

WYRE FOREST DISTRICT COUNCIL

CABINET MEETING
21ST DECEMBER 2006

Draft Brand Strategy for Wyre Forest District Council

OPEN	
COMMUNITY STRATEGY THEME	
CORPORATE PLAN THEME:	Delivering Quality Services
KEY PRIORITY:	Communication and Consultation
CABINET MEMBER:	Cllr John-Paul Campion
RESPONSIBLE OFFICER:	Chief Executive
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APPENDIX	Appendix 1 – Draft brand strategy <i>The Appendix to this report have been circulated electronically and a public inspection copy is available on request.</i>

1. PURPOSE OF REPORT

- 1.1 To seek adoption of a brand strategy for Wyre Forest District Council 2006.

2. RECOMMENDATION

The Cabinet is asked to RECOMMEND to Council that:

- 2.1 The brand strategy for the Wyre Forest District 2006 be adopted.

3. BACKGROUND

- 3.1 In July 2006, Cabinet received a detailed report on the development of a brand strategy for Wyre Forest District Council, which set out the reasons for why such a strategy is needed, and the work being undertaken to achieve this.
- 3.2 Since July, detailed consultation has been undertaken with residents, local businesses, visitors, elected members and employees of the Council on their perceptions of the Council and the Wyre Forest District. The results of the consultation have supported the development of the draft brand strategy as set out in Appendix 1.

4. NEXT STEPS

- 4.1 The brand strategy sets out a number of key actions to be taken forward over the next two years and include:
- a) The nomination of both Elected Members and Officers to be brand champions for the Council
 - b) To develop and effectively manage a One Council, One Brand approach through the Council's corporate identity
 - c) Develop a Wyre Forest Personality by identifying a series of key communication messages in consultation with the local community
 - d) Develop an internal communications training programme to support the awareness and understanding of the Council Brand
 - e) Sign up for the LGA Reputation Campaign
 - f) Develop a Regional Marketing Campaign
 - g) Create an annual awards event to celebrate local heroes
 - h) Research and enlist local celebrities
- 4.2 Progress of the implementation of the brand strategy will be reviewed and reported on an annual basis to ensure our brand remains effective and fresh in respect of all the different audiences the Council works with.

5. FINANCIAL IMPLICATIONS

- 5.1 It is too early to identify any specific financial implications.

6. LEGAL AND POLICY IMPLICATIONS

- 6.1 The brand strategy supports the delivery of both the Corporate Communications Strategy 2006 – 2010, The Consultation Strategy 2005 – 2008, and the pending Customer Services Strategy.

7. RISK MANAGEMENT

- 7.1 It is too early to identify any specific risk management implications.

8. CONCLUSION

- 8.1 The development of a brand strategy shows the Council's commitment to continue to reach and respond to the needs of the local community and to ensure the District is promoted and marketed effectively, not only within the local context, but on a wider regional and national basis.

9. **CONSULTEES**

- Cabinet Member for Finance and Corporate Affairs
- Corporate Management Team
- Customer Services and Branding Officer Working Group

10. **BACKGROUND PAPERS**

- Cabinet Report, 27th July 2006
- CPA Improvement Plan 2006 – 2007
- Solace Enterprises Report – October 2005