

CABINET

Thursday, 10 November 2005

10.00 a.m.

Conference Room 1,
Council Offices,
Spennymoor

AGENDA and REPORTS

AGENDA

1. APOLOGIES

2. DECLARATIONS OF INTEREST

To notify the Chairman of any items that appear in the agenda in which you may have an interest.

3. MINUTES

To confirm as a correct record the Minutes of the meeting held on 27th October 2005. (Pages 1 - 2)

OTHER DECISIONS

REGENERATION PORTFOLIO

4. LOCAL ECONOMIC GROWTH INITIATIVE (LEG1)

Report of Head of Strategy and Regeneration. (Pages 3 - 6)

WELFARE AND COMMUNICATION PORTFOLIO

5. LOCAL GOVERNMENT REPUTATION PROJECT

Report of Chief Executive Officer. (Pages 7 - 10)

6. PROPOSED CORPORATE BRAND IDENTITY

Report of Chief Executive Officer. (Pages 11 - 24)

MINUTES

7. OVERVIEW AND SCRUTINY COMMITTEE 2

To consider the minutes of the meeting held on 13th September 2005. (Pages 25 - 28)

EXEMPT INFORMATION

The following item is not for publication by virtue of Paragraph 1 of Part 1 of Schedule 12 A of the Local Government Act 1972. As such it is envisaged that an appropriate resolution will be passed at the meeting to exclude the press and public.

OTHER DECISION

RESOURCE MANAGEMENT PORTFOLIO

8. REVISED STAFFING PROPOSALS - TECHNICAL SERVICES SECTION

Joint report of Chief Executive Officer and Director of Neighbourhood Services (Pages 29 - 36)

9. ANY OTHER BUSINESS

Lead Members are requested to inform the Chief Executive Officer or the Head of Democratic Services of any items they might wish to raise under this heading by no later than 12 noon on the day preceding the meeting. This will enable the

Officers in consultation with the Chairman to determine whether consideration of the matter by the Cabinet is appropriate.

N. Vaulks
Chief Executive Officer

Council Offices
SPENNYMOOR
2nd November 2005

Councillor R.S. Fleming (Chairman)

Councillors Mrs. A.M. Armstrong, Mrs. B. Graham, A. Hodgson, M. Iveson, D.A. Newell, K. Noble, J. Robinson J.P and W. Waters

ACCESS TO INFORMATION

Any person wishing to exercise the right of inspection in relation to this Agenda and associated papers should contact Gillian Garrigan, on Spennymoor 816166 Ext 4240 ggarrigan@sedgefield.gov.uk

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Item 3

SEDGEFIELD BOROUGH COUNCIL CABINET

Conference Room 1,
Council Offices,
Spennymoor

Thursday, 27 October
2005

Time: 10.00 a.m.

Present: Councillor K. Noble (Chairman) and

Councillors Mrs. B. Graham, A. Hodgson, M. Iveson, D.A. Newell,
J. Robinson J.P and W. Waters

In

Attendance: Councillors W.M. Blenkinsopp, Mrs. J. Croft, V. Crosby, D.M. Hancock,
J.E. Higgin, J.G. Huntington, M.T.B. Jones, B. Meek, J.P. Moran,
G. Morgan, Mrs. E.M. Paylor and J. Wayman J.P

Apologies: Councillors Mrs. A.M. Armstrong and R.S. Fleming

CAB.74/05 DECLARATIONS OF INTEREST

Members had no interests to declare.

CAB.75/05 MINUTES

The Minutes of the meeting held on 29th September were confirmed as a correct record and signed by the Chairman.

CAB.76/05 REGENERATION SERVICES CAPITAL PROGRAMME 2005/06 (KEY DECISION)

The Lead Member for Regeneration presented a report seeking approval for the key areas of activity set out in Appendix 1 to the report, to be undertaken in line with the Cabinet's agreed statement of key issues and priorities for the Regeneration Service as detailed in the Council's Corporate Plan and Corporate Capital Strategy. (For copy see file of Minutes).

Members noted that under the proposed programme, investment was prioritised towards supporting the improvement of Spennymoor Town Centre, environmental and social conditions in identified neighbourhoods facing the greatest level of disadvantage and the maintenance of an attractive supply of land and premises suitable for accommodating start-up business, small and medium sized enterprises and inward employment generating investment projects.

RESOLVED: *That the strategy set out in the report to govern the implementation of the Regeneration Services Capital Programme 2005/06 be approved.*

CAB.77/05 AREA FORUMS

Consideration was given to the minutes of the following meetings:

- Area 2 Forum - 6th September 2005
- Area 3 Forum - 14th September 2005
- Area 4 Forum - 20th September 2005
- Area 5 Forum - 27th September 2005

(For copies see file of Minutes).

RESOLVED : That the reports be received.

CAB.78/05 OVERVIEW AND SCRUTINY COMMITTEES

Consideration was given to the minutes of the following meetings:

- Overview and Scrutiny Committee 3 - 27th September 2005
- Overview and Scrutiny Committee 1 - 4th October 2005
- Overview and Scrutiny Committee 1 - 11th October 2005

RESOLVED : That the Committees' recommendations be noted and appropriate action be taken.

