Use of Logo

Report by the Executive Head of Legal & Democratic Services

1.0 Summary

- 1.1 To consider a request by Forward Energy Solutions for the use of the Worthing Borough Council logo.

2.0 Background

- 2.1 Forward Energy Solutions is a managing agent for energy efficiency schemes funded through the utilities.
- 2.2 The business proposal from Forward Energy Solutions is attached as Annex 1 to this report.
- 2.3 HCL Energy Limited are already identified on the Worthing (and Adur) websites as providers of this service and are aware that Worthing Borough Council will be endorsing Forward Energy Solutions.
- 2.4 When considering authorising the use of the Council's logo, it is necessary to consider potential impacts of such a decision.
- 2.5 Where the Council is supporting an organisation, then it is important that the Council should be satisfied that the company or organisation is legitimate and that the documentation clearly states that whilst they are working with Worthing Borough Council, the Council is not liable for any claims they make or work that they carry out.

3.0 Proposals

- 3.1 That the Leader determines if Forward Energy Solutions can make use of the Council's logo in marketing, letters, local advertising material and any website for the purposes of indicating that they are working with Worthing Borough Council, but on the condition that they include a disclaimer, agreed by the Council's Executive Head of Legal & Democratic Services.

4.0 Legal

- 4.1 Section 2 of the Local Government Act 2000 provides that every local authority is to have power to do anything which they consider is likely to achieve the objective of promoting or improving the economic, social or environmental wellbeing of the area.

5.0 Financial implications

- 5.1 There are no financial implications arising from the proposals in this report.

6.0 Recommendation

- 6.1 That Forward Energy Solutions can make use of the Council's logo on marketing matters, local advertising and a website subject to them including within any material a disclaimer approved by the Executive Head of Legal & Democratic Services.

Local Government Act 1972

Background Papers:

1. Internal e-mails.
2. Business proposal from Forward Energy Solutions (undated).

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Schedule of Other Matters

1.0 Council Priority

- 1.1 Corporate Plan 2009-12, Aim 2, To Promote a Clean Green Environment under which the Council will help residents to reduce their co2 emissions.

2.0 Specific Action Plans

- 2.1 Matter considered and no issues identified.

3.0 Sustainability Issues

- 3.1 Reduction of co2 emissions and the making of homes more energy efficient, assist with the sustainability issues facing the Council.

4.0 Equality Issues

- 4.1 Matter considered and no issues identified.

5.0 Community Safety Issues (Section 17)

- 5.1 Matter considered and no issues identified.

6.0 Human Rights Issues

- 6.1 Matter considered and no issues identified.

7.0 Reputation

- 7.1 It can be beneficial for the Council to show that it is supporting organisations that are seeking to improve energy efficiency within homes using Government grants.
- 7.2 There is a risk to the Council when it supports organisations over which it has no direct control, as if something goes wrong, the public will associate the Council with that organisation.

8.0 Consultations

- 8.1 Matter considered and no issues identified.

9.0 Risk Assessment

- 9.1 The Council needs to be aware that it does not have control over this company and that if the company acts inappropriately, there will be little that the Council can do about it, although it may affect the Council's reputation.

10.0 Health & Safety Issues

10.1 Matter considered and no issues identified.

11.0 Procurement Strategy

11.1 Matters considered and no issues identified.

12.0 Partnership Working

12.1 Matters considered and no issues identified.