

# Item 3

## SEDGEFIELD BOROUGH COUNCIL CABINET

Conference Room 1,  
Council Offices,  
Spennymoor

Thursday,  
10 November 2005

Time: 10.00 a.m.

**Present:** Councillor R.S. Fleming (Chairman) and  
  
Councillors Mrs. A.M. Armstrong, Mrs. B. Graham, A. Hodgson,  
D.A. Newell, J. Robinson J.P and W. Waters

**In Attendance:** Councillors W.M. Blenkinsopp, Mrs. B.A. Clare, V. Crosby, A. Gray,  
Mrs. J. Gray, D.M. Hancock, J.E. Higgin, M.T.B. Jones, B. Meek,  
J.P. Moran, G. Morgan, A. Smith and T. Ward

**Apologies:** Councillors M. Iveson and K. Noble

**CAB.80/05 DECLARATIONS OF INTEREST**  
Members had no interests to declare.

**CAB.81/05 MINUTES**  
The Minutes of the meeting held on 27<sup>th</sup> October 2005 were confirmed as a correct record and signed by the Chairman.

**CAB.82/05 LOCAL ECONOMIC GROWTH INITIATIVE (LEG1)**  
The Leader of the Council presented a report regarding the above initiative that had been introduced by the Government to further support District Councils in receipt of Neighbourhood Renewal Fund to stimulate increased entrepreneurial activity in disadvantaged areas. (For copy see file of Minutes)

It was noted that LEG1 was a competitive fund in that 88 local authorities had been invited to bid for funding of up to £10m per district to be spent over a period of up to 10 years. Thirty awards would be made. Ten each financial year over the following three years.

It was reported that Sedgefield Borough, Easington, Wear Valley and Derwentside District Councils had agreed to work together to develop a single bid covering all four areas as guidance from the Government Office for the North East had indicated that an individual bid would stand much less chance of success.

**RESOLVED :** *That the report be received and further reports be submitted to Cabinet regarding the preparation of the final bid.*

**CAB.83/05 LOCAL GOVERNMENT REPUTATION PROJECT**

The Lead Member for Welfare and Communications presented a report seeking support for the Local Government Association's and the IDeA's Local Government Reputation project as well as commitment to achieving the project's core actions. (For copy see file of Minutes).

It was explained that the Local Government Reputation Project was part of the Local Government Association's forward-looking agenda to improve the reputations and standing of Councils, which had grown out of the findings of MORI research, commissioned by the Association. The research showed that to enhance their reputations, Councils must change the public's perceptions of their services from negative to positive.

As part of the project, the Local Government Association had pledged to develop a media reputation project at national level that would promote good news stories about the work of Councils.

By registering support for the project, the Council must ensure that the core actions detailed in paragraph 3.6 of the report, relating to communication and street-scene services were effectively carried out.

The Local Government Association would monitor the progress of those Councils that had registered their support.

- RESOLVED :*
- 1. That the Council registers support for the project.*
  - 2. That the Performance Improvement Group monitors the implementation of the core actions of the initiative and associated activities.*

**CAB.84/05 PROPOSED CORPORATE BRAND IDENTITY**

The Lead Member for Welfare and Communication presented a report, which proposed changes to the Council's existing logo as part of a Corporate Brand Identity and the introduction of a Brand Control Guide. (For copy see file of Minutes).

It was explained that research suggested that a clear brand identity reinforced the way Councils communicated with stakeholders in terms of raising the awareness of the services provided and their community leadership role. The Local Government Association believed that local authorities with a strong corporate brand identity would receive improved satisfaction from the public.

The design of the proposed Corporate Brand Identity represented the key ambitions as set out in the Council's Community Strategy, which underpinned the Corporate Plan. It included a logo, a range of colours, typography, a writing style and photography.

The logo, shown in Appendix 1, focused on the name Sedgefield Borough Council, which was the most powerful element of the Corporate Brand Identity. Two examples of the logo had been included for Members to agree their preferred option.

It was noted that extensive consultation regarding the re-branding had been undertaken and the concept and content of the brand proposal was appealing to public, staff and elected member groups.

Details of the resource implications were set out in paragraph 8 and Appendix 3 of the report.

- RECOMMENDED :**
1. *That the Council approves the new Corporate Brand Identity and its use from 1<sup>st</sup> January 2006.*
  2. *That 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.*
  3. *That in 2005/06 the expenditure of £39,240 be met from contingencies and that appropriate provision be made in 2006/07 budget to meet the balance of the costs.*

**CAB.85/05 OVERVIEW AND SCRUTINY COMMITTEE 2**

Consideration was given to the Minutes of the meeting of Overview and Scrutiny Committee 2 held on 13<sup>th</sup> September 2005. (For copy see file of Minutes).

**RESOLVED :** *That the report be received.*

**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 Paragraph 1 of Schedule 12a of the Act.*

**CAB.86/05 REVISED STAFFING PROPOSALS - TECHNICAL SERVICES SECTION**

The Lead Member for Environment presented a report setting out proposals for minor adjustments to the establishment of Neighbourhood Services Department. (For copy see file of Minutes).

*RESOLVED : That the recommendations detailed in the report be adopted.*

**Published on 10<sup>th</sup> November 2005.**

**These minutes contain no key decisions and will be implemented immediately**

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**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](mailto:ggarrigan@sedgefield.gov.uk)