EXCLUSION OF PRESS AND PUBLIC

RESOLVED: That in accordance with Section 100(a)(4) of the Local Government Act 1972 the press and public be excluded from the meeting for the following item of business on the grounds that it may involve the likely disclosure of exempt information as defined in Paragraphs 7 and 9 of Schedule 12a of the Act.

CAB.79/05 ASSET MANAGEMENT - LAND SALE AT TRIMDON GRANGE INDUSTRIAL ESTATE, TRIMDON GRANGE

Consideration was given to a report regarding an application to purchase 0.31 hectares of land at Trimdon Grange Industrial Estate. (For copy see file of Minutes).

RESOLVED : That the recommendation detailed in the report be adopted.

Published on 28th October 2005.

The key decision contained in these Minutes will be implemented on Monday 7th November, 2005, five working days after the date of publication unless they are called in by five Members of the relevant Overview and Scrutiny Committee in accordance with the call in procedure rules.

ACCESS TO INFORMATION

Any person wishing to exercise the right of inspection, etc., in relation to these Minutes and associated papers should contact Gillian Garrigan, on Spennymoor 816166 Ext 4240 ggarrigan@sedgefield.gov.uk

Item 4

REPORT TO CABINET

10th NOVEMBER 2005

REPORT OF THE HEAD OF STRATEGY AND REGENERATION

REGENERATION PORTFOLIO

LOCAL ECONOMIC GROWTH INITIATIVE (LEGI)

SUMMARY

The Local Enterprise Growth Initiative (LEGI) was introduced by the Government as part of the April, 2005 Budget as a fund to further support Districts in receipt of Neighbourhood Renewal Fund (NRF) to stimulate increased entrepreneurial activity in disadvantaged areas.

It is a competitive fund in that the 88 NRF areas have been invited to bid for funding of up to £10m per District to be spent over a period of up to ten years. The Government has provided each eligible District with £80K of pump priming funding to support the development of a LEGI bid. Thirty awards will be made in total. Ten per financial year over the next three years.

Within the framework of a County Durham Local Area Agreement, Sedgefield Borough, Easington, Wear Valley and Derwentside Districts have agreed to work together to develop a single bid covering all four areas. Guidance from GONE indicated that a individual bids would stand much less chance of success.

Expressions of interest have been sought from six consultancy businesses and following a competitive tender process, Shared Intelligence was appointed to develop and submit a LEGI submission by 9th December, 2005 – the closing date for the first round. This will require no direct financial contribution from the Borough Council.

2. RECOMMENDATION

It is recommended that Cabinet:

Receive the report for information and agree to receive further reports to influence the preparation of the final bid.

3. BACKGROUND

The Government launched the Local Economic Growth Initiative (LEGI) as part of the April, 2005 Budget Statement. LEGI is designed to support those areas eligible for Neighborhood Renewal Areas (NRF) to improve economic performance through enterprise and employment in areas of greatest disadvantage. LEGI represents a significant opportunity to make a step change as funding up to £10m would be provided for a period of up to 10 years for a targeted area.

LEGI is a competitive fund. The Government announced that three rounds of funding will take place over the next three financial years and ten awards will be made per round. The deadline for the first round of bidding is 9th December, 2005. Within England 88 local authorities are eligible to bid for the funding.

To enable Councils to bid for LEGI funds, the Government allocated each authority a 'one off' payment of £80K through the regional Government Offices to support bid development over a three year period. Additionally, the Government Office North East (GONE) also allocated an advisor to guide bid development.

Given the emphasis within the consultation document on partnership working, the pressure to pool LEGI through a Local Area Agreement and the competitive nature of the bidding process, the four eligible County Durham Districts have chosen to develop and submit one bid for the 9th December, 2005 deadline.

Due to the tight deadline, the local authorities developed a tender brief within a ten day period then requested expressions of interest, interviewed consultants and appointed "Shared Intelligence" to develop the LEGI submission.

Procurement was carried out through Derwentside District Council's procedures following joint agreement for Derwentside to lead on this aspect of the process. The Shared Intelligence fee for this piece of work is £74, 201 including VAT.

A significant element of the work to be undertaken will be research based to develop robust baseline information for each District as clear evidence to support the recommended interventions forming the final submission. It will not be a 'one size fits all bid' as it is envisaged that it will be a combination of cross cutting and localised interventions. Equally, LEGI provides the opportunity to pilot interventions in localities, building on innovation and best practice.

LEGI funding is the only funding stream included in the County Durham Local Area Agreement Enterprise and Economic Development block. On this basis and in the spirit of partnership, Durham County Council through the County Durham Economic Partnership are supporting the process.

4. CORPORATE POLICY IMPLICATIONS

LEGI presents a significant funding opportunity for County Durham and Sedgefield Borough to make a step change in improving the economic prosperity of its most disadvantaged communities. Thereby, supporting the attainment of a broad range of themes contained with the Sedgefield Borough Community Strategy. Key themes of the LEGI initiative, include increasing enterprise activity, improving skills, reducing worklessness and attracting new / inward investment.

Given the broader impact of the economic cycle a successful LEGI submission will be expected to contribute to improvements in health, life long learning, housing and community safety.

5. RESOURCE IMPLICATIONS

The Government through GONE provided £80K to each eligible Local Authority to support the development of a LEGI bid. The appointment of Shared Intelligence was undertaken on a competitive tender basis and Derwentside District Council is the lead authority in procuring this work.

