



## **REGULATORY AND GENERAL PURPOSES COMMITTEE**

**Thursday, 13 June 2024**

<b>REPORT TITLE:</b>	<b>REQUEST BY TRANMERE ROVERS FOOTBALL CLUB TO REGISTER AS A TRADEMARK THE TRANMERE ROVERS CLUB BADGE</b>
<b>REPORT OF:</b>	<b>DIRECTOR OF LAW AND CORPORATE SERVICES</b>

### **REPORT SUMMARY**

This report deals with a request received by the Mayor from Tranmere Rovers Football Club, to register as a trademark the Tranmere Rovers club badge. The badge is derived from the Council's Coat of Arms and Tranmere Rovers Football Club wish to register as a trademark the badge due to unconnected businesses using the badge unofficially.

The recommendations contained within this report meet the objectives in the Wirral Council Plan 2023 – 27 in respect to safe, resilient, and engaged communities.

### **RECOMMENDATION/S**

The Regulatory and General Purposes Committee is requested to consider and decide upon the request to register as a trademark the Tranmere Rovers Football Club Badge which is derived from Wirral Borough Council's Coat of Arms.

## **SUPPORTING INFORMATION**

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

- 1.1 Wirral Borough Council has an official Coat of Arms granted by the Kings of Arms under 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 a 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 The request received is from Tranmere Rovers Football Club (TRFC), to trademark the club’s badge. The badge is derived from Council’s Coat of Arms and TRFC wish to trademark the badge due to unconnected businesses using the badge unofficially.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 The options for Committee are to either approve the request from TRFC to register as a trademark the club’s badge which has been derived from Council’s Coat of Arms or to refuse it.

### **3.0 BACKGROUND INFORMATION**

- 3.1 Tranmere Rovers Football Club (TRFC) first introduced a badge on their shirt in 1962, wearing the Coat of Arms of the Borough of Birkenhead, along with adopting their motto "Ubi fides ibi lux et robur", meaning "Where there is faith there is light and strength".
- 3.2 The badge was replaced in 1972 by a monogram, and, in 1981, by a simplified blue and white shield. In 1987, a complex heraldic crest was introduced onto the badge, adapting the Borough of Birkenhead crest through the inclusion of a football and a TRFC logo. The simpler badge was adopted in 1997, and modified slightly in 2009 to mark the club's 125-year anniversary. The blue and white crest incorporated simplified elements of the Birkenhead Civic Coat of Arms. The crozier and lion originally formed part of the Birkenhead Priory seal. The oak tree was a symbol of the Tranmere Local Board. The star or starfish represents Bebington. The two lions represent Oxton and the crescents may represent the Laird family.
- 3.3 For the 2021–22 season, TRFC reverted to their pre-1997 badge. The post 1997 badge was trademarked, but TRFC state that they have not trademarked the pre-1997 badge. The pre-1997 club badge which is the subject of the recommendations within this report is attached as Appendix 1 to this report.

### **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 Council's 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. Members of the Committee will need to give consideration to the long-established history of Tranmere Rovers Football Club (over 140 years), strong Community links and relationship with the Council.

## **8.0 ENGAGEMENT/CONSULTATION**

8.1 The request forming the basis of this report to Committee was received from Councillor George Davies and is re-directed for consideration 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 Promotion of Wirral by a locally based national club, will encourage visitors to Wirral and economic benefits may be gained in terms of the visitor economy and tourism.

**REPORT AUTHOR:** **Anna Perrett**  
Democracy Business Manager  
telephone: Tel: 0151 691 8564  
email: [annaperrett@wirral.gov.uk](mailto:annaperrett@wirral.gov.uk)

## **APPENDICES**

Appendix 1            Tranmere Rovers badge

## **BACKGROUND PAPERS**

Past papers in respect of applications for the use of Wirral Coat of Arms

Appendix 1

Tranmere Rovers FC Badge

