

Report of Head of Museums and Galleries

Report to Chief Officer Culture and Sport

Date: 24 July 2018

Subject: New branding for remaining attractions for Leeds Museums and Galleries

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. Three of the nine sites that are part of Leeds Museums and Galleries (LMG) have undergone / are undergoing rebrands. Each of these projects have been procured individually going through a three quote system. This was due to the resource available to us at the time and also time pressing projects (Leeds Art Gallery reopening, Lotherton Wildlife World opening etc.) which meant we needed to action certain rebrands urgently.
2. On all three occasions the same design agency (Journal) were successful in securing the rebrands.
3. LMG are now at a point where we need to commission the remaining seven rebrands for: Leeds Museums and Galleries (family brand), Leeds City Museum, Thwaite Mills, Leeds Industrial Museum, Abbey House Museum, Kirkstall Abbey, Leeds Discovery Centre.
4. In order to bring coherence across all of LMGs nine sites we would like to request that we work with the same agency (Journal) on the remaining seven rebrands.
5. The cost of this work is covered by grant funding from Arts Council England - Leeds Museums and Galleries status as a National Portfolio Organisation.

Recommendations

The Chief Officer Culture and Sport is recommended to approve the waiver of Contract procedure rule no 8.1 and 8.2 – Intermediate Value Procurements (Quotations) to allow for the appointment of Journal to complete the rebrands on the remaining LMG attractions.

1 Purpose of this report

- 1.1 To provide information on the proposed appointment of Journal to complete the rebrands on the remaining LMG attractions without undergoing a full tendering process.
- 1.2 To seek approval to waive CPR 8.1 and 8.2 in order to invite a single tender to deliver these works and gain approval for proceeding as outlined below.

2 Background information

- 2.1 In 2017 there was an urgent need to rebrand Lotherton to ensure consistency with the ‘sub brand’ of Wildlife World due to open (originally) in spring 2017. In addition to this, Leeds Art Gallery was due to re-open to the public after extensive refurbishment in Autumn 2017. Because of the building work undertaken all traces of the brand were stripped out, this along with the reopening offered us a great chance to launch the gallery with a new look and feel. Temple Newsam have also been undergoing changes in the formation of a project board joining museums and parks to move forward in a more joined up ‘one estate’ approach, as part of this it was established that a rebrand needed to be actioned.
- 2.2 For all three rebrand projects completed (Lotherton, Leeds Art Gallery and Temple Newsam), Journal scored high on value for money, in fact they were by far the most economical option. They also came out top for insight and understanding of the brief (our needs), relevant comparable experience, and creative examples. We have already worked with Journal on developing a ‘work-around’ option for our Leeds Museums and Galleries and we see the new logo being a variation of this.
- 2.3 The costs were as follows for each rebrand completed so far: for creation of brand identity £2,280 and creation of guidelines £600. Using this as a guide it is estimated that the remaining work would cost under £20k.

	Brand identity	Guidelines
Leeds City Museum	2280	600
Leeds Industrial Museum	2280	600
Leeds Discovery Centre	2280	600
Thwaite Mills	2280	600
Abbey House Museum	2280	600
Kirkstall Abbey	2280	600
Leeds Museums and Galleries	1200	600
	14880	4200
	Grand total	19080

3 Main issues

- 3.1 This project is a huge step forward for Leeds Museums and Galleries to refresh their look and move forward alongside its competitors. Having already been through the procurement process three times and the same design agency come out on top we feel that to ensure consistency across the remaining rebrands it is important that we continue to use the same agency. This project does require a significant amount of time from staff and using one agency rather than several will ease on the day to day pressures of managing a rebrand across a multi-brand family of museums. We are also confident that if we were to quote for these separately that Journal would continue to score very highly as they have already shown that the value for money beats a lot of the comparable design agencies.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 Internal consultation has taken place with audience development, site and curatorial colleagues. We have undertaken 'visioning sessions' with sites to establish who they are and how they want to be perceived, the outcomes of which showed real gaps in the current branding. Feedback about the current brand has been that it is more 'corporate' than some of our direct competitors and it does not accurately reflect the offer that our attractions present their audiences.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 Due regard has been given to equality and diversity. The design will follow Leeds Museums and Galleries guidelines which implement best practice in the provision of information to audiences. The decision of whom to allocate the contract has no equality impact.

4.3 Council policies and City Priorities

- 4.3.1 The implementation of the branding will ensure that Leeds Museums and Galleries, will meet the high standards expected for local, national and international visitors. Working with a Leeds-based company also reinvests funds into the city's economy.

4.4 Resources and value for money

- 4.4.1 Funding for the work is from the Arts Council England. No council funding is involved. Already demonstrated best value for money on three separate comparable occasions.

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 The Chief Procurement Officer advice is that it would be lawful for the Council to waive Contracts Procedure Rule 8 in these circumstances, providing that the relevant Chief Officer is satisfied that there are compelling reasons to do so.

4.6 Risk Management

- 4.6.1 This is a complex project requiring a single point of contact to ensure its delivery. The appointment of Journal will bring continuity and the required expertise.

5 Conclusions

- 5.7 Journal are uniquely placed in this instance with the expertise to coordinate across this complex project having already been successful in working on three rebrands with us.
- 5.8 This is a time sensitive project as we have to deliver a new website by March 2019, new brand/s need to be in place ready for the build of this.

6 Recommendations

- 6.1 The Chief Officer Culture and Sport is recommended to approve the waiver of Contract Procedure rule no 8.1 and 8.2 – Intermediate Value Procurements (Quotations) to allow for the new branding of Leeds Museums and Galleries and its attractions.

7 Background documents

- 7.1 None.