

Item: 3

Orkney Towns Board 12 May 2025

Name and Branding

1. Overview

- 1.1. The purpose of this report is to enable the Board to consider a potential change to its name and branding, in response to changes under the Plan for Neighbourhood Programme.

2. Recommendations

- 2.1. It is recommended that members of the Orkney Towns Board:
 - i. Review the report and discuss the possibility of a name and branding change, taking into account the options detailed in Section 4.

3. Background

- 3.1. The withdrawn Long-Term Plan for Towns grant programme, introduced under the previous UK Government, outlined a 10-year plan for investment and regeneration in towns across the country. In alignment with this programme, the Orkney Towns Board was established to oversee and deliver associated funding.
- 3.2. Following a change in government, the Plan for Towns programme has been restructured and renamed as the Plan for Neighbourhoods programme. Town Boards across the UK have renamed themselves to Neighbourhood Boards to reflect these changes. However, Orkney's unique island-wide boundary means that neither "Towns" nor "Neighbourhoods" accurately capture its context. The Board is therefore in the process of identifying a new name and branding that better reflect the area's distinct geography and community structure.
- 3.3. Policy Advisors from the Ministry of Housing, Communities, and Local Government (MHCLG) have clarified that Boards are not mandated to adopt the title "Neighbourhood Board". They may retain the original "Towns Board" title or adopt a new name altogether, provided the chosen name accurately reflects the programme's goals.

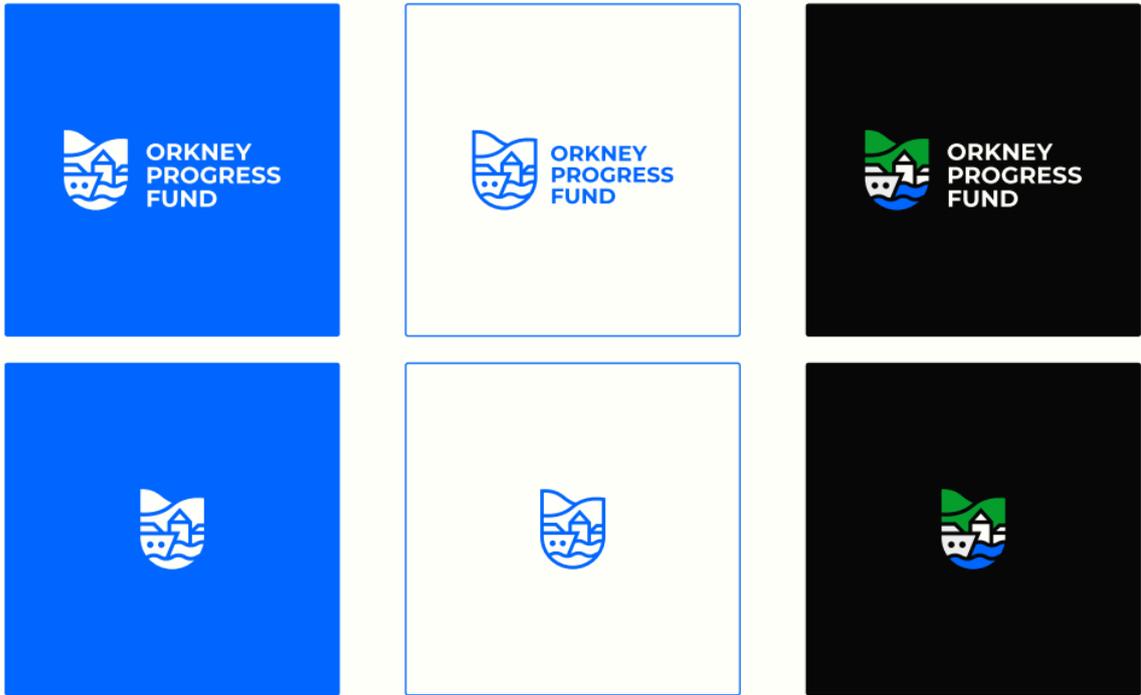
- 3.4. The Council’s Communications team has explored potential alternatives for name and branding that move away from both “towns” and “neighbourhoods”, which are not ideally suited to Orkney’s Island-wide boundary. Suggestions from Board members have also been collated for consideration.
- 3.5. The Board may also consider engaging with an independent graphic designer – currently under lease with the Council – to develop visual branding proposals if desired.
- 3.6. A summary of proposed name and branding options is included in **Appendix 1**.

