
NORTH WALES CORPORATE JOINT COMMITTEE

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TITLE: North Wales Corporate Joint Committee Branding

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1. PURPOSE OF THE REPORT

- 1.1. The purpose of the report is to present a proposed branding for the North Wales Corporate Joint Committee.

2. DECISION SOUGHT

- 2.1. To endorse the proposed brand for the North Wales Corporate Joint Committee.

3. BACKGROUND

- 3.1. The Corporate Joint Committee will need to exist and operate under a brand. Given the regional collaboration and approach to designing and developing Ambition North Wales as the outward facing identity that represents North Wales as a regional partnership and given the enhanced powers to operate as a legal entity under the CJC. It is proposed that the CJC maintains and adopts the Ambition North Wales logo, with the board's papers identifying the Corporate Joint Committee decisions with the logo as illustrated below:



- 3.2. This is a similar approach to Cardiff Capital Region who's CJC will operate under the current City Deal's logo and brand.
- 3.3. The approach shows cohesiveness and clarity to investors and stakeholders, keeps things simple and straightforward when communicating with influencers and means we are able to leverage value from investment already made in our identity as a region working together.

4. FINANCIAL IMPLICATIONS

- 4.1. Through adopting the existing Ambition North Wales branding and creating a sub-brand for the Corporate Joint Committee as shown in 3.1. there will be minimal costs associated with this decision which can be met from existing budgets.

5. LEGAL IMPLICATIONS

5.1. See Monitoring Officer's comments.

STATUTORY OFFICERS RESPONSE

i. **Monitoring Officer:**

"The statutory name set out in the establishing regulations will not be affected by the adoption of this logo. In Welsh this will remain "Cyd-bwyllgor Corfforedig y Gogledd" and in English, the "North Wales Corporate Joint Committee" and on all formal documents with will be the form used. However, and reflecting the practice in other CJC's across Wales the branding or logo has to serve a number of communication purposes and is more descriptive in nature. I am content that this approach may be adopted."

ii. **Statutory Finance Officer:**

"Nothing to add from the perspective of financial propriety."