



Tollerton Community Identity Communication Policy

Tollerton has a strong sense of identity and a priority to enhance village life and the sense of community as part of the parish plan. The parish council has adopted this brand guide and communications policy in support of this.

Policy

1. This guide sets out the basic elements of Tollerton’s visual identify and the policy that the parish council will apply to maintain and enhance a strong image of the village and council. All public service providers should have regard to this policy when changing or siting street furniture and/or making changes to the public realm.

Tollerton Village Identity Brand Guide

2. The Tollerton colour palette consists of one primary colour and two secondary colours which form the basis of the Tollerton identity. These colours have been selected to complement and bring together colours used across the village



Primary Colour

Secondary Colours

Tertiary

Primary colour - The primary colour should always be used on communication

Secondary colours - The primary colour is supported by a secondary colour palette, which has been selected to complement the primary colour. These colours should always be used to support the primary colour. They should only be used on their own in communications by exception. They may be used on their own on assets, street furniture or by other parts of the community. Secondary colour 2 will usually be used for text on a primary colour.

Tertiary colours - These colours should always be used sparingly to support the primary colour. Ordinarily they should not be used on their own without a primary or secondary colour. The use of natural wood is also a tertiary color.

Colour	Equivalent paint name	R	G	B	Hex	RAL
A	French Grey	183	180	161	#b7b4a1	RAL 7032
B	Lichen	153	162	133	#99a285	RAL 6021
C	Dimity	238	223	204	#eedfcc	RAL 9001

3. The Parish Council will use this colour palette for
 - all communications
 - the maintenance of existing assets and street furniture
 - the purchasing of new assets and street furniture.



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4. The parish council will encourage the community to support the use of these colours including clubs, community organisations, public services and businesses with a presence in Tollerton. Where grant application relate to external facing assets the parish council will seek to make it a condition of funding that the colour palette is used.
5. A number of specific applications for the colour scheme will be maintained by the parish council and are set out at Schedule A.
6. The Parish Council will use three primary typefaces for communication: Arial, Arial Narrow and Arial Black in a minimum of 11p and ordinarily 12pt:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Arial 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Arial Narrow 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Arial Black 12pt

Street scene / public realm

7. Street furniture over a period of time can make a street look cluttered and untidy particularly if each item is placed in isolation solely to comply with statutory requirements. Tollerton supports a policy of decluttering the street scene to meet statutory requirements through a minimal provision supplemented only by those items requested by the community through the parish council.
8. Street furniture should not be over designed. Changes should
 - Minimise new items
 - Rationalise existing items
 - Demonstrate restraint, with consistent use of palette, materials and finish in keeping with the village identity policy
 - Be appropriate for a rural setting in keeping with the village identity policy (not urban)
 - Generally be located at the back of the footway, adjacent to buildings (but not in front of windows or outside entrances) rather than at the footway edge where it is more obtrusive.
 - Provide clear through routes for pedestrians, cyclists and prams/pushchairs/wheelchairs.
9. Consistency is important to identity. The parish council will seek to
 - reduce street furniture, signs and public realm assets to single consistent types across the village.
 - maintain a consistency of village entrance points (or gateways), signs, planters (detailed at schedule A), plants and planting (detailed at schedule B)

Communication

10. The parish council will promote communication with residents through the provision of:
 - a. Notice boards for community use by residents, community and voluntary groups.
 - Business use shall only be with the prior explicit permission of the parish council.
 - Notices are encouraged to be A5 in size and shall not exceed A4 without prior approval from the appropriate working group, chairman or Parish clerk
 - b. A website, the specification of which will be set out at schedule C to this policy
 - c. Parish council information on dedicated parish council notice boards (details at schedule D)
 - d. Support for a village newsletter
 - e. Direct communication including surveys, email and e bulletins
 - f. Social media and new channels
 - g. Two red phone boxes for community use as
 - History group information.
 - Community library

Website, electronic communication and social media

11. Social media is a collective term used to describe methods of publishing on the internet. The Council recognises that social media will be the communication channel of choice for some residents and this policy covers all forms of social media and social networking sites, which include (but are not limited to):
 - Parish council website
 - Facebook, twitter and other social networking / micro blogging sites
 - YouTube and other video clips and podcast sites.
12. Online content should be objective, balanced, informative and accurate. The parish council will ordinarily use online communication to:
 - post notices and minutes of meetings
 - advertise events and activities
 - announce new information and news stories as appropriate to the Council and its activity
 - advertise vacancies and contracts
 - post, share or retweet information promoting bodies for community benefit eg community groups or from partners i.e. Police, library, district council etc.
 - post other items as the parish council see fit or to comply with requirements placed upon it
13. Permission to publish photographs or videos on social media sites should ordinarily be sought from the person or organisations in the video or photograph before being uploaded.
14. Councillors or parishioners who have any concerns regarding content placed on social media sites should report them to the Parish Clerk or Chairman of the Council who may authorise their temporary removal pending further consideration or confirmation of their suitability.
15. Parish Councillors should be mindful of the information they post on sites and make sure personal opinions are not published as being that of the Council or bring the Council into disrepute or is contrary to the Council's Code of Conduct or any other Policies.

