

Date: 29 September 2009

Report: OFFERING OUT THE NATIONAL PARK LOGO FOR USE WITHIN
THE NATIONAL PARK

Purpose of the report

1. To seek Members' approval to offer the National Park logo to residents, local businesses and local event providers to use.

Strategic Planning Framework

2. The information and recommendation(s) contained in this report are consistent with the Authority's statutory purposes and its approved strategic planning framework:

- ***National Park Management Plan***

UE10: Promote environmental awareness amongst tourism businesses and visitors within the Yorkshire Dales National Park so as to increase the number of businesses offering 'sustainable tourism products' from 25% in 2006 to 50% by 2010.

- ***Corporate Plan 2009/10***

OBJECTIVE 10

Raise awareness of the National Park amongst visitors and the general public so that:

- a) by 2013 at least 10% of people in England and Wales can name it as being a National Park (UE8)
- b) at least 50% of visitors and 70% of residents have an understanding of National Park purposes and/or the special qualities of the Yorkshire Dales by 2010 (UE1).

OBJECTIVE 11

Make information about the National Park easily accessible and relevant to a diverse range of groups and individuals, focusing on the urban areas of Yorkshire, Lancashire and Teesside that surround it:

- a) increase the percentage of residents in Keighley and Bradford who are aware of the National Park from 25% in 2005 to 30% by 2011, and increase awareness amongst their Asian communities from 8% in 2005 to 13% by 2010.

OBJECTIVE 12

Through the Tourism Partnership, strengthen and develop the image of the National Park to incorporate sustainability, inclusion and conservation values, alongside outdoor recreation, excitement and enjoyment (UE4):

- a) increase the number of businesses that are accredited through a green tourism scheme from 0% to 25% by 2011 (UE10);
- b) use publications, events and other opportunities to encourage businesses, residents and visitors to buy and source local food and products that support national park purposes (EE9);
- c) by 2011 develop, through the Tourism Partnership, a range of high quality, innovative heritage, cultural and sustainable tourism initiatives that make imaginative use of the area's image and assets (EE3).

Background

- 3. There are many benefits to having a strong brand – it conveys our ethos, culture and quality. Developing a brand has many aspects to it. It involves agreeing a logo and guidelines on how to use it; a corporate identity involving use of images, colours and wording; a consideration of where the brand could be best used.
- 4. Some years ago Members considered that stronger brand promotion and development would be beneficial to the Authority and the National Park. Subsequently it was established as an agreed work programme area, albeit in a low priority area.
- 5. In October 2006 it was suggested that our brand might be promoted to other organisations who may wish to use it in order to associate themselves with the National Park, the Authority and all that it represents. The Authority's Senior Management Team (SMT) subsequently agreed to examine the issues associated with offering use of the National Park logo to local businesses and tourism providers. This followed the updating of the Authority's corporate identity.
- 6. External agencies have also identified the need to promote a strong brand. For example, the Europarc verifier's report said that the "Park/AONB as a quality label, with special things to do and see, gets lost in the tourism partnership" and that "this tendency is also true for the communication of the Park's logo in tourism promotion."
- 7. Many local businesses are pleased to ally themselves with the National Park and see the economic benefits of doing so (Prosperity and Protection Report, CNP, 2006). This is borne out by the calls we receive from people wishing to use our logo for an event they are organising, their website, or on promotional material for their business.
- 8. Members will be aware that, as part of this exercise, the logo was trademarked on October 2008 therefore we are now able to control its use.
- 9. As part of our revised visual identity guidelines, we are now using the National Park logo (below left) – rather than the Authority logo (below right) - on a large proportion of our printed material.



10. The Authority logo remains associated with the organisation, but it is proposed that the National Park logo should be made available to all those who live, work and share in the National Park as a 'buy in' to the Yorkshire Dales National Park special brand.
11. A discussion paper was considered by the Policy Development Forum in April where Members examined the positives and pitfalls of such a proposal. Comments included:
 - we had built up trust in the brand and control was important, so a series of conditions for how to manage it was also important
 - the conditions should be in accordance with our two purposes
 - using our logo and/or brand would encourage people to raise their game
 - it should simply represent the place rather than be a quality mark so as not to clash with existing marks
 - we should adapt the wording in the logo to make the one 'offered' slightly different to the version the Authority uses
 - charging a licence fee would hold people to account and help with marketing.
12. It was acknowledged that potential problems included the logo being seen as a quality mark regardless of what we say about its intended use, and there was concern about its close associations with the Authority, especially as the two logos look so similar or if the logo guidelines were incorrectly applied. One question raised was whether the Authority logo – the logo for the organisation – should be redesigned before we start offering the National Park logo more widely.

The proposal

13. The National Park logo would be available to anyone who lives in, has a business in, or is holding an event in the National Park, or who carries out the substantial part of their business in the National Park, to use as they wish – basically, letting it 'fly', as long as the applicants fit some basic criteria.
14. The logo would represent the place (National Park), that place having special qualities: it would **not** be a quality mark or an endorsement by the Authority. It simply locates the event, business or product as being in the Yorkshire Dales National Park.
15. The criteria for signing up would be short and simple with a view to having minimal pressure on staff resources to manage it.
16. It is proposed that there would be a nominal licence fee of £30 – a one-off fee for a fixed term - which would ensure people are serious and committed to the brand represented by the logo and its correct use, and generate some revenue for

marketing and Authority projects. There are some minor administrative cost implications for VAT and staff time in processing.

17. The agreement would last a set time - proposed as three years - after which it would need to be reapplied for.
18. Some wording would be added to the logo to make it different from the version we use such as 'Made in...', 'Based in...' or 'Supporting...' [the Yorkshire Dales National Park]. This would disassociate it from this organisation which will also be using the National Park logo in its promotional material, as well as giving more meaning to its application for the individual user.
19. Applicants would be supplied with electronic versions of the logo, and simple guidelines regarding layout and placement to ensure consistency of use.
20. The Authority would offer a 'benefits package' of additional promotional materials – for example, posters using the Britain's Breathing Spaces straplines (eg Stay longer, Shop closer, Travel greener) appropriate to the business or activity.
21. The logo received its trade marked status in November 2008 and now has some legal protection. Any issues (misuse, bringing brand into disrepute) would go to Members to decide how to proceed.
22. Licensees would sign up to a basic charter (**Appendix 1**).

Licence agreement

23. The Authority's legal team have produced a licence agreement for use of the logo (**Appendix 2**). Once received, we will register all agreements with the Intellectual Property Office - no fee is payable. Registration is optional, but we believe it useful for an external body to hold a public list of who is licensed to use our trademarked logo.

Conclusion

24. The proposal would help us meet a number of Corporate Plan and National Park Management Plan objectives. Allowing much wider use of the logo – albeit with the possibility of some unwitting misuse - would help the Authority publicise our work and promote awareness of the National Park. It would offer residents a 'buy in' to the place they live, work and share in.
25. It could in time develop into a 'sense of place' rather than simply a 'place' brand, but this would require significantly more officer time and resources.
26. It is felt that, if we go ahead, the logo should be offered out with minimum conditions attached so that people will find it easy to use and pressure on staff to manage it will be minimal.

RECOMMENDATION

27. That Members adopt the proposal to offer the National Park logo out for local use as outlined in the proposal at paragraphs 13-22.

Sarah Nicholson
Communications Officer

10 September 2009