

**MINUTES OF THE CABINET MEMBER SIGNING  
FRIDAY, 18 SEPTEMBER 2015**

**Present:** Cllr Joe Goldberg, Cabinet Member for Economic Development, Social Inclusion and Sustainability (Chair)

**In Attendance:** Cllr Carter  
Cllr Connor  
Lesley Gordon – Head of Marketing  
Alison Vydulinska – Principal Lawyer Corporate  
Philip Slawther – Principal Committee Coordinator

<b>MINUTE NO.</b>	<b>SUBJECT/DECISION</b>	<b>ACTION BY</b>
<b>HSP78.</b>	<p><b>FILMING AT MEETINGS</b></p> <p>The Cabinet Member referred those present to agenda Item 1 as shown on the agenda in respect of filming at this meeting and asked that those present reviewed and noted the information contained therein.</p>	
<b>HSP79.</b>	<p><b>URGENT BUSINESS</b></p> <p>None.</p>	
<b>HSP80.</b>	<p><b>NEW BRAND IDENTITY STRATEGY FOR HARINGEY</b></p> <p>A report was presented which sought Cabinet Member authorisation for a change of visual identity for Haringey, to be implemented from September 21<sup>st</sup> 2015. Cabinet Member agreement was also sought that substantial implementation, apart from main Council signage, should only occur as items needed replacing.</p> <p>The objectives for the new identity were to improve the profile and image of the Council with residents and key stakeholders; ensure the identity reflected a vision for the borough as a place of true potential and ambition; be a catalyst for a wider programme of culture change and help with the recruitment and retention of staff by creating a stronger sense of identity for the Council.</p> <p>A number of questions in relation to the report were tabled. A summary of those questions and the responses is noted below.</p> <p>In response to a question about value for money and the potential impact of the strategy, the Cabinet Member explained that he recognised the importance of valuing every pound of taxpayers money spent but that there was also a wider value in a new brand which would help to drive transformation of how people perceive the borough externally, making Haringey mean more than a Council, and helping drive staff performance.</p> <p>The Cabinet Member clarified that the costs would be met from the</p>	

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	<p>existing communications budget.</p> <p>Cllr Connor enquired about the engagement of local communities in the development of the new brand. The Cabinet Member explained that the project was about two things: trying to identify a unifying idea that described the essence of Haringey and then using that idea to develop a new logo. As part of the process, engagement with local residents had been undertaken and the response had been overwhelmingly positive. The Cabinet Member advocated that it was important that the Council got the new brand identity correct and that was why a professional agency had been employed.</p> <p>Cllr Carter questioned the timing of the initiative. The Cabinet Member responded that the Council needed to portray a confident image about its future to residents and service users. It was also noted the existing crest would remain the same and that a sense of heritage would be maintained.</p> <p>In response to a question on the length of the promotional video, the Cabinet Member advised that the video was 90 seconds.</p> <p>Cllr Carter raised concern around the requirement in the Council’s constitution for residents to give 5 clear working days notice in order to ask a question at a Council meeting. The Principal Lawyer Corporate agreed to raise the issue with the Monitoring Officer and respond to Cllr Carter outside of the meeting.</p> <p>Cllr Carter questioned whether the expenditure was necessary at this time. The Cabinet Member referred to his earlier response that the brand would provide value for money in helping to drive transformation in how people perceive the borough externally, making Haringey mean more than a Council and helping drive staff performance.</p> <p><b>RESOLVED</b> The Cabinet Member:</p> <ul style="list-style-type: none"> <li>i) Authorised a change of visual identity for Haringey, to be implemented from September 21<sup>st</sup> 2015.</li> <li>ii) Agreed that substantial implementation, apart from main council signage, should only occur as items need replacing.</li> </ul>	
<p><b>HSP81.</b></p>	<p><b>NEW ITEMS OF URGENT BUSINESS</b></p> <p>N/A</p>	