



Elstree and Borehamwood Town Council

Use of Logo and Headed Paper (Policy Document)

Use of Logo Headed Paper by Councillors

The Town Council Staff seek to provide efficient and high quality secretarial support services to Members carrying out Town Council business. This includes the preparation and posting of letters on their behalf.

A letter requesting information may be signed by a Council Officer but indicate the name of the Member(s) requesting the information in the text.

The policy includes the use of the logo as sent by electronic communications (but not individual Councillor emails sent from the firstname.secondname@elstreeborehamwood-tc.gov.uk email addresses where the Councillor is acting in an official capacity as a Member of the Authority).

(a) Thank You Letters

The Mayor, Deputy Mayor or Past Mayor (acting in the place of one of these positions at a Civic Engagement or Council Event) may sign his/her name on a "Thank You" style letter to organisers, participants, judges, stewards, partner bodies (e.g. Hertfordshire Constabulary) or others associated with the engagement on a letter ideally prepared on his/her behalf by a Member of Council Staff.

The contents of the letter should not contain assertions that could be interpreted as expressing a political view, make any promises or offers on behalf of the Authority or to take any decisions for the Council that would otherwise require a Council or Committee power to execute.

(b) Letters of Reference

Any Member may use headed paper to prepare a reference for an individual for the purpose of demonstrating association with the Council as an organisation when acting in that capacity. Envisaged circumstances for use would include:

- Employment references
- Appointment Letters to Town Council positions

- Character references
 - supporting an application for documentary proof e.g. passport application
- (c) Letters relating to Legal Cases

Where a letter is required in connection with a legal case involving the Town Council this may be on headed paper. However, the role of the Town Councillor or his/her connection with the case should be explained in the letter.

(d) Use of Council Logo on Publicity Posters

The Use of the Council Logo should only be used on publicity for events and/or activities that have formally been agreed by the Council or one of its Committees. Where the Town Council is supporting an organisation (e.g. by grant or with practical help) but it is not directly responsible for the event, the logo should be used on publicity material in the bottom left corner (if possible) and be accompanied by the words “Supported by” so as not to cause the public to mistake the event as a Town Council one. At Boreham Wood Football Club, the advertising banner and North Stand (“The Town Council Stand”) may display the Town Council logo.

Use of Logo and Headed Paper by Staff

Town Council Staff must only use headed paper for Town Council business in accordance with the Council’s policies and the provisions of the Staff handbook and code of conduct, unless with the prior consent of the Town Clerk, a letter is required to make an employment or character reference.

<p style="text-align: right;">Date Policy Reviewed: 11 July 2019</p> <p style="text-align: right;">Review Body: General Management Committee</p> <p style="text-align: right;">Review Period: every 4 years</p> <p style="text-align: right;">Next Review: July 2023</p>
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