

Item 3

SEDGEFIELD BOROUGH COUNCIL

Council Chamber
Council Offices
Spennymoor

Friday,
25 November 2005

Time: 11.00 a.m.

Present: Councillor J.K. Piggott (Mayor) and

Councillors W.M. Blenkinsopp, Mrs. K. Conroy, Mrs. J. Croft, V. Crosby, M.A. Dalton, R.S. Fleming, Mrs. B. Graham, A. Gray, G.C. Gray, Mrs. J. Gray, A. Hodgson, G.M.R. Howe, J.G. Huntington, M.T.B. Jones, B. Meek, D.A. Newell, B.M. Ord, R.A. Patchett, Mrs. E.M. Paylor, Ms. M. Predki, J. Robinson J.P, A. Smith, J.M. Smith, Mrs. I. Jackson Smith, Mrs. L. Smith, T. Ward, W. Waters and J. Wayman J.P

Apologies: Councillors Mrs. A.M. Armstrong, B.F. Avery J.P, D.R. Brown, J. Burton, Mrs. B.A. Clare, Mrs. A.M. Fleming, T.F. Forrest, B. Hall, D.M. Hancock, K. Henderson, J.E. Higgin, Mrs. L. Hovvels, M. Iveson, J.M. Khan, J.P. Moran, G. Morgan, K. Noble, Mrs. C. Potts, G.W. Scott, Mrs. C. Sproat and K. Thompson

C.51/05

MINUTES

The Minutes of the meeting held on 30th September, 2005 were confirmed as a correct record and signed by the Mayor.

C.52/05

MAYOR'S ANNOUNCEMENTS

The Mayor reported that since the last meeting he had attended thirty four functions and events including "Arts Aspect of Life Laundry Presentations" at St. Francis C.of E. School, Newton Aycliffe, Finchale Training College Annual Prizegiving Event, Ferryhill Amateur Operatic Society performance of "Call Me Madam" and the Everyman Theatre Company's production of "The Legend" and "A Respectable Funeral" performed at Spennymoor Settlement.

He also reported that he had had a luncheon meeting with the Chief Executive Officer of the National Countryside Agency and had hosted a tour of Locomotion for Regional Mayors, Chairmen and Deputies.

In addition Long Service Award ceremonies for Council staff had been held at Ferryhill Leisure Centre when he had presented certificates. Other presentation evenings which he had attended included, the Annual Presentation of GCSE certificates at Greenfield School and the Annual Presentation Evening at Ferryhill Business and Enterprise College.

Councillor Piggott also reported that he had attended a "Multi-Skills Academy for Gifted Young Athletes" at Newton Aycliffe Leisure Centre, a Children in Need "Fun-Day" at Agnew Community Centre and "Digging the First Sod" of the Surestart development at Shildon and Newton Aycliffe.

The Mayor had also attended Golden and Star Sapphire Wedding Anniversary Celebrations as well as Charity Evenings and Civic Dinners.

C.53/05

PROPOSED CORPORATE BRAND IDENTITY

Consideration was given to a report of the Chief Executive Officer (for copy see file of Minutes) proposing changes to the existing Council logo as part of a Corporate Brand Identity and the introduction of a Brand Control Guide.

It was explained that the proposed Corporate Brand Identity had been developed by a Task Group including marketing and design specialists and consultations with Corporate Communications Working Group. The design of the proposed Corporate Brand Identity would represent the key ambitions set out in the Community Strategy which underpinned the Corporate Plan.

The brand would include a logo with a design and range of colours which would enable stakeholders to identify the Council's key aims and would be incorporated on the Council's website

It was explained that the consultation process on corporate re-branding had been extended to include the Employee Focus Group, Elected Members, the Council Tax Consultation Group, the Community Empowerment Network and the Residents Federation.

Members were informed that It was intended that presentations would be given to all departments and Members to promote the Corporate Brand Identity ahead of its official implementation date in January, 2006.

A Corporate Brand Guide would be developed as a guideline to ensure that all Council publications sat together and regular monitoring and feedback would help to define the purpose and audience for publications and vary the corporate style to meet those needs.

Resource implications of adopting a phased implementation of the Corporate Brand Identity across two financial years 2005/6 and 2006/7 were set out in Appendix 2 to the report.

- RESOLVED :**
1. *That the new Corporate Brand Identity and its use from 1st January, 2006 be approved.*
 2. *That a Brand Control Guide be prepared by the Corporate Communication Task Group to provide a clear statement of show the Brand Identity would 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 the 2006./07 budget to meet the balance of the costs.*

NB : In accordance with the Council's Rules and Procedures 13.4 Councillors W. M. Blenkinsopp, Mrs J. Croft, J.G. Huntington, G.M.R. Howe, Mrs I.Jackson Smith, M.T. B. Jones, B.M. Ord, Mrs E.M. Paylor , J. M. Smith, Mrs L. Smith and J. Wayman JP requested that their names be recorded as having voted against the resolutions.

C.54/05

ARRANGEMENTS FOR REVIEW OF THE CONSTITUTION

Consideration was given to a report of the Chief Executive (for copy see file of Minutes) making recommendations in relation to a further review of the Constitution and identifying proposed changes.

The recommendations in the report were based on advice from the Council's Monitoring Officer following meetings of the Constitutional Review Group and had been considered by Cabinet and Standards Committee.

Members were informed that the proposals related to those areas where it was considered appropriate to make some immediate changes such as those arising from new primary and secondary legislation, and requests from Heads of Service, to make changes to the scheme of delegations, the Terms of Reference for full Council and Overview and Scrutiny Committees and the Financial Regulations and Contract procedural rules.

Details of the proposals were set out in the appendices to the report

It was noted that a further report would be submitted dealing with the implications of the changes to members' roles arising from this report.

RESOLVED : *That the amendments set out in the Appendices to the report be approved and the Council's Monitoring Officer be directed to :*

- (a) Amend the Constitution accordingly and make all necessary and consequential amendments, and*
- (b) To publish an amended version on the Councils website.*

ACCESS TO INFORMATION

Any person wishing to exercise the right of inspection, etc., in relation to these Minutes and associated papers should contact Liz North 01388 816166 ext 4237

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