



**Notice of meeting of
Decision Session - Cabinet Member for Corporate Services**

To: Councillor Gunnell
Date: Tuesday, 18 October 2011
Time: 4.30 pm
Venue: The Guildhall

AGENDA

Notice to Members – Calling In

Members are reminded that, should they wish to call in any item on this agenda, notice must be given to Democracy Support Group by:

10.00 am on Monday 17 October 2011 if an item is called in before a decision is taken, or

4.00pm on Thursday 20 October 2011 if an item is called in after a decision has been taken.

Items called in will be considered by the Scrutiny Management Committee.

Any written representations in respect of the items on the agenda should be submitted to Democratic Services by **5.00pm on Friday 14 October 2011.**

1. Declarations of Interest

At this point Members are asked to declare any personal or prejudicial interests they may have in the business on the agenda.

2. Minutes (Pages 3 - 6)

To approve and sign the minutes of the Decision Session of the Cabinet Member for Corporate Services held on 19 July 2011.

3. Public Participation

At this point in the meeting, members of the public who have registered their wish to speak at the meeting can do so. The deadline for registering is **5.00pm on Monday 17 October 2011**.

Members of the public may register to speak on:-

- An item on the agenda
- An issue within the Cabinet Member's remit
- An item that has been published on the Information Log since the last session

4. Vehicle Identity and Branding (Pages 7 - 12)

This report outlines the current position in respect of fleet branding and asks the Cabinet Member to consider recommendations regarding the livery of City of York Council vehicles.

5. Urgent Business

Any other business which the Chair considers urgent under the Local Government Act 1972.

Information Log

No items have been published on the Information Log since the last Decision Session.

Democracy Officer:

Name: Jayne Carr

Contact Details:

Telephone – (01904) 552030

Email – jayne.carr@york.gov.uk

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting.

- Registering to speak
- Written Representations
- Business of the meeting
- Any special arrangements
- Copies of reports

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About City of York Council Meetings

Would you like to speak at this meeting?

If you would, you will need to:

- register by contacting the Democracy Officer (whose name and contact details can be found on the agenda for the meeting) **no later than 5.00 pm** on the last working day before the meeting;
- ensure that what you want to say speak relates to an item of business on the agenda or an issue which the committee has power to consider (speak to the Democracy Officer for advice on this);
- find out about the rules for public speaking from the Democracy Officer.

A leaflet on public participation is available on the Council's website or from Democratic Services by telephoning York (01904) 551088

Further information about what's being discussed at this meeting

All the reports which Members will be considering are available for viewing online on the Council's website. Alternatively, copies of individual reports or the full agenda are available from Democratic Services. Contact the Democracy Officer whose name and contact details are given on the agenda for the meeting. **Please note a small charge may be made for full copies of the agenda requested to cover administration costs.**

Access Arrangements

We will make every effort to make the meeting accessible to you. The meeting will usually be held in a wheelchair accessible venue with an induction hearing loop. We can provide the agenda or reports in large print, electronically (computer disk or by email), in Braille or on audio tape. Some formats will take longer than others so please give as much notice as possible (at least 48 hours for Braille or audio tape).

If you have any further access requirements such as parking close-by or a sign language interpreter then please let us know. Contact the Democracy Officer whose name and contact details are given on the order of business for the meeting.

Every effort will also be made to make information available in another language, either by providing translated information or an

interpreter providing sufficient advance notice is given. Telephone York (01904) 551550 for this service.

যদি যথেষ্ট আগে থেকে জানানো হয় তাহলে অন্য কোন অর্ধাতে তথ্য জানানোর জন্য সব ধরণের চেষ্টা করা হবে, এর জন্য দরকার হলে তথ্য অনুবাদ করে দেয়া হবে অথবা একজন দোভাষী সরবরাহ করা হবে। টেলিফোন নম্বর (01904) 551 550।

Yeteri kadar önceden haber verilmesi koşuluyla, bilgilerin terümesini hazırlatmak ya da bir tercüman bulmak için mümkün olan herşey yapılacaktır. Tel: (01904) 551 550