16. Some of the terminology in social media, like ‘following’ or ‘friending’ can imply an intimacy that does not exist. The parish council will ordinarily only follow, like or friend businesses and organisations operating from or providing services to Tollerton and the local community. The parish council may not respond to every comment or contact or post made across social media.

Brand mark and logos

17. A number of logos, brand and images exist or are recognised in Tollerton including an image of the two millennium signs in the village that comprises four sections depicting four different aspects of Tollerton’s heritage, two buildings and two industries: Tollerton Hall, St. Peter’s Church, farming/agriculture and Nottingham Airport. Two businesses – the airhostess and Nottingham Airport - have used logos that include an airplane. The school has a unique logo. Other groups, clubs etc have their own or no logo. Examples:



18. The parish council has adopted its own logo for use on documents, signs and that focuses on one of the four aspects of the village sign. The logo based on Tollerton Hall and is unique to the village. It is intended to help promote the existence of this little known listed building and maintain the village’s connection with its past, including the many uses of the hall such as during the war.
19. The parish council will maintain a suite of approved templates using the logo/brand. Use of the logo/brand mark is subject to the following requirements:
- The brand mark consists of the adopted Logo including the words Tollerton Parish Council.
 - The brand should always have a minimum of 6pt gap around it
 - The brand mark will usually be positioned at the top left of any document unless an adopted template sets out otherwise
 - On public notices the brand will appear on a grey banner across the whole of the top of the page
 - The brand mark should never be altered in anyway, for example the image shrunk, the text resized or additional content added
 - There will be a presumption in favour of use of the logo by village groups and organisations, without the use of the words “Tollerton parish council”. Permission to use this logo may be withdrawn by the parish council.
20. The following are the approved brand and logo of Tollerton Parish Council:



Schedule A

Parish Council specific use of Colour Palette and Logo

The following specific uses of the colour palette, logo and standards shall be applied:

Parish rooms frontage – secondary colour B (Dimitry) for brick work, lichen for wood work

Bus shelters – secondary colour B (Dimitry) for internal wood, lichen for external wood

Bins should be of the colour palette, with a coloured band and display the parish logo.

They should be of a design consistent with

- [Broxap Derby Round Bin BX45 2554](#) or
- [Broxap BX 2306 - Round medium Cast Iron Bin](#)

In some circumstance a wooden bin may be necessary and these should be of a design consistent with

- [Winchester canopied \(wooden\) bin](#) or

Cycle racks should be of a standard consistent with the

- 'cyclehoop' range & use the colour palette

Benches should be of a design consistent with:

- [Broxap Lakeside Seat BX2060-BP](#) (cast iron in green or parish colours) or the
- [Ashwater bench](#) (wood effect for the rural locations)

Signage should be of a design made or surrounded by wood and consistent with the parish colours

Example bin



Example cycle hoop



Example bench



Schedule B

Parish Council Planting Scheme for Tollerton

The following planting scheme will be applied until updated through the Parish Plan (& Priority Areas):

Spring bulbs:

Daffodils (yellow), wild daffodils and snowdrops only

Village Centre

Planters – planting scheme to be specified but to include Roses, Lavender, herbs, alliums

Old Village

Spring bulb planting around Pinfold, on Pinfold bank and on bank around bends by vicarage and on hedge bottom of 40mph stretch of Tolleton Lane.

War memorial – Roses, Lavender, Field Poppies, herbs, alliums

Open Space

Spring bulb planting on grass bank / to hedge bottom

Additional planting to be specified through parish plan priority area

Village Boundaries

Spring bulbs planted on approaches to village

Gateways – half gates in Tollerton Colour palette

- Tollerton Lane, Melton Road x2, Cotgrave Lane, Cotgrave Road

Planting – wildflowers in ground or planters in front of gateways – planting in NC2A Special Cornflower Mix



Huntsman's Green

Planters – planting scheme to be specified

Trees – to be specified

Planters

Stone troughs throughout (optional wooden in village centre to complement air hostess)

Reclaimed red brick at war memorial in keeping with Tollerton Hall wall

Schedule C

Parish council commissioning specification for online content to the support the village identity to include:

