

**WYRE FOREST DISTRICT COUNCIL**

**CABINET MEETING**  
**27<sup>TH</sup> SEPTEMBER 2007**

**RECOMMENDATIONS FROM THE CORPORATE SERVICE &  
PERFORMANCE SCRUTINY COMMITTEE**  
**18<sup>TH</sup> SEPTEMBER 2007**

**Progress of Council Brand Strategy**

The Committee considered a briefing paper which updated Members on the implementation of the Council's Brand Strategy (2007-2009). Members' views were sought on proposals for refreshing the design of the Council's corporate identity.

It was noted that building a brand for a local authority is key to developing a sustainable and measurable reputation, which over time will reinforce the Council's position as a valued and respected Community Leader. Research by the Local Government Association (LGA) shows that people engage and co-operate with organisations they trust and respect.

To strengthen the Council's brand development, Members endorsed a proposal for the Council to sign up to the Local Government Association's Reputation Campaign. This is a major national campaign aimed at helping local authorities improve the reputation of local government.

The Committee also supported a proposal to hold an annual Red Carpet Citizens' Award event to engage residents in developing the distinctiveness of the District. This event, to be run in partnership with the local media, would recognise and reward local people who have made a real difference to the local community.

The Committee made the following recommendations to Cabinet:

**RECOMMENDED TO CABINET:**

- 1. The proposed refreshed corporate identity, as set out in Appendix A to the briefing paper to the Corporate Service and Performance Scrutiny Committee on 18<sup>th</sup> September 2007, be approved for a phased implementation from 1<sup>st</sup> December 2007.**
- 2. The Council sign up to the Local Government Association's Reputation Campaign, as detailed at Appendix B to the Corporate Service and Performance Scrutiny Committee on 18<sup>th</sup> September 2007.**
- 3. The Council hosts a Wyre Forest District Red Carpet Citizens' Award evening during 2008.**