



## REGULATORY AND GENERAL PURPOSES COMMITTEE

Tuesday, 7 June 2022

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| REPORT TITLE: | REQUEST TO USE THE WIRRAL COAT OF ARMS |
| REPORT OF:    | HEAD OF DEMOCRATIC AND MEMBER SERVICES |

### REPORT SUMMARY

This report deals with a request received by the Mayor from Tim Mallion, Club Secretary to the Tricolore Great Britain Limited - Ducati Owners Club Great Britain, to use the Council's Coat of Arms to highlight the Wirral Branch of the National Club and help promote the Wirral at national motorcycle events.

The Club Secretary report, dated 16 March 2022, is attached as **Appendix 1** to this report. A mock up of the requested badge / logo is attached as **Appendix 2**.

### RECOMMENDATION/S

The Regulatory and General Purposes Committee is requested consider and decide upon the request for the use of the Council's Coat of Arms by the of the Tricolore Great Britain Limited - Ducati Owners Club Great Britain (Wirral Branch).

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

#### **THE COAT OF ARMS AND THE BADGE**

- 1.1 The Council has an official Coat of Arms granted by the Kings of Arms under the royal authority. The right to use the Coat of Arms is exclusive to the Council and cannot be passed on to a third party, however, the Badge derived from the Coat of Arms can be used as a “community emblem” available for display by local organisations with the consent of the Council.
- 1.2 This report deals with a request received by the Mayor from Tim Mallion, Club Secretary to the Tricolore Great Britain Limited - Ducati Owners Club Great Britain, to use the Council’s Coat of Arms to highlight the Wirral Branch of the National Club and aid promotion of the Wirral at national motorcycle events.
- 1.3 The Club Secretary report dated 16 March 2022 is attached as **Appendix 1** to this report. A mock up of the requested badge / logo is attached as **Appendix 2**.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 That the request for use of the Wirral Coat of Arms not be approved.

### **3.0 BACKGROUND INFORMATION**

- 3.1 Wirral Branch-was established by Mr Mallion over ten years ago, and comprises sixty one members, the majority of whom reside in or around the Wirral.
- 3.2 The Club meets regularly and at the time of writing this report has a full diary of events for 2022. As a branch holds many charity events such as the Wirral Ducati Owners Club bike show held at the Swinging Arm pub in Birkenhead. Local bikers are invited to attend the show and prizes are awarded for their bikes etc. Monies are raised through a variety of raffle items which are then donated to Claire House and other local children's charities.
- 3.3 The Club regularly takes part in both Wirral Egg Runs one at Christmas and one for Easter, and other branches from all over the UK were invited to join the Wirral branch on Sunday 3rd of April for the Egg Run to Clatterbridge Hospital – at the time of writing the report around ninety members were expected to attend.
- 3.4 The Wirral Branch attends shows all over the UK and this year a trip is planned to Italy for World Ducati Week in Misano July, and as stated, by inviting other branches to events the club wishes to continue to promote examples what the Wirral has to offer.
- 3.5 The club would like to utilise the Coat of Arms on clothing and badges to be worn at National Club events to aid promotion of the Wirral Branch of the club and encourage other branches to visit Wirral and to enjoy the varied attractions and locations of interest.

#### **4.0 FINANCIAL IMPLICATIONS**

4.1 There are no financial implications arising from this report.

#### **5.0 LEGAL IMPLICATIONS**

5.1 There are no legal implications arising from this report.

#### **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

6.1 There are no resource, staffing, ICT or other asset implications arising from the use of the Wirral Coat of Arms by voluntary groups and / or Wirral based clubs. Any such matters may be brought to the attention of the committee at the time of consideration of this request.

#### **7.0 RELEVANT RISKS**

7.1 The primary risk arising from the granting of this request relates to reputational risk to the Council and Borough. Given the long-established history of the club (over 10 years on Wirral) and its own reputation as a well respected local club. Full consideration has been given to this matter prior to presenting the request to Committee.

#### **8.0 ENGAGEMENT/CONSULTATION**

8.1 The request forming the basis of this report to Committee was received via the Mayor's Office and is redirected for approval by elected members of the Committee.

#### **9.0 EQUALITY IMPLICATIONS**

9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. There are no equality implications arising from this report.

#### **10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

10.1 The content and/or recommendations contained within this report are expected to have minimal or no impact on the emission of Greenhouse Gases.

#### **11.0 COMMUNITY WEALTH IMPLICATIONS**

11.1 Though promotion of Wirral by a locally based branch of a national club, it is hoped that by encouraging visitors to Wirral, economic benefits may be gained in terms of the visitor economy and tourism.

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## **APPENDICES**

- Appendix 1                    Tricolore Great Britain Limited - Ducati Owners Club Great Britain  
(Wirral Branch Secretary Report)
- Appendix 2                    Mock up image of proposed use

## **BACKGROUND PAPERS**

Past papers in respect of applications for use of Wirral Coat of Arms  
Club history of the Ducati Owners Club GB here: <https://www.docgb.org/>