4. Options

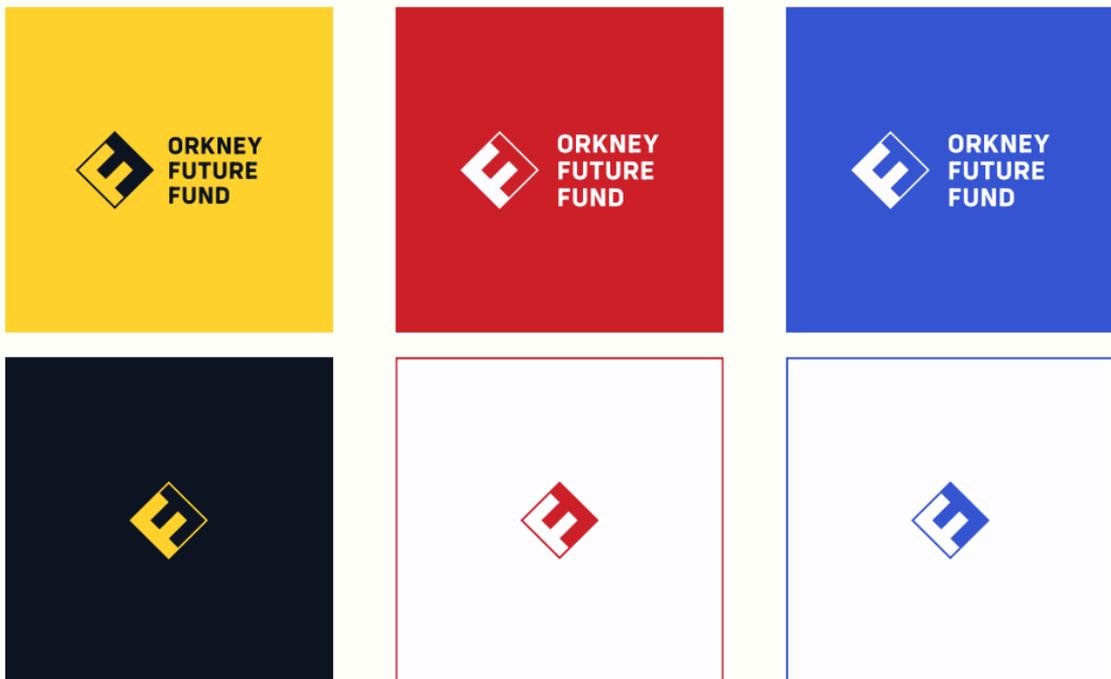
- 4.1. The Board may wish to consider the following options in deciding on a name and branding change:
 - i. Rename the Board to the Orkney Neighbourhood Board – aligning directly with the revised government programme name.
 - ii. Adopt a new name and branding – based on proposals from the Communications team or suggestions from Board members, as detailed in Appendix 1.
 - iii. Seek additional input by commissioning further suggestions from an affiliated graphic designer.
 - iv. Retain the existing name and continue as the Orkney Towns Board in accordance with the Terms of Reference.

Prepared by OIC Communications:

Logo Variants



Logo Variants



Logo Variants



Current Name and Branding:



Other Name Proposals:

- Revitalise Orkney
- Orkney Regeneration Fund
- Orkney Horizon Fund
- Orkney Rising
- Orkney Next
- Empower Orkney
- Together Orkney
- Orkney Impact Fund
- Orkney Innovation Fund
- Innovate Orkney
- The Orkney Fund