

EAST LONDON WASTE AUTHORITY

7 FEBRUARY 2011

MANAGING DIRECTOR'S REPORT

CORPORATE IDENTITY	FOR INFORMATION
---------------------------	------------------------

1 Purpose

- 1.1 To inform Members about changes to the corporate identity of ELWA.

2 Background

- 2.1 Following the recent changes to the ELWA constitution and the impending office relocation, officers have considered refreshing the organisation's corporate identity. The aim is to strengthen the image of ELWA and take the opportunity to introduce a consistent identity across all published documents and information.

3 Proposal

- 3.1 The existing corporate identity is clean and simple and the intention is not to stray from these fundamental principles. We consider the addition of the organisations full name to the logo, will help strengthen the identity. The revised logo and an example of how it may be used as a document footer can be seen at Appendix A.
- 3.2 In addition to changing our office address, we will take the opportunity to change our e-mail address and move away from using xxx@lbbd.gov.uk. The new format will be xxx@eastlondonwaste.gov.uk, which is the format approved by the Naming and Approvals Committee, Central Office of Information. This also ties in with the move to include the full organisational name in the logo.
- 3.3 We are developing a suite of document templates that use the new identity. The templates will be introduced during the spring of 2011.
- 3.4 We are also reviewing the website, with a view to combining the organisational information website www.eastlondonwaste.gov.uk with the community engagement website www.recycleforyourcommunity.com. This mirrors the approach taken by other waste disposal authorities and should help remove any confusion generated by the existence of two websites.

4 Recommendations

4.1 Members are recommended to:

- a) note the change to the ELWA corporate identity.

Paul Taylor
MANAGING DIRECTOR

Appendices		
A	Revised ELWA logo	
Background Papers		
None		