The Shared Intelligence fees for this piece of work amount to £74,201 including VAT representing a contribution of £18,550.25 inc VAT per local Council. SBC is in receipt of the £80k provided by GONE and this will be used to contribute to the costs of Shared Intelligence.

6. CONSULTATIONS

The four district authorities of Derwentside, Easington, Sedgefield and Wear Valley together with the County Durham Economic Partnership will initiate the creation of an Executive for the purposes of commissioning, submitting and managing a LEGI proposal to GONE. The Executive will also include a representative from the NRF LSP Economy Policy Groups.

It is proposed that the Head of Strategy and Regeneration and a representative of the LSP Economy Policy Group will be representing Sedgefield Borough on this group.

The LEGI Executive will invite specialist advisors to contribute as appropriate, including representatives of ONE, GONE, County Durham LSC, Business Link County Durham and the North East Chamber of Commerce.

Two stakeholder events are to be organised to better inform the development of the LEGI submission to be held during November, 2005 and will involve partners from the public, private and voluntary sectors. Additionally, this process will be

complemented by more locality based consultation arrangements to engage stakeholders in each NRF LSP area with a view to better determine and influence delivery arrangements for the LEGI intervention proposals within the final submission. Businesses and the voluntary / community sector are key to this process.

7. OTHER MATERIAL CONSIDERATIONS

There are no other material considerations at this point in time as the final bid has not yet been prepared.

8. OVERVIEW AND SCRUTINY IMPLICATIONS

8.1 There has been no previous consultation or engagement with the Overview and Scrutiny Committees.

Contact Officer: Andy Palmer
Telephone number: 4360
Email Address: anpalmer@sedgefield.gov.uk

Ward: Borough Wide

Key Decision Validation: n/a

Background Papers: None

Examination by Statutory Officers

	Yes	Not Applicable
1. The report has been examined by the Councils Head of the Paid Service or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. The content has been examined by the Councils S.151 Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. The content has been examined by the Council's Monitoring Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. The report has been approved by Management Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Item 5

REPORT TO CABINET

10 NOVEMBER 2005

REPORT OF THE CHIEF EXECUTIVE OFFICER

Portfolio: WELFARE AND COMMUNICATION

LOCAL GOVERNMENT REPUTATION PROJECT

1 SUMMARY

- 1.1 This report requests the Council's support for the Local Government Association's (LGA) and IDeA's Local Government Reputation project and commitment to achieving the project's core actions.

2. RECOMMENDATIONS

It is recommended that:

- The Council registers support for the project.
- The Performance Improvement Group monitors the implementation of the core actions of the initiative and associated activities.

3. DETAIL

Background Information

- 3.1 The recent launch of the Local Government Reputation project aims to help ensure that councils get the public credit they deserve for the improvement of services to local people (evidenced by the upward trend in CPA scores). The project is part of the LGA's forward-looking agenda to improve Councils reputation and standing that has grown out of the findings of MORI research commissioned by the LGA. MORI found that local people's perception of their council is based on myths and generally has negative associations. Mori's work also showed that in order to enhance their reputation councils must ensure local people have clean streets and improvements in the environment of their neighbourhood as well as relevant information about a council's work, the decisions it makes and how services are value for money.
- 3.2 The LGA is keen to build up momentum from the launch of the initiative and is looking for councils to formally commit to the project by signing up on the website. By registering councils are committing themselves to implementing core actions over a reasonable period of time.

- 3.3 As part of the project, the LGA has pledged to develop a media reputation project at a national level, which will promote good news stories about the work of councils. Information supplied by councils with a human-interest factor around what they are doing will be crucial to attracting media interest to support the LGA's national campaign.
- 3.4 A decision to support the project would reflect the current ethos within the Council that effective communication with stakeholders is necessary to ensure that its community leadership role is properly carried out. This has been demonstrated through the ongoing implementation of the External and Employee Communication Strategies. Both strategies are being developed to address the results of external assessments of the Council (IDeA Fit for Purpose Assessment, SOLACE Peer Challenge, Investors in People Reassessment, CPA), which identified communications as an issue in need of improvement.
- 3.5 Registering support for the project will enhance local people's perception of the breadth of neighbourhood improvements and street scene services provided by the Council across the Borough.

Level of Commitment

- 3.6 Registration onto the project will imply a commitment to ensuring a number of core actions relating to communication and street-scene services are carried out effectively. These actions are:

Communications core actions

- Effective media management
- Provide an a-z guide to council services
- Publish a regular council newspaper/magazine
- Branding – effective and consistent linkage of council brand to community services
- Good internal communications

Cleaner, safer, greener core actions

- Ensure a visible cleaning presence with a strong link to the council
- Ensure no gaps or overlap in cleaning and maintenance
- Have one phone number for all street-scene problems
- Know where your grot spots are and why
- Set a 24-hour target for action on fly-tipping and abandoned vehicles
- Aim to have a Green Flag award for a least one park
- Educate and enforce to protect the environment

The LGA will monitor the progress of those councils that have registered their support and measure their success in standing and reputation.

4. INFORMING MEMBERS AND EMPLOYEES

4.1 Agreement to support the project and future monitoring reports would be communicated via the Internal Communication Framework to all departments and Members.