<p>The parish council requirements for a website for statutory, transparency and quality council requirements:</p> <p>Regular Minutes, agendas and meeting papers of formal meetings</p> <p>Static Intro to and role of the parish council Photos and contact details for clerk and councillors Standing orders, fin regs, register of interests etc</p> <p>Annually: All items of expenditure above £100 End of year accounts Annual governance statement Internal audit report List of Councillor responsibilities Details of public land and building assets</p>	<p>Technical requirements:</p> <ul style="list-style-type: none"> • News section should be easy to add to with option for adding photos to articles (like Ruddington) and opportunity for additional voluntary users to add content • News page should also include feed reader 'widgets' in a sidebar to enable RSS feeds from other sites to be used to bring in regular informative content and keep content fresh (eg RBC and NCC feeds) • News section should generate an RSS feed that can be used to populate an e-bulletin managed by PC or newsletter committee (e-bulletin may be externally provided eg MailChimp) • Integration with email database (eg mailchimp) so that people can subscribe for emails, alerts etc Option to subscribe for different mailing lists eg bulletin, bulletin+agendas etc • Headings should be replicated from the Ruddington site with some minor changes for Tollerton (Ruddington site is parish council site but is quite discrete about this and feels more like a community site which is what is required). Content to specifically include village groups, parish plan, halls for hire etc • Widgets/API for twitter/facebook in a sidebar for future use and possible integration with news section eg to tweet articles etc • Document store that can be categorised - eg agendas, policies etc • Site should have the capability to display a category from doc store eg clerk publishes an agenda to the doc store, categorises it as an agenda, this should then show on any page displaying docs in the agenda category. Email alerts or integration/automation with mailchimp would be useful so that parishioners interested in receiving agenda/minutes etc can be alerted automatically • domain name should be tollerton.xxx (eg. .org or .uk) with option for a further tollertonparishcouncil.xxx domain to match • email account - option for >1gb email for the parish council, so that the pc retains all emails without resorting to individuals/the clerk's own mail accounts. Should have integration for outlook and web-based mail (hotmail/outlook/gmail) so that this can be setup for clerk and others as appropriate to access from their existing email. This would be the
<p>The parish council requirements for a website as a community facility in support of the village identity policy and quality council requirements:</p> <p>A strong, clear news section on front page to share timely information and news with / from the village le 'Dynamic' online content will usually come before and drive 'static' paper content</p> <p>This will provide a platform for: - regular news, reports, announcements and other contributions from the parish council. - content driven by the community and proactive management of the website - and a source for content for the newsletter and e-bulletin</p> <p>Events calendar for Tollerton</p>	
<p>Style</p> <p>Any website commissioned or used by the parish council to meet its requirements should be designed and satisfy the council of its accordance with the village identity policy including use of the colour palette, logos and typeface.</p> <p>The website should meet relevant accessibility standards</p>	

<p>Governance</p> <p>Accountability for any website commissioned/provided to meet the parish council's requirements should be to the parish council directly or through an appropriately constituted committee with parish council representation.</p> <p>The parish council requires the ability to publish content verbatim / free form editorial influence or change. The parish council encourages consistency of editorial decisions / policy in all paper and online communication, sharing of content between platforms, shared governance and a single contact point for publicising and promoting events in Tollerton..</p>	<p>default / catch-all for all tollertonparishcouncil.xxx domain addresses unless set up to forward.</p> <ul style="list-style-type: none"> • email forwarding - option for email address @tollerton.xxx and @tollertonparishcouncil.xxx to forward to existing email addresses eg chairman@tollertonparishcouncil.xxx to Steve. parishcouncil@tollerton.xxx and parishclerk@tollerton.xxx to the >1gb email account etc • option for online booking (with / without payment) for parish rooms ? or other events ? possible integration with external event management system such as eventbrite?
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Schedule D

Parish Council guide to use of the parish council's notice boards:

Parish rooms External Notice Board

		Contact Information for the Parish Council	
For public event or parish council notices	For public event or parish council notices	Parish Council contact info	Parish Rooms Booking Info
For public event or parish council notices	For public event or parish council notices	Parish Rooms Booking terms and conditions	Parish Rooms Booking terms and conditions

Parish Council Village Centre Notice Board

Front (burnside grove side)

Welcome to Tollerton		Contact Information for Parish Council / Your Representatives	
Welcome to Tollerton	Whats important – parish plan summary	Intro to Parish Council	Parish Council contact info
Important Notices (parish council approved only)			+ Other contacts
Eg APM, parish plan etc	Eg AGM, TVE etc	Schedule of meetings	Latest Agenda

Back (shops / car park side)

Walks in Tollerton		Developments in Tollerton	
Map	Walking information	Information on parish plan or strategic allocations site	Information on parish plan or strategic allocations site
Map	Walking information	Information on parish plan or strategic allocations site	Information on parish plan or strategic allocations site

(Developments in Tollerton and Contact information may be swapped round sides)

(additional notices may be included directing to information on Tollerton's past/heritage eg history phone box)

Other notice boards

All notice boards to include

- A5 notice of nearest defibrillator
- A5 notice on how to advertise in Tollerton

Use of parish room internal notice boards

To be specified