

PERFORMANCE PORTFOLIO DECISION RECORD

25 July 2008

The meeting commenced at 3.00 pm in the Civic Centre, Hartlepool

Present:

Councillor Pam Hargreaves (Performance Portfolio Holder)

Officers: Andrew Atkin, Assistant Chief Executive
Joanne Machers, Chief Personnel Officer
Liz Crookston, Principal Strategy and Research Officer
Alastair Rae, Public Relations Officer
Angela Hunter, Principal Democratic Services Officer

16. Corporate Branding Review (*Assistant Chief Executive*)

Type of decision

Non-key.

Purpose of report

To provide an update of progress in relation to the Corporate Branding Review.

Issue(s) for consideration by Portfolio Holder

At the last meeting of the Portfolio Holder, an update on the current branding review was requested. A cross departmental group had been established to undertake the review to ensure that corporate branding was consistently applied and linked to services.

The first task the Group undertook was to examine the logo and it was suggested that some minor refinements be made to the design to strengthen its identity with the possibility of a standard letterhead adapted for the whole Council in the interests of efficiency. A number of designs indicating suggested minor refinements to the logo were presented at the meeting.

The next stage included the production of a toolkit to ensure that the brand was consistently applied throughout the organisation. However, it was

emphasised that the implementation would be phased in as opportunities arose in the interests of efficiency. In view of the time since the Council's branding was last reviewed, a full audit was to be undertaken to gain a fuller picture of how the brand was being implemented across the board. It was hoped that both exercises would be complete by Autumn 2008 with a view to phasing in the branding changes thereafter.

The Portfolio Holder welcomed the changes to the corporate branding, but had reservations about the suggested use of the heart in the strap-line to be used for recruitment purposes. The Chief Personnel Officer indicated that focus groups of employees had been utilised to gain their views on what would attract potential employees. The Portfolio Holder was concerned that elected Members had not been involved in the selection of the recruitment brand prior to the purchase of the tool-kit to implement the new brand.

The Assistant Chief Executive suggested that the proposed corporate branding changes be implemented on a phased basis as indicated in the report, with a further report submitted to the Portfolio Holder when the audit of the current position in terms of the use of the corporate brand was complete.

The Portfolio Holder was disappointed that Members' views had not been sought on the proposed amendments to the corporate branding. The tool kit for the recruitment branding had already been purchased and the Portfolio Holder did not believe this provided an opportunity for a review, and input to, the recruitment branding. The Portfolio Holder requested a report on the implementation of the Recruitment Branding and external views concerning its value and impact at a future meeting.

Decision

- (i) The report was noted.
- (ii) That a further report be submitted to the Portfolio Holder with the results of the audit to be undertaken of the implementation of the corporate brand across the board.

17. Training and Development Procurement Framework - Update (*Chief Personnel Officer*)

Type of decision

Non-key.

Purpose of report

To provide an update on the progress made regarding the procurement of training and development and to provide feedback from the consultation event held on 1 July 2008 with prospective suppliers.

Issue(s) for consideration by Portfolio Holder

The procurement of training and development activity for the period 2009-2013 was agreed at the meeting on 27 June 2008. All organisations paid for training related activity in the last 12 months, 389 in total, were invited to the consultation event held on 1 July 2008. The event was attended by over 80 organisations, with a further 25 unable to attend but requesting further information once it became available.

Feedback from the event was very positive with a lot of interest generated in this procurement activity already. Attendees provided similar feedback with comments such as 'it is refreshing to see a Local Authority taking an approach like this' and 'welcome the opportunity to create innovative ways to develop your workforce'. It was noted that ongoing monitoring would be in place to ensure that high quality and performance was achieved and maintained. A number of smaller providers had shown an interest in forming larger consortiums and the Council's Economic Development Team were considering running workshops for those interested parties. The timetable for the procurement process was attached at Appendix 2. The Chief Personnel Officer advised that the timetable would be adjusted slightly as the OJEU notice will appear week commencing 28 July 2008.

In the previous report, a 4 year term of contract had been suggested, however, the Portfolio Holder had reservations that the 4-year period may preclude new organisations from being able to work for the Council for this period. The Chief Personnel Officer advised that new companies could seek to join an established consortium contracted to the Council during this period. The Portfolio Holder was informed that the Principal Economic Development Officer (Business) was currently working with smaller organisations and groups to provide advice and guidance on how to become involved in any consortium arrangements which may form part of the procured solution with options at later stages for the consortium to include other organisations able to deliver any required training.

Decision

The report was noted.

18. Complaints to the Local Government Ombudsman in 2007/08 *(Assistant Chief Executive)*

Type of decision

Non-key.

Purpose of report

To report on the annual letter from the Local Government Ombudsman.

Issue(s) for consideration by Portfolio Holder

The report gave details of the Local Government Ombudsman's Annual Letter reviewing complaints received about Hartlepool Borough Council in 2007/08.

The details of complaints handled in 2007/08, with comparative figures for the previous two years were attached as a table to the report, together with a copy of the Ombudsman's Annual Letter.

The Portfolio Holder sought clarification on the number of complaints received by the Ombudsman. The Principal Strategy Officer indicated that complaints rolled into the next financial year if the Ombudsman had been unable to undertake an investigation, hence the apparent inconsistency in the figures in section 3 of the report.

Decision

The report was noted.

19. Place Survey (*Assistant Chief Executive*)

Type of decision

Non-key.

Purpose of report

To report plans being made to collect data for the measurement of nineteen attitudinal National Indicators through a large scale of Hartlepool residents.

Issue(s) for consideration by Portfolio Holder

In 2008 the BVPI surveys are to be replaced by what the Government has called the "Place Survey" which would collect information for nineteen National Indicators (NIs). The survey would focus on what Hartlepool was like as a place to live and on local public services generally. It was noted that the content, methodology and questionnaire for the survey had been closely defined by the Department of Communities and Local Government with the Audit Commission overseeing the surveys and ensuring that the guidance was followed. An outline of the timetable for the survey was included within the report.

Decision

The report was noted.

20. Local Government (Access to Information) Act 1985

Under Section 100(A)(4) of the Local Government Act 1972, the press and public be excluded from the meeting for the following items of business on the grounds that it involves the likely disclosure of exempt information as defined in the paragraphs referred to below of Part 1 of Schedule 12A of the Local Government Act 1972 as amended by the Local Government (Access to Information)(Variation) Order 2006

Minute 21 – (Para 1) – This item contains exempt information under Schedule 12A Local Government Act 1972, namely, information relating to an individual.

21. Qualification Based Training Applications *(Chief Personnel Officer)*

Type of decision

Non-key.

Purpose of report

To seek approval from the Portfolio Holder for an application for qualification based training support from the Children's Services Department.

Issue(s) for consideration by Portfolio Holder

In line with the Council's qualification based policy and procedure approval was sought for an employee to undertake a recognised qualification which was outside the normal corporate training programme. Details of the applicant and course requested were included in the report and it was noted that the course requested would be directly relevant to the post-holder's work in managing people, finance and particularly change. The knowledge gained from this qualification would support the post holder to manage the ever changing policies in their area and service.

Details of the corporate workforce development support were included within the report.

Decision

The application for post-entry training was approved.

The meeting concluded at 3.55pm.

PETER DEVLIN

CHIEF SOLICITOR

PUBLICATION DATE:

CONFIRMED BY PORTFOLIO HOLDER

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DATE:-