5. RESOURCE IMPLICATIONS

5.1 There are no resource implications.

6. CONSULTATIONS

6.1 Service Improvement Team consulted in relation to any CPA implications.

7. OTHER MATERIAL CONSIDERATIONS

7.1 The proposal set in this report will contribute to the delivery of the Council's Corporate Plan and the High Level Action Plan (developed following CPA 2003), particularly:

- Increased recognition by creating one corporate brand Identity which links to the Council's community services.
- Commitment to achieving core actions such as developing one central service phone number reflects the existing e-Government objectives under the modernisation agenda, to improve customer access.
- Existing actions such as effective media management, the consistent communication of core values and good internal communications are already key to the council's strategic thinking towards ensuring communication is a sustained and high profile element of service delivery.

8. OVERVIEW AND SCRUTINY IMPLICATIONS

8.1 There are no specific overview and scrutiny implications arising out of these proposals.

Contact Officer: Rachel Lumsdon
Telephone number: 01388 816166 Ext. 4208
Email address: rlumsdon@sedgefield.gov.uk

Wards: Contents are not ward specific

Key decision validation: Not a key decision

Background papers:

Employee Communication Strategy

External Communication Strategy

Improving the image of local government, Local Government First, issue 257
2 July 2005

Local Government Reputation, LGA, 2005

www.idea-knowledge.gov.uk

Examination by Statutory Officers

	Yes	Not Applicable
1. The report has been examined by the Councils Head of the Paid Service or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. The content has been examined by the Councils S.151 Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. The content has been examined by the Council's Monitoring Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. The report has been approved by Management Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Item 6

REPORT TO CABINET

10TH NOVEMBER 2005

REPORT OF THE CHIEF EXECUTIVE OFFICER

Portfolio: WELFARE AND COMMUNICATION

PROPOSED CORPORATE BRAND IDENTITY

1 SUMMARY

- 1.1 This report proposes changes to the existing Council logo as part of a Corporate Brand Identity and the introduction of a Brand Control Guide.

2. RECOMMENDATIONS

It is recommended that:

- 2.1 The Council approve the new Corporate Brand Identity and its use from 1st January 2006.
- 2.2 A Brand Control Guide be prepared by the Corporate Communication Task Group to provide a clear statement of how the Brand Identity will be used to provide consistency and the promotion of one corporate logo for all council services.
- 2.3 In 2005/06 the expenditure of £39,240 be met from contingencies and that appropriate provision be made in the 2006/07 budget to meet the balance of the costs.

3. DETAIL

Background Information

- 3.1 The Council believes that effective communication with stakeholders is necessary to ensure that its community leadership role is properly carried out. This has been demonstrated through the ongoing implementation of the External and Employee Communication Strategies. Both strategies are being developed to address the results of external assessments of the Council (IDeA Fit for Purpose Assessment, SOLACE Peer Challenge, Investors in People Re-assessment, CPA), which identified communications as an issue in need of improvement.

However, communication with stakeholders is not coordinated or consistent across the authority. Most departments have developed and are continuing to develop independent marketing identities. A

recent brand audit identified 13 logos, some of which are used independently of the Council's corporate logo.

- 3.2 Research suggests a clear Brand Identity reinforces the way in which councils communicate with stakeholders in terms of raising the awareness of the services councils provide and their community leadership role. The Local Government Association (LGA) believes that local authorities with a strong corporate brand will receive improved satisfaction from the public: "The visual expression of the brand, your livery, logos and staff uniforms, are key to how people see your council. Having a consistent visual identity helps people to understand what services you offer and the value they get from paying their council tax." Moreover, the LGA argue: "If people like what you do and know that you are responsible, they will form a good relationship with you."

Proposed Corporate Brand Identity

- 3.3 The proposed Corporate Brand Identity was developed by a task group including marketing and design specialists from the Chief Executives, Resources and Leisure Services departments in consultation with the Corporate Communications Working Group and the Cabinet member for Welfare and Communications. It addresses the findings of:
- the various external assessments, which indicated that communication with the community could be strengthened.
 - the requirements of the External and Employees Communication Strategies to communicate to staff, the public and other stakeholders the changes, developments and initiatives that are shaping the Council and its services.
 - the current LGA and IDeA initiative to improve the image of local government through better communication.
- 3.4 The design of the proposed Corporate Brand Identity represents those key ambitions (to build a healthy, attractive and prosperous Borough with strong communities) set out in the Community Strategy, which underpin the Corporate Plan.
- 3.5 The proposed Brand will include a logo, a range of colours, typography, a writing style and photography. When used together these elements will allow stakeholders to identify the Councils key aims through the association of design and colour contained in the logo (Appendix 1).

The Corporate Logo

- 3.6 The logo, shown in Appendix 1, focuses on the name – Sedgefield Borough Council, which is the most powerful element of the Corporate Brand Identity.

Some logos do carry a slogan, but many don't. For example when examining the logos of the other six Durham District Councils, only one logo has a slogan attached, five of the logos concentrate on the name of the council alone.

Members are asked to consider the two examples of the logo included in Appendix 1 and agree their preferred option.

- 3.7 The symbol of four hoops conveys the essence of the Community Strategy to work in partnership to achieve the key aims for the Borough over the next ten years. The upward angle of the hoops also gives an abstract representation of the positive action the Council will take to achieve the vision.

