

## **RESPONSE PROVIDED**

East Midlands Combined County Authority  
Northern Gateway Enterprise Centre  
Saltergate  
Chesterfield  
S40 1UT

13/06/2025

Freedom of Information Request – Ref: FOI 52

**1) Was the creation of this branding a political request, the idea of an external marketing/public relations team or an internal staff member.**

The creation of the branding referred to was an internal governance suggestion to bring EMCCA into alignment with other Mayoral Combined Authorities where there is a clear reference to the Mayor in the branding (e.g. as seen in West Yorkshire, Liverpool etc) This change was introduced to provide more clarity as we are a Mayoral Combined County Authority and to work alongside other branding such as the EMCCA only brand which is used for Board meetings.

**2) How was this branding tendered/sought and, if possible, who designed the branding and at what cost**

The original Claire Ward/EMCCA dual branding was created by a company called The Change Arc. The work was commissioned by the then head of Mayoral Communications, and the work was carried out on the Mayoral branding in August 2024. The total cost of the work was £9350 + VAT. The assets were packaged up and handed over to the Combined Authority on the 13th of September 2024.

**3) What does the authority seek to benefit from the new branding and was it part of a new brand guideline set, if so can I see a copy of this please**

New brand guidelines are being produced at present; this can be shared once completed. The benefit of the new branding is alignment with approaches taken by other Mayoral Combined Authorities to ensure appropriate profile and understanding of EMCCA, we are a Mayoral CCA and so it is appropriate that this is evident within our branding. The branding also represents the devolved functions that have been provided to EMCCA, these functions are either CCA functions (Board chaired by the mayor) or they are mayoral functions.

**4) Is this branding expected to be rolled out on any physical media or infrastructure**

**Yes**

I hope this satisfies your request.

If you are dissatisfied with this decision, you may write to request an internal review. The internal review will be carried out by someone who did not make the original decision, and they will re-assess how the Department handled the original request.



If you wish to request an internal review, please write or send an email to the Information Governance Team within two months of the date of this letter, at the following address:

Information Governance Team  
East Midlands Combined County Authority  
North Enterprise Gateway  
Saltergate  
Chesterfield  
S40 1UT  
e-mail: [FOI@eastmidsdevo.org.uk](mailto:FOI@eastmidsdevo.org.uk)

Please remember to quote the reference number above in any future communications.

If you remain dissatisfied after an internal review decision, you have the right to appeal to the Information Commissioner's Office. You can find further details on how to do this via Information Commissioner's Office website: [FOI and EIR complaints | ICO](#).

Regards

Information Governance Team

**East Midlands Combined County Authority**