
MEETING	DECISION SESSION - CABINET MEMBER FOR CORPORATE SERVICES
DATE	18 OCTOBER 2011
PRESENT	COUNCILLOR GUNNELL

7. DECLARATIONS OF INTEREST

The Cabinet Member was invited to declare at this point in the meeting any personal or prejudicial interests she might have in the business on the agenda. None were declared.

8. MINUTES

RESOLVED: That the minutes of the Decision Session held on 19 July 2011 be approved and signed by the Cabinet Member as a correct record.

9. PUBLIC PARTICIPATION

It was reported that there were no registrations to speak under the Council's Public Participation Scheme.

10. VEHICLE IDENTITY AND BRANDING

The Cabinet Member considered a report that outlined the current position with fleet branding and made recommendations to the Cabinet Member on the livery of City of York Council vehicles.

Officers went through the proposals. The Cabinet Member noted that the recommendation was that the vehicle livery and branding would be used for all new vehicles. In respect of existing vehicles, changes would only be made if they could be implemented at minimal cost.

The Cabinet Member sought clarification as to how the livery linked with other aspects of corporate branding. Officers explained that fleet branding formed one section of the Corporate Branding Policy that had been adopted in 1996. The Cabinet Member requested that she be briefed on the policy and suggested that it was also important that issues such as the branding for the new trading company were not considered in isolation but took account of the corporate branding.

- RESOLVED:
- (i) That the vehicle livery and branding scheme, as outlined the report and including exceptions, be approved and used for all new vehicles.
 - (ii) That, where possible, practical and affordable, existing vehicles with an expected future life of more than 12 months be aligned with the livery and branding policy.

REASON: To ensure a consistent use of the council's brand and to identify the services it provides.

Action Required

1. Arrange briefing

SB

Cllr Gunnell – Cabinet Member

[The meeting started at 4.30 pm and finished at 4.50 pm].