- 3.8 The colours of the hoops within the logo symbolise the characteristics of the four aims, whereby:

- red conjures up the energy and vitality of the strong priority
- orange inspires bright optimism for the healthy priority
- purple links the contemporary optimism and development of the prosperous priority
- green is a universal colour synonymous with the environmental objectives of the attractive priority.

The retention of the existing corporate blue and its rich heritage is an important aspect within the design.

The addition of the circles 'orbiting' in the lines of the four hoops reflect the circles within the NetPark logo, which communicate the innovative and hi-tech aspirations of the development, which are key to the economic regeneration of the Borough.

Coat of Arms

- 3.9 The Borough Council's coat of arms will be used as an emblem only for civic functions.

4. CONSULTATIONS

- 4.1 The consultation phase of the corporate re-branding was extended to include the Employee Focus Group, Elected Members, the Council Tax Consultation Group, the Community Empowerment Network (CEN), the Residents Federation, an under 12's group and a 12 to 18 year olds group from the Ladder Centre, Ferryhill.

- 4.2 Results from questionnaires that were completed at each consultation show that both the concept and content of the brand proposal were appealing to the public, staff and Elected Member groups. Re-occurring concerns from several groups about implementation costs and the effect on Council Tax were noted. However, the fact that the design was developed in-house was seen as a welcome cost saving. The questionnaire results from the CEN group reflect uncertainty about the Brand Identity proposal.

The quantitative and qualitative results from the consultations are included in Appendix 2.

- 4.3 The following groups and organisations have been consulted on the proposals:
- Corporate Communication Working Group
 - Employee Focus Group
 - Elected Members
 - Council Tax Consultation Group
 - Community Empowerment Network
 - Residents Federation
 - Ladder Centre Youth and Film Groups

5. INFORMING MEMBERS AND EMPLOYEES

- 5.1 It is intended that presentations will be given to all departments and Members to promote the Corporate Brand Identity ahead of its official implementation date in January 2006. The presentations will provide a briefing on the Council's brand values and key messages. Presenters will supply a briefing note detailing technical and background information about the new image.
- 5.2 Members, employees and partners will have access to the Corporate Brand Guide, via the Intranet/Internet and CD roms. Guidance to support new employees will be provided at the corporate induction stage.

6. RE-BRANDING AND PARTNERSHIP BRANDING

- 6.1 The Corporate Logo must be used to represent all service areas including Sedgefield Housing, Local Agenda 21 (LA21)/Sustainable Communities, Neighbourhood Wardens, The Western Area of Newton Aycliffe - Neighbourhood Management Project, Street Scene/Civic Pride, Leisure Services – Sedgefield Borough, SBC Training, SBC Catering and Aycliffe, Spennymoor, Shildon and Ferryhill Leisure Centres. The application of the Corporate Logo must be used as specified for letterhead, livery, uniforms and publicity materials.

- 6.2 Publicity produced for specific marketing campaigns/events such as Lifestyle Fitness, Fit for Life, Splash and Airtime must display the Brand Identity. The title of marketing campaigns/events must appear in conjunction with the corporate logo on leaflets, flyers, posters and within the body of any letter.
- 6.3 Partnership logos such as the Local Strategic Partnership, Sure Start, C.A.R.P, Locomotion and Sedgefield Borough Business Service (SBBS) are exempt.

7. PUBLICATIONS AND WEBSITE

- 7.1 The Corporate Brand Guide will be developed to set design guidelines to ensure that all council publications sit together as a 'suite'. Regular monitoring and feedback via the Corporate Communications Task Group will help to define the purpose and audience for publications and vary the corporate style to meet those needs.
- 7.2 The completion of work currently being led by the Council's Procurement Manager to establish a specification for outsourcing design and print work will assist the Council's control over all standards on brand and corporate identity in the future.
- 7.3 The Council's website will incorporate the colour and design elements of the Brand.

8. RESOURCE IMPLICATIONS

- 8.1 The resource implications of adopting a phased implementation of the Corporate Brand Identity across two financial years 2005/06 and 2006/07 are set out in the table in Appendix 3. Expenditure falling in 2005/06 of £39,240 will need to be met from contingencies and a budget provision of £33,500 will be required in 2006/07 to meet the costs in that year.
- 8.2 The normal annual revenue budget provision would cover the cost of stationery and uniforms. In terms of the latter this is achievable because only part uniforms i.e. blouses/shirts/sweaters shirts/fleeces would need to be replaced. In changing these elements we will look to introduce some standardisation of uniforms across the Council.
- 8.3 Signage of buildings will be addressed and costs will be met from normal capital expenditure allocations. For example there is already a programme to re-sign industrial estates from a provision of £10,000 made available in 2005/06.

9. OTHER MATERIAL CONSIDERATIONS

- 9.1 The proposal takes into account the comments of an independent brand health check from a brand consultant.

10. OVERVIEW AND SCRUTINY IMPLICATIONS

- 10.1 There are no specific overview and scrutiny implications arising out of these proposals.

