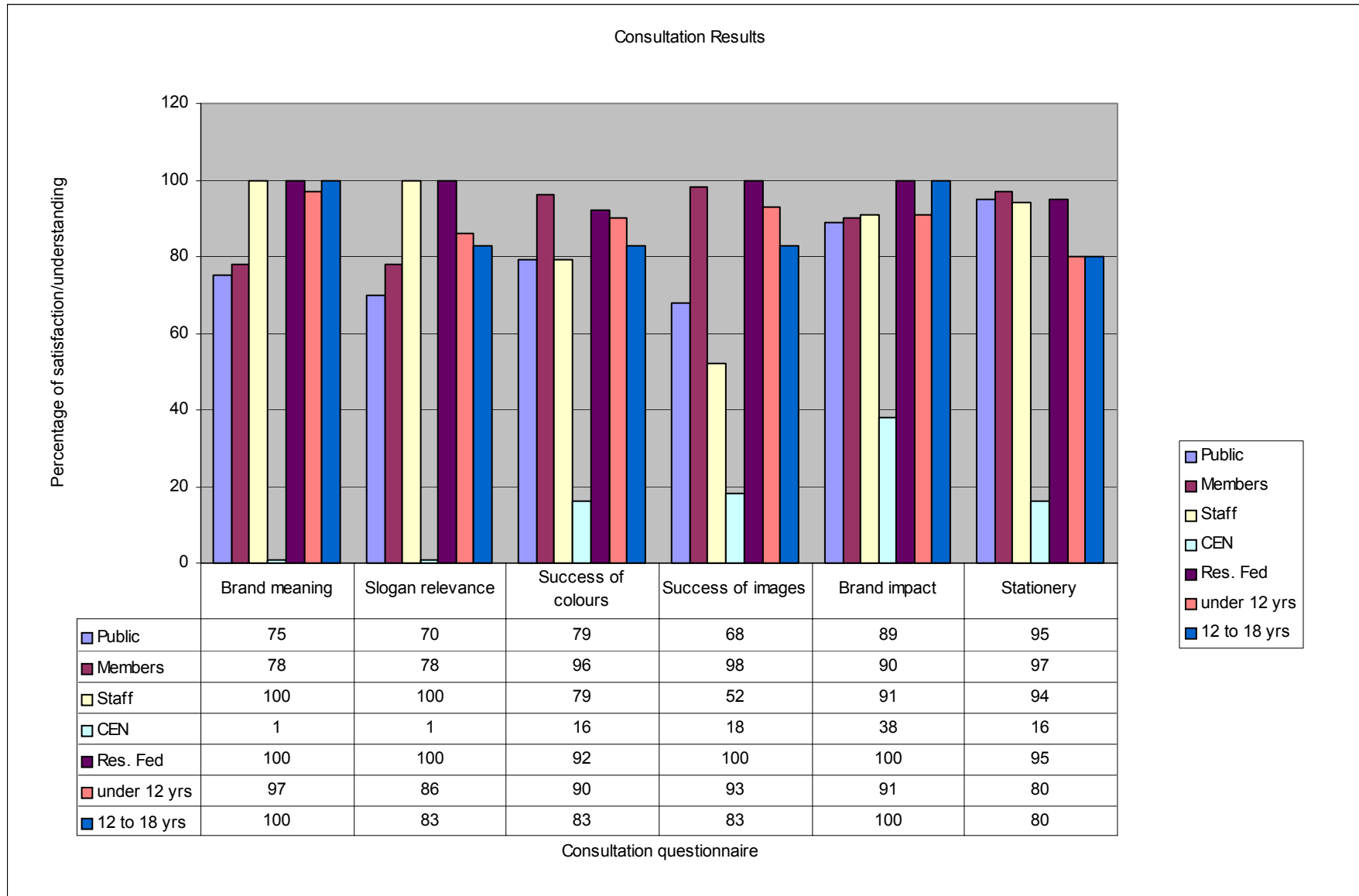


**1. Quantitive Results**



## 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 21<sup>st</sup> 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