

Worthing Youth Council - Use of Borough Coat of Arms

Report by the Executive Head of Corporate and Cultural Services

1.0 Summary

- 1.1 To consider a request by the Worthing Youth Council to use the Worthing Borough Council coat of arms on a variety of media items including banners, letterheads and business cards.

2.0 Background

- 2.1 The Council is fully committed to supporting the Worthing Youth Council and its activities in representing the interests of young people in the Borough.
- 2.2 The Council works closely with the Youth Council, and the Youth Council's support worker in promoting the Youth Council, which includes advertising and promoting itself through various media.
- 2.3 To show the link between the Youth Council and the Council, the Leader has been invited to give permission for the replication of the Borough Coat of Arms on a banner, and also to formalise the use of the Coat of Arms on letterheads and business cards.
- 2.4 Where the Council is supporting an organisation and where that organisation is supporting the Council, the Council should be satisfied that the organisation is legitimate and that the Council wishes to be associated with the organisation.
- 2.5 It is probable that the Borough Coat of Arms will be used alongside the Youth Council logo. To ensure there is no misrepresentation, the two should be used alongside each other.

3.0 Proposals

- 3.1 That the Leader determines whether the Worthing Youth Council can make use of the Council's coat of arms on their correspondence, marketing and advertising material.

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 to the Council arising from the proposals in this report.

6.0 Recommendation

- 6.1 That the Worthing Youth Council be permitted to make use of the Council's coat of arms on a variety of their correspondence, marketing and advertising material alongside the Worthing Youth Council logo but that the Coat of Arms should not be used on its own in connection with Youth Council activities.

Local Government Act 1972

Background Papers:

1. Email from Liam Mills received on 26 July 2012

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Schedule of Other Matters

1.0 Council Priority

1.1 Matter considered and no issues identified.

2.0 Specific Action Plans

2.1 Matter considered and no issues identified.

3.0 Sustainability Issues

3.1 Matter considered and no issues identified.

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's reputation to show that it is supporting organisations that are seeking to improve the economic, social or environmental wellbeing of the area.

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 the Worthing Youth Council and to the use to which they put material they create, however, it is believed that the Council can be satisfied that the Youth Council is seeking the best interests of the people of Worthing, especially young people.

10.0 Health & Safety Issues

10.1 Matter considered and no issues identified.

11.0 Procurement Strategy

11.1 Matter considered and no issues identified.

12.0 Partnership Working

12.1 Matter considered and no issues identified save for the partnership between the Youth Council and the Borough Council.