11. LIST OF APPENDICES

- Appendix 1 – Corporate Brand Identity
Appendix 2 - Brand Identity Consultation Results
Appendix 3 – Resource Implications

Contact Officer: Rachel Lumsdon
Telephone number: 01388 816166 Ext. 4208
Email address: rlumsdon@sedgefield.gov.uk

Wards: Contents are not ward specific

Key decision validation: Not a key decision - expenditure less than £100,000.

Background papers:

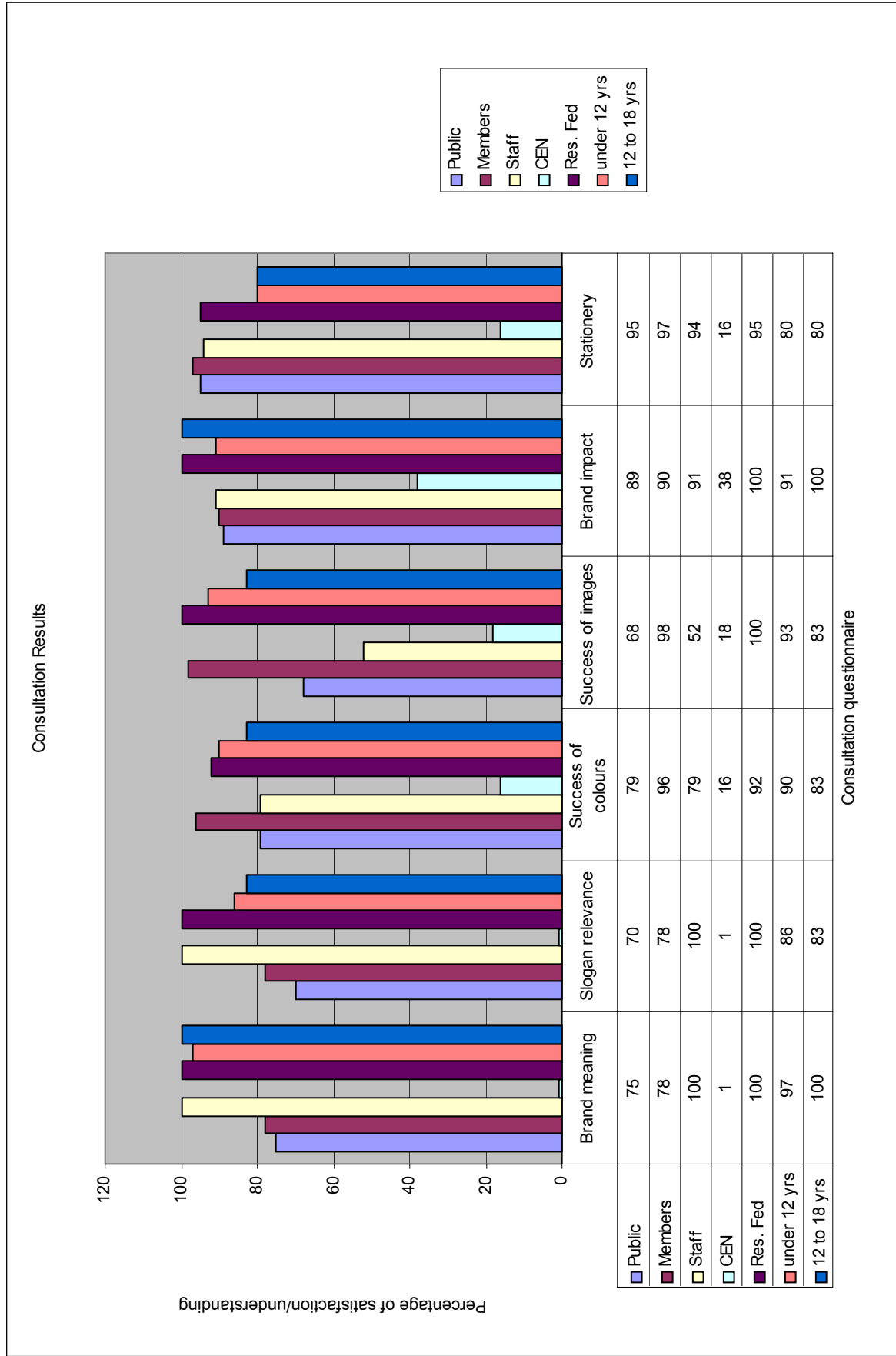
Community Strategy
Corporate Plan 2005/06 – 2007/08
Employee Communication Strategy
External Communication Strategy
Improving the image of local government, Local Government First, issue 257
2 July 2005
Local Government Reputation, LGA, 2005
www.idea-knowledge.gov.uk

Examination by Statutory Officers

	Yes	Not Applicable
1. The report has been examined by the Councils Head of the Paid Service or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. The content has been examined by the Councils S.151 Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. The content has been examined by the Council's Monitoring Officer or his representative	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. The report has been approved by Management Team	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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1. Quantitative Results



2. Qualitative Results

The following comments were recorded during and after the consultations.

Council Tax Consultation Group (Public)

I have to say I think most of your residents would prefer the money to be spent on something they feel is needed. However, if it helps the Council clarify it's thinking it will be a good thing.

As a sceptic I was very surprised at how quickly I warmed to the new brand identity. Very impressed, especially as most of the work was done in house.

Costs need to be monitored

A good idea to refresh the logo/image of the Borough if it will lead to regeneration/better prospects for the community i.e. encourage business, grants etc to come to Sedgefield.

