

## **Corporate, Adult Services & Social Inclusion Select Committee**

A meeting of Corporate, Adult Services & Social Inclusion Select Committee was held on Monday, 27th July, 2009.

**Present:** Cllr Mick Stoker(Chairman), Cllr Mrs Lynne Apedaile, Cllr Aidan Cockerill, Cllr Mrs Suzanne Fletcher, Cllr Miss Tina Large, Cllr Andrew Larkin, Cllr Mrs Jean O'Donnell, Cllr Roy Rix

**Officers:** Mrs B Brown (PPC), Mrs T Harrison and Mrs J Trainer (LD)

**Also in attendance:** Y Khalid ("Different" Advertising & Design Agency)

**Apologies:** Cllr Mick Womphrey, Mrs C Clark, Mrs T Fraser

### **CAS 14/09**

#### **Declarations of Interest**

There were no declarations of interest.

### **CAS 15/09**

#### **Minutes of the meeting held on 30th June 2009.**

Members considered the draft minutes of the meeting held on 30th June 2009.

CONCLUDED that the draft minutes of the meeting held on 30th June 2009 be agreed as a correct record and be forwarded on to Council for consideration

### **CAS 16/09**

#### **Scrutiny Review of Communication, Consultation and Engagement**

Members were provided with a presentation on "Branding" by a representative from "Different" advertising and design agency.

The presentation had been organised due to Members' queries and concerns at the previous meeting on the relevance of branding for Council services and the Borough of Stockton.

The presentation informed Members on what a brand was and what branding could achieve. The presentation also illustrated this through examples of successful "re-branding" in the North East which had resulted in significant investment and an increase in tourism in the region.

Members queried how a brand could be tailored to cover all services within the Borough of Stockton.

Members expressed concerns regarding the amount of funding required to 'brand' the Stockton Borough, however, the Committee were reassured that additional funding was not essential as branding work could simply be about getting the best use out of existing resources and activity through a conscious and consistent approach. It was more about impressions/perceptions which could be influenced by many things from a letterhead to the way a member of staff might speak to a customer.

It was recognised during the discussion that the Borough of Stockton already has a brand and that it was up to Stockton Borough Council to decide the future direction of the brand.

Members discussed the importance of honesty when branding. The advertising representative advised that branding should not sell something that was not true as public would not buy into the idea and branding should not promote something that would not get delivered.

The representative advised that the new Infinity Bridge could, for example, be the catalyst of changing the perception/brand of the Borough whilst remaining honest.

Members stressed the importance of giving credit in publications to partners where they had an input. Members were advised that partnership working would be essential in establishing a brand for the Borough.

Public sector investment/support would ideally lead to private sector investment/support and would cascade down and reinforce the brand and people's perceptions.

The agency representative was thanked for his presentation.

Members were provided with further feedback from consultations undertaken including Viewpoint Focus Groups, additional Staff Consultation and additional Members' feedback.

Members were advised that an officer would analyse all the feedback and identify those matters which required action.

Members queried the percentage of staff not on email and who did not have regular access to a computer. The Scrutiny Officer advised that she would obtain the information and advise Members.

CONCLUDED that:

1. The presentation be noted.
2. The Scrutiny Officer will provide Members of the Committee with the number of staff who do not have email access or regular email access.

**CAS  
17/09**

### **Monitoring of Previously Agreed Recommendations**

Members considered the progress updates and agreed that recommendation 7 of the Consultation Scrutiny Review could not be signed off as it was still outstanding. The Scrutiny Officer advised that it would be amended.

CONCLUDED that recommendation 7 of the Consultation Scrutiny Review will be shown as outstanding.

**CAS  
18/09**

### **Review of Older People Strategy - Action Plan for the Agreed Recommendations**

Members were asked to consider the Action Plan setting out how the agreed recommendations for the Review of Older People's Strategy would be implemented and target dates for completion.

Members queried whether the recommendation regarding No Cold Calling Zones had been actioned and if so whether the budget had changed to accommodate the roll out of the initiative?

Members also queried the procedure for No Cold Calling Zones.

The Scrutiny Officer advised that she would investigate and report back to Members.

Members queried whether the 'Golden Guide' (Information booklet for Older people) was available on the internet.

The Scrutiny officer advised that she would investigate and report back to Members.

Members felt that the success measure in relation to recommendation 20 was too vague and agreed that it should be amended to read:

'Users of the service consider that the new hospital at Wynyard is adequately served by Public Transport.'

Members queried whether the Older Person's Champion had been identified but were advised that a report on the role of the Champion would be submitted to Cabinet and an appointment would be made at that time.

CONCLUDED that:

1. The success measure in respect of recommendation 20 be amended to read 'Users of the service consider that the new hospital at Wynyard is adequately served by Public Transport.'
2. The Scrutiny officer will investigate whether the recommendation regarding No Cold Calling Zones is in place and whether the budget has changed as a result and will report back to Members.
3. The Scrutiny Officer will investigate the procedure for No Cold Calling Zones and will report back to Members.
4. The Scrutiny Officer will investigate whether the 'Golden Guide' is on the internet.