

Reasons for Call in of Refreshed Visual Identity

1. We don't believe that the logo represents Torbay being the 'premier resort' in the UK.
2. We do not believe it has been fully costed when looking at road/tourism signage, uniforms etc.
3. We do not believe there has been any formal consultation on the new design.
4. We believe this logo has been used before Christmas prior to the decision being made by the Cabinet on 4 February e.g. the budget consultation documents.
5. We don't believe that this is using our limited resources to best effect when there are other pressures on our finances.

Call in signed by:

Councillor David Thomas

Councillor Chris Lewis

Councillor Jane Barnby

Councillor Barbara Lewis

Councillor Jackie Thomas

Councillor Ray Hill

Councillor Lynn Sykes

Councillor James O'Dwyer

Councillor John Kavanagh

Councillor Hazel Foster