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SOUTHEND-ON-SEA BOROUGH COUNCIL

Meeting of Economic Recovery & Regeneration Working Party

Date: Wednesday, 19th January, 2022

Place: Microsoft Teams

Present: Councillor I Gilbert (Chair)
Councillors C Mulroney and R Woodley

In Attendance: Councillors M Borton, T Cowdrey, K Evans, A Line and M Terry
S Brown, A Keating and S Tautz

Start/End Time: 6.20 pm - 7.10 pm

7 Apologies for Absence

Apologies for absence were received from Councillor K Robinson.

8 Declarations of Interest

No declarations of interest were made at the meeting.

9 Minutes of the Meeting held on 11 January 2022

The minutes of the meeting of the Working Party held on 11 January 2022 were confirmed as a correct record.

10 City Status

The Working Party received an update from the Policy Manager with regard to the outline programme and arrangements for the special meeting of the Council to be held on 16 February 2022 to receive the Letters Patent and to confer Freedom of the City to the late Sir David Amess, and other City Status events to be held during February 2022 and throughout the remainder of the year. The Policy Manager reported that the guest list for the special meeting of the Council was currently being finalised.

The Working Party was advised that the Council was also working in partnership with Southend BID to develop a range of City Status events and that a programme lead had been appointed to take this work forward. The Policy Manager reported that the multi-agency partnership that had previously been established by Sir David Amess to drive support for the award of City Status to Southend, was still active and had taken the lead in the development of the musical event to be held at the Cliffs Pavilion in February 2022 to celebrate the City Status award.

The Working Party further considered the 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, concepts for which had been considered at the previous meeting.

The Policy Manager reported that Councillor T Cox had suggested that the design of the Council's future corporate logo and identity should be subject of a public competition to enable wider conversation with local residents and that such competition could be judged by a panel of members.

The Working Group considered that Option 3 (the 'Pinwheel') of the proposed designs for the Council's future corporate identity and branding be recommended for the purpose of testing on the basis of the approach to consultation outlined at the previous meeting, including engagement with focus groups representing the protected characteristics of the Equality Act 2010, local schools and all members of the Council. The Working Party also requested that appropriate consultation on the recommended option for the future corporate identity and branding be undertaken with the Southend business and tourism partnerships.

Resolved:

- (1) That the current draft programme and arrangements for the special Council meeting on 16 February 2022 and other City Status events to be held during 2022, be noted.
- (2) That the Cabinet be recommended that Option 3 (the 'Pinwheel') of the current design options for the Council's future corporate identity and branding, be agreed for appropriate testing and engagement.

11 Date of Next Meeting

It was requested that arrangements be made for a further meeting of the Working Party to be held as soon as possible, via the Microsoft Teams platform.

Chair: _____