The Brand Identity should give a clear indication on what the Council is aiming to do in each of the different sectors.

The use of colours to identify the various services supplied by the Council is excellent.

The association between the colours and the key aims must be explained to people. The Brand Identity is reasonably appealing. Colourful. Not too complex.

Welcome the development in house. Therefore keeping the cost down. Clever linkages between colours used in the

Community Strategy. What happens next - further consultation on a range of brands?

Elected Members

Only one logo to make decision on

This will be seen as a waste of money by many residents

More information

Clash with '07 elections

Employee Focus Group

I think that more literature needs to be distributed to tenants as confusion could be caused. Picture – items discussed and cleared up.

The meaning of the logo needs to be clearly communicated otherwise the message will be lost.

Modern looking style. Nice bold colours. Generally like the Brand Identity.

Yellow rather than orange for healthy borough. Discussed in the Group – yellow possibly not suitable because of copying quality. Use a darker blue.

I don't think the proposed logo symbolises effectively what the Council is about and also it is not compact, bold or modern enough – it's a 'halfway house'. If a change is to be pursued the first step should be to change the font. Personally I would retain the blue, black and white colour scheme for which Sedgefield is known but experiment with something bolder and blockier. The vans could be in the Sedgefield blue for example.

Community Empowerment Network

Colours difficult to read for some people.

Improve photos.

More people need to be consulted and the final cost needs to be shown.

Please consult. Won't foist decisions already made on unsuspecting taxpayer!

Won't agree whatsoever. More consultation is needed with all residents, not just the chosen few.

I feel a stronger more vibrant colours would give a stronger and more vibrant image e.g. health – pink (in the pink).

Unsure about rings, conveyed nothing before explanation. Colours need to be reviewed.

If you have not seen Community Strategy document how do you know what the colours depict? I cannot see a link as to how images depict healthy, prosperity etc.

Who pays for the changes – the taxpayer – or – who.

I can understand the need for 'one brand' but am not convinced this is the right one. The four colours are LSP colours not Sedgefield Borough. This logo is boring and doesn't give an image of a forward looking authority. Who pays for it all – consultation and changeover.

Under 12s and 12 to 18 year olds groups

I like the colours

This logo is brighter than the Council's logo

I don't know what the Council does

Residents Federation

Feel it will take some time to become familiar.

People need to know what the colours represent to understand the meaning.

I think its forward thinking for the 21st Century.

Quite uplifting.

In addition to the above consultation, the Tenants Housing Services Group has favourably received news of the Council's actions to explore introducing a Corporate Brand Identity during a discussion at a meeting on 7 September 2005

Resource implications for re-branding

Resource	Annual revenue budget provision £	Phased implementation	
		Cost 2005/06 (minus annual budget provision if applicable) £	Cost 2006/07 (minus annual budget provision if applicable) £
Livery	Transfer costs met in Internal hire rates	10,740	10,000
Uniforms	48,160	0	0
Signage	10,000	7,500	7,500
Stationery	0	0	0
Consultation	0	3,000	0
Promotional Items	0	12,000	10,000
TV Displays (x4)	0	6000	6000
		39,240	33,500

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Item 7

SEDGEFIELD BOROUGH COUNCIL OVERVIEW & SCRUTINY COMMITTEE 2

Conference Room 1,
Council Offices,
Spennymoor

Tuesday,
13 September 2005

Time: 10.00 a.m.

Present: Councillor J.E. Higgin (Chairman) and

Councillors W.M. Blenkinsopp, Mrs. J. Croft, T.F. Forrest,
Mrs. L. Hovvels, R.A. Patchett, Mrs. E.M. Paylor, T. Ward and
J. Wayman J.P

Tenant Representatives

A. McGreggor and Mrs. M. Thomson

In

Attendance: Councillors Mrs. B.A. Clare, A. Gray, D.M. Hancock, J.G. Huntington,
B. Meek, G. Morgan and Mrs. I. Jackson Smith

Apologies: Councillors J. Burton, M.A. Dalton, G.M.R. Howe, Ms. M. Predki and
G.W. Scott

OSC(2).7/05 DECLARATIONS OF INTEREST
Members had no interest to declare.

OSC(2).8/05 MINUTES
The Minutes of the meeting held on 28th June, 2005 were confirmed as a
correct record and signed by the Chairman.

OSC(2).9/05 BETTER STANDARDS FOR HEALTH
N. Porter, Chief Executive to Sedgefield Primary Care Trust, together with
Dr. A. Learmonth, Director of Public Health and Health Improvement,
K. Conway, Clinical Governance Manager and H. Inglis, Public
Involvement Manager, were present at the meeting to consult with
Members regarding Better Standards for Health Care.

The Director of Public Health and Health Improvement explained that the
objectives of the presentation was to provide an introduction to the 24
Core Standards and the new system that would ensure they would be met,
describe how Sedgefield Primary Care Trust had developed its own self
assessment and addressed areas of concern and to outline the timetable
prior to the submission of the 'Draft Declaration.' (For copy see file of
Minutes).

Members raised questions regarding improving and increasing peoples
awareness of conditions such as, diabetes, asthma, bowel cancer,
alcoholism and chronic diseases. It was suggested that campaigns could

be initiated to improve people's knowledge, which in turn would increase detection rates.

