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## SOUTHEND-ON-SEA CITY COUNCIL

### Meeting of Cabinet

**Date: Monday, 14th March, 2022**  
**Place: Council Chamber - Civic Suite**

**Present:** Councillor I Gilbert (Chair)  
Councillors R Woodley (Vice-Chair), P Collins, A Jones, C Mulroney  
and M Terry

**In Attendance:** T Forster, J Williams, S Meah-Sims and R Harris

**Start/End Time:** 2.00 pm - 2.30 pm

#### **778 Apologies for Absence**

Apologies for absence were received from Councillors Burton and Nevin.

#### **779 Declarations of Interest**

There were no declarations of interest at this meeting.

#### **780 City Council Branding**

The Cabinet considered a report of the Executive Director (Transformation) setting out the opportunities connected to updating the corporate branding for the Council and presented branding options to engage upon more widely.

During consideration of the report the Leader of the Council confirmed that this was not a formal consultation but is an engagement exercise.

Resolved:

1. That the four branding concepts, as set out in Appendix 1 to the submitted report be approved for wider engagement.
2. That the timeframe of engagement be four weeks.
3. That the feedback from the engagement be used as an evidence-base to inform the final decision on the Council's new corporate branding.

Reasons for decision:

To enable the Council to take an active lead in responding to the new city status for Southend, with a fresh step into a new identity for the Council.

Other options:

None

Note: This is an Executive Function

Referred direct to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Gilbert

**Chair:** \_\_\_\_\_

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