

**Report to:** STAR Joint Committee  
**Date:** 6<sup>th</sup> November 2018  
**Report for:** Decision  
**Report of:** Assistant Director, STAR Procurement

## **Report Title**

**STAR Name and Branding**

## **Summary**

The purpose of this report is to:

- Summarise previous decisions regarding branding and style guide
- Provide proposals for future branding

## **Recommendations**

The recommendation of this report is that the Joint Committee:

- Notes previous decisions on branding and name
- Agrees to retain the current branding and name of STAR Procurement
- Changes the 'strapline' to one that will allow flexibility for future growth and wider SLA activity

## **Contact person for access to background papers and further information:**

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## **Background**

Financial Impact:	None
Legal Impact:	None
Human Resources Impact:	None
Asset Management Impact:	None
E-Government Impact:	None
Risk Management Impact:	None
Health and Safety Impact:	None

## **Consultation**

No public consultation required

## **Reasons for Recommendation(s)**

This report is being brought to STAR Joint Committee to re-confirm previous decisions taken on STAR branding and to agree future arrangements.

### **1. Previous Decisions**

- 1.1 On 22<sup>nd</sup> July 2015, STAR Joint Committee approved the branding and style guide and confirmed that:
- 'STaR' would be changed to 'STAR'. The intention was to make the brand future proof and allow the organisation to attract and recruit new partners. The removal of the 'a' signified a move away from STAR being an acronym for Stockport, Trafford and Rochdale Councils.
  - The individual Council logos would not be used
  - Use of the following strapline - 'STAR Procurement is the shared procurement service for Stockport, Rochdale and Trafford Councils'

### **2. Current Proposal**

- 2.1 On 1<sup>st</sup> September 2018, Tameside Council joined STAR Procurement as a fourth full partner. As part of the internal and external launch, a recurrent question posed has been the name and branding of STAR and whether it will be updated to incorporate Tameside Council.
- 2.2 As stated above, the STAR Branding and Style Guide was developed to allow for future growth and partners, and the removal of the 'a' meant that STAR was no longer an acronym for Stockport, Trafford and Rochdale Councils. We have worked hard to promote STAR Procurement and are now a well-recognised and trusted brand locally, regionally and nationally.
- 2.3 Any change to the name will require investment to develop a new brand, and it would then need to be incorporated into all our standard documents and promotional material. This may cause confusion in the market place and undermine the promotional work undertaken to date. Changing the branding and name may also appear to set a precedent that this will change when any new partners join STAR Procurement.

- 2.4 The strapline is currently, 'STAR Procurement is the shared procurement service for Stockport, Rochdale and Trafford Councils'. This does require updating to reflect our current growth, both with Tameside Council joining STAR Procurement, and also to reflect our increased SLA activity across the region. As with other branding, it is proposed to update this to allow for future growth but also to reflect the terminology used in the STAR Business Plan. A recommended strapline is, 'STAR - Leading collaborative transformation through procurement'.

### **3. Recommendations**

- 3.1 It is recommended that:
- 3.1.1 Note previous decisions on branding and name
  - 3.1.2 Agree to retain the current branding and name of STAR Procurement
  - 3.1.3 Change the 'strapline' to one that will allow flexibility for future growth and wider SLA activity