It was explained that the detection rate of all the above had increased over time. However, it was acknowledged that there would still be a large number of undetected cases. It was felt that due to a number of various ongoing initiatives new campaigns would be unnecessary at the present time, however, comments would be taken back to the relevant departments concerned.

Concerns were also raised regarding areas that had not met their targets. The Director of Public Health and Health Improvement explained that the target for completing Criminal Records Bureau (CRB) checks had not been met, however, procedures had been put in place to rectify the situation. The target for the disposal of hazardous waste had also been missed earlier in the year. It was, however, pointed out that it was an area where responsibility now fell to the Environmental Agency. The PCT had registered with the Agency to ensure that the correct procedures for the disposal of such materials were followed.

Members queried the reasons behind the closure of wards and relocation of various services from local hospitals, resulting in patients having to travel for specialist health care. The Chief Executive of Sedgefield PCT explained that the larger hospitals were developing Centres of Excellence and attracting specialists in specific fields, therefore some services had been removed from the smaller hospitals in order for patients to receive the very best health care.

Members also pointed out that they were continuing to receive complaints from the public regarding various issues, e.g. the length of time taken to receive aids and adaptations and accessing GPs. The Chief Executive of Sedgefield PCT informed Members that checks were made on all services provided by the PCT to ensure targets were met and to highlight areas of concern. Recent results had shown that targets had been met, however, Members were reassured that all concerns would be taken back to the relevant departments and the areas would be monitored further.

The Chief Executive pointed out to Members that areas of concern or praise were always welcome and that contact could be made to any level regarding any issues that needed highlighting. Contact could also be made to the Patient Advice and Liaison Service (PALS), who provide a confidential service to all NHS users.

CONCLUDED: That Overview and Scrutiny Committee 2 supports the approach taken by Sedgefield Primary Care Trust in delivering the Better Standards for Health Care.

OSC(2).10/05 CONSTITUTIONAL REVIEW - MEMBER INVOLVEMENT

Consideration was given to a report of the Solicitor to the Council and Monitoring Officer detailing proposals for arrangements to provide for the

engagement of Members in the Council's processes for the review of the Constitution. (For copy see file of Minutes).

It was reported that it was necessary to monitor and review the Constitution to ensure that its aims and principles were given full effect. Any amendments to the Constitution would be considered by the Chief Executive Officer and approved by Council.

It was recognised however that there were occasions where Members could have a legitimate expectation to be engaged in reviewing certain areas of the Constitution e.g. rules of procedures at meetings and Overview and Scrutiny procedures.

The report proposed that: -

- That the work schedules of Overview and Scrutiny Committee annually include an item inviting Members to identify and submit proposals for changes to the Constitution.
- That the Chief Executive Officer be formally notified of such proposals.
- That the Chief Executive then convene a meeting of the Chairman of the Cabinet and Chairs of the Overview and Scrutiny Committee to discuss, consider and then formulate draft proposals for changes and amendments.
- That, if necessary, such proposals form part of a report by the Chief Executive to be submitted to the Council for formal approval.

RECOMMENDED : That the proposals be approved.

OSC(2).11/05 PREPARATION OF THE ANNUAL OVERVIEW AND SCRUTINY REPORT

Consideration was given to a report of the Chief Executive Officer and also a presentation which was given in relation to the preparation of the Annual Overview and Scrutiny Report. (For copy see file of Minutes).

The Committee reviewed the work undertaken, considered the suggested Action Plan for the Overview and Scrutiny function and also reviewed working methods in order to improve the Overview and Scrutiny function. Members were reminded that in accordance with the Council's Constitution a combined Annual Overview and Scrutiny Report covering all three Overview and Scrutiny Committees would be submitted to Council on 30th September 2005.

The achievements that the Committee had progressed were outlined in the report.

AGREED: 1. That the work undertaken during 2004/05 be noted.

2. That the proposed action plan for 2005/06 be supported.

OSC(2).12/05 DURHAM COUNTY COUNCIL HEALTH SCRUTINY SUB COMMITTEE

The Minutes of the meeting held on 14th June, 2005 were noted. (For copy see file of Minutes).

OSC(2).13/05 WORK PROGRAMME

Consideration was given to a report of the Chairman of the Committee setting out the Committees Work Programme for consideration and review. (For copy see file of Minutes).

Members were informed that the two Reviews that had taken place during 2004/05 had been completed and would be reported to a future meeting of the Committee.

Members requested that the following items be placed on the Work Programme for consideration:

- Housing allocations
- Play Schemes

It was also requested that consideration be made to including Housing Maintenance Service on the Work Programme, specifically the increase in staff and budgets in comparison to the reduction of the housing stock, together with the use of electronic tracking vehicles. However, the Housing Maintenance Service Improvement Plan was due to be presented to Committee on 28th February 2006, therefore Members would have an opportunity to raise questions at that time.

AGREED : That the Committee's Work Programme be approved.

ACCESS TO INFORMATION

Any person wishing to exercise the right of inspection, etc., in relation to these Minutes and associated papers should contact Miss. S. Billingham, Spennymoor 816166, Ext 4240

By virtue of paragraph(s) 1 of Part 1 of Schedule 12A of the Local Government Act 1972.

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