我們竭力使提供的資訊備有不同語言版本，在有充足時間提前通知的情況下會安排筆譯或口譯服務。電話 (01904) 551 550。

اگر مناسب وقت سے اطلاع دی جاتی ہے تو ہم معلومات کا ترجمہ میا کرنے کی پوری کوشش کریں گے۔ ٹیلی فون (01904) 551 550

Informacja może być dostępna w tłumaczeniu, jeśli dostaniemy zapotrzebowanie z wystarczającym wyprzedzeniem. Tel: (01904) 551 550

Holding the Cabinet to Account

The majority of councillors are not appointed to the Cabinet (39 out of 47). Any 3 non-Cabinet councillors can 'call-in' an item of business from a published Cabinet (or Cabinet Member Decision Session) agenda. The Cabinet will still discuss the 'called in' business on the published date and will set out its views for consideration by a specially convened Scrutiny Management Committee (SMC). That SMC meeting will then make its recommendations to the next scheduled Cabinet meeting in the following week, where a final decision on the 'called-in' business will be made.

Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

Who Gets Agenda and Reports for our Meetings?

- Councillors get copies of all agenda and reports for the committees to which they are appointed by the Council;
- Relevant Council Officers get copies of relevant agenda and reports for the committees which they report to;
- Public libraries get copies of **all** public agenda/reports.

City of York Council

Committee Minutes

MEETING	DECISION SESSION - CABINET MEMBER FOR CORPORATE SERVICES
DATE	19 JULY 2011
PRESENT	COUNCILLOR GUNNELL

1. **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.

2. **MINUTES**

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

3. **PUBLIC PARTICIPATION**

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

4. **EXCLUSION OF PRESS AND PUBLIC**

RESOLVED: That the press and public be excluded from the meeting during consideration of Annex B of agenda item 5 "Bad Debt Write Off Report – Period April to June 2011" on the grounds that it contains information which is likely to reveal the identity of an individual and relating to the financial or business affairs of any particular person. This information is classed as exempt under Paragraphs 2 and 3 of Schedule 12A to Section 100A of the Local Government Act 1972, as amended by the Local Government (Access to Information) (Variation) Order 2006.

5. BAD DEBT WRITE OFF REPORT - PERIOD APRIL TO JUNE 2011

The Cabinet Member received a report that presented the irrecoverable accounts in respect of Council Tax (CT), National Non-Domestic Rates (NNDR), Sundry Debtors and Housing Benefit overpayment for write-off covering the period 1 April to 30 June 2011.

The Cabinet Member then considered whether to write off the accounts totalling £79,491.25 in line with the council's Financial Regulations or to leave the accounts on the council's accounts, but acknowledging the risk set out in paragraph 15 of the report.

RESOLVED: That the write off of bad debt, as set out at Table 1, of the report and detailed in confidential Annex B of the report, be approved

REASON: To remove irrecoverable bad debt from the council's accounts in accordance with accountancy best practice.

6. YORKSHIRE PURCHASING ASSOCIATION (YPO) MANAGEMENT AGREEMENT

The Cabinet Member considered a report that sought approval for the proposed new provisions of the Management Agreement for the Founder Members of Yorkshire Purchasing Organisation.

Option 1 was to accept the new Agreement which had been negotiated over many months and which had been approved by the Management Committee, the Strategic Officers Advisory Group and lawyers for all thirteen Founder Member authorities.

Option 2 was not to approve the new Agreement – and the consequences of this would be that the new Agreement would not come into being, as under the current agreement all Founder Members need to approve changes to the Management Agreement.

RESOLVED: That the Cabinet Member for Corporate Services agrees to:
i) Approve the proposed Management Agreement, set out

at Annex 1 of the report, regarding the delegation of Executive Powers to the Joint Committee

- ii) Authorise the Corporate Director at YPO to enter into contractual agreements on behalf of the Council.

REASON: The proposal continues the Joint Committee and brings its governance arrangements into a more modern era. The 1974 partnership model continues to bring significant benefits for the Council and it is intended that this should continue.

