

Worthing Bridge Club – Use of Worthing Borough Coat of Arms

Future use of the Worthing Borough Coat of Arms

Report by the Executive Head of Corporate & Cultural Services

1.0 Summary

- 1.1 To consider a request by the Worthing Bridge Club to use the Worthing Borough Council Coat of Arms on its membership cards.

2.0 Background

- 2.1 The Worthing Bridge Club has requested that they be able to use the Council's Coat of Arms on its membership cards.
- 2.2 The Bridge Club's request for permission is based on the following request from the Membership Secretary, "The Club has been a fixture in Byron Road since the end of the Second World War and provides opportunities for residents and visitors to Worthing to learn and to play Contact Bridge in convivial surroundings."
- 2.3 This year, to highlight the Club's affiliation with the town, they would like to start using the Borough Coat of Arms on their membership cards. In support of this application, an example of the membership cards was supplied and is attached to this report to the Leader.
- 2.4 When considering authorising the use of the Council's Coat of Arms, it is necessary to consider the potential impact of such a decision.
- 2.5 Where the Council is supporting an organisation and where that organisation is supporting the Council through leisure and tourism, it is important the Council should be satisfied the organisation is legitimate and the Council wishes to be associated with the organisation.
- 2.6 On occasions, request to use of the Borough Coat of Arms has been in relation to support of a Mayoral year and it indicates the profile of that charity or perhaps an event linked to the Mayoral year. Other uses have been for specific or notable events; the Youth Council has received support from the Council to use the Coat of Arms alongside its logo to show the partnership.
- 2.7 The Leader will need to consider whether or not the request is reasonable and justifiable and authorisation to use the Coat of Arms needs to be considered in relation to the impact of its use.

2.8 The Worthing Bridge Club is an established organisation of considerable years standing and not only has the opportunity for residents but also opens its facilities to visitors to Worthing to enjoy and continue to play Contact Bridge. By seeking permission to use the Borough Coat of Arms, the organisation is showing its responsibility in its request as it wishes to raise the Town's profile and its association with the town.

3.0 Proposals

3.1 That the Leader determines whether the Worthing Bridge Club can make use of the Council's Coat of Arms on their membership cards from this year onwards.

3.2 The Leader is invited to determine that a delegated authority be given to the Executive Head of Corporate & Cultural Services (or their successor), in consultation with themselves, to determine future use of the Council's Coat of Arms.

4.0 Legal

4.1 Section 2 of the Local Government Act 2000 provides that any 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 Bridge Club be permitted to make use of the Council's Borough Coat of Arms on its membership cards from 2014 onwards.

6.2 That the Executive Head of Corporate & Cultural Services (or their successor) is given delegated authority to exercise, in consultation with the Leader of the Council, the use of the Council's Coat of Arms or parts thereof in appropriate circumstances.

Local Government Act 1972

Background Papers:

Email from Worthing Bridge Club dated 13th December 2013

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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 local organisations within the Community.

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 of the use of the Coat of Arms however it can authorise proper use of it.

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.

Example

