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SOUTHEND-ON-SEA BOROUGH COUNCIL

Meeting of Economic Recovery & Regeneration Working Party

Date: Tuesday, 11th January, 2022

Place: Virtual Meeting via Microsoft Teams

Present: Councillor I Gilbert (Chair)
Councillors C Mulroney and K Robinson

In Attendance: S Brown, E Cooney, A Keating, S La Roche, K Pachalko and
J Williams

Start/End Time: 6.00 pm - 7.25 pm

1 Apologies for Absence

Apologies for absence were received from Councillor M Davidson and Councillor R Woodley.

2 Declarations of Interest

No declarations of interest were made at the meeting.

3 City Status

The Policy Manager reported to the Working Party with regard to the outline plan and arrangements for the City Status ceremonies and events to be held during February 2022 and the special meeting of the Council to be held on 16 February 2022 to receive the Letters Patent and award Freedom of the City.

The Working Party was also advised of the engagement activity that was taking place with residents, community groups, businesses and partners alongside the City Status celebrations, on what it meant for Southend to be a city, and the development of a programme of activity throughout 2022 to join projects and communities.

The Working Party also considered a number of design options for the Council's future corporate identity and branding, to reflect the change of the name of the authority to Southend-on-Sea City Council, the initial concepts for which had previously been considered by Group Leaders. It was reported that testing of the preferred logos, colour palette and typography would be undertaken with focus groups representing the protected characteristics of the Equality Act 2010 including young people, through an online 'poll' that would fully explain the purpose of the re-branding exercise, and that opportunities for appropriate engagement with local schools were also being considered.

Resolved:

- (1) That the outline plan and arrangements for the City Status ceremonies and events proposed to be held during February 2022 and the draft programme for the special Council meeting on 16 February 2022, be noted.

- (2) That the following design options for the Council's future corporate identity and branding be supported by the Working Group for the purpose of testing and consultation:
- 'Modern Coat of Arms'
 - 'Knot Monogram'
 - 'Pinwheel'
- (3) That the three design options for the Council's future corporate identity and supported by the Working Group be circulated to all Group Leaders with details of the engagement activity proposed to test the logos.
- (4) That investigation be made of options to secure appropriate 'place' branding as part of the City Status celebrations and the consideration of design options for the Council's future logo.

4 Employment & Skills

It was agreed that consideration of the presentation of the Director of Regeneration & Growth and the Policy Manager on this matter, be deferred to a future meeting of the Working Party.

5 Economic Recovery

It was agreed that consideration of the presentation of the Director of Regeneration & Growth and the Policy Manager on this matter, be deferred to a future meeting of the Working Party.

6 Dates of Future Meetings

It was noted that a further meeting of the Working Party would be held at 6.00pm on 19 January 2022, via the Microsoft Teams platform.

Chair: _____