

# Report to the Corporate Services Joint Committee



Author: Dawn Adey – Interim Client Relationship Director

E-mail: [dawn.adey@easthants.gov.uk](mailto:dawn.adey@easthants.gov.uk)

To: Corporate Services Joint Committee

Date: 15 May 2017

## Marketing & brand

### Recommendations

- (a) To allocate Joint Committee nominated persons towards a 'Strategic Communications' working party;
- (b) To note the requirement of 'purpose' before brand and marketing can be addressed; and
- (c) To note there are limited legal options for expansion, as per exempt appendix A.

## Introduction

In the meeting of Joint Project meeting 1<sup>st</sup> July 2016, and in the informal meeting of 15<sup>th</sup> November 2016 between the joint Committee members, officers were tasked to prepare a paper for discussion concerning the marketing and brand of the 5 Councils Partnership.

Through SMB leadership direction, the officers have remained focussed on the implementation of the new Contracts, and have not continued to outwardly 'Market' the opportunity for the growth of the Contracts or partnership.

Through Joint Tactical Board discussion, it has been agreed that the Suppliers and partners should work together to form a 'Strategic Communications' group. This group has not yet formed or met. The intended immediate scope for this group is to review the objectives set for this contract at the beginning of the procurement of the Contract and to bring recommendation to the Joint Committee on any recommended changes.

## Current Strategic Objectives

- supporting the achievement of each council's corporate targets;
- improving the satisfaction of customers and service users;
- improving the productivity of the Authorities' staff;
- delivering improved value for money; and
- achieving high levels of resilience and compliance.

# **On-Boarding new Councils – Appendix A**

The principles of on-boarding additional Councils and creating additional scale within the pricing have progressed – the paper presented to SMB in November 2016 is attached as an exempt paper. However, prior to migration of all current councils to target operating model, expansion is unlikely.

## **Next Steps with Marketing & Branding**

The next steps to form the long-term marketing and branding of our offer are:

1. Strategic Communications workshop to scope and terms of reference to be set. It is suggested in the recommendations of this paper that the Joint Committee consider a representation on this group.
2. Clear objectives for the future of the contracts and Partnership should be established and agreed at Joint Committee (through the joint tactical Board and Strategic Management Board).
3. Marketing and branding developed as an output and its control, management and terms of its use are recorded, managed and monitored.

# **Appendix B – branding notes in context of Corporate Services Contract**