Councillor Gunnell – Cabinet Member for Corporate Services
[The meeting started at 4.30 pm and finished at 4.50 pm].

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Cabinet Member Decision Session**18 October 2011****Vehicle Identity and Branding****Purpose of Report**

1. To outline the current position with fleet branding and identity and to make recommendations to the Cabinet Member on the livery of City of York Council vehicles.

Introduction

2. In 1996 when City of York Council was formed, it adopted a strong set of Corporate Identity Policies which quickly established the new Council as an entity in the eyes of residents, staff and partners, who knew who we were and what we did. Over the years since 1996 these policies have become watered down, often ignored and, in some cases, become outdated.
3. The council provides a multitude of diverse and excellent services to the city and it is important for our reputation that the people we work for and with - including opinion formers both local and national - know what we do, know that we do it well and know that it is City of York Council that is doing it.
4. This perception of the council - working hard and performing well – establishes our reputation and can be greatly enhanced by the simple application and consistent use of our brand to identify all our services – it's our signature and says that this is our work or we're part of this project. We have services to be proud of, so why shouldn't we want people to know that they are getting that service from us? Using our brand identity on everything from printed information to vehicles and from front-line staff appearance to building signage will help greatly.

Vehicles

5. Most of the council vehicle fleet is managed and maintained, on behalf of Directorates, at the EcoDepot by CANS (although there are exceptions). The fleet consists of numerous vehicle types. The current state of the livery on the fleet is shabby and inconsistent in the application of branding. Over the years all manner of departmental, directorate and other decals have been applied to vehicles.
6. It is proposed to return to a 'clean' City of York Council identity for the entire fleet, with the removal of most additions unless they are safety related.
7. Work has already started to help achieve this clean look by removing all additional stickers from vehicles apart from City of York Council branding and necessary safety/operational information at major vehicle service intervals (although in some cases this has left unsightly 'ghost sticker' marks behind). New livery would come in as and when vehicle leases run out and vehicles are replaced.
8. To keep the 'clean' look of vehicles, to protect the corporate identity and for reasons of safety, policies will be developed relating to the cleanliness of vehicles and will include areas such as a clear dashboard and window policy as well as prohibiting items, such as cuddly toys, being fixed to vehicles. These policies will be developed and adopted in consultation with staff and trade unions.
9. Both CMT and the DMT of CANS have seen, and commented on, proposals for new fleet livery and branding. Some decisions were made at both management teams. These were;
 1. there must be consistent branding across the CoYC vehicle fleet
 2. the main fleet colour will be white
 3. the fleet should carry contact phone number and web site address along with prominent CoYC logos
 4. council vehicles would no longer carry advertising posters unless promoting council policy or initiatives
 5. refuse & recycling vehicles will still carry the important recycling messages

Proposals for New Vehicle Livery

10. Based on the decisions made by CMT and CANS DMT, it is recommended that the main colour for all the council's fleet will be white. Whilst white may not be the most practical colour to keep clean,

it does have a clear visual impact and the council's logos and branding stands out well on this colour background. White is also the most uniform colour shade offered by the various vehicle manufacturers.

11. All vehicles will carry the council's logo in prominent positions on the front, sides and rear. The council's main telephone number and web address will also be in prominent positions, usually on the side and rear but will depend on vehicle type and design.
12. Safety decals that relate directly to the safety of the vehicle and/or its load, or that are statutory for the type of vehicle, will be allowed. No other decals, departmental identity or posters will be allowed.
13. There will be some exceptions to this as follows:
 - a. Refuse & recycling collection vehicles: Additional decals and messages are used on these vehicles to promote important waste and recycling messages. These are on either side of the vehicles, using mounted decals, or complete vehicle wraps. We would recommend retaining these on existing and new vehicles, as these messages are vital in reducing landfill and associated landfill tax. These vehicles will display CoYC logos on the cab doors and we would strengthen the council branding on existing and future vehicles by placing a large CoYC logo on both sides and on the rear wings of the vehicles.
 - b. Heavy-duty vehicles such as hook lifts, cage vehicles and tipper trucks. These vehicles will have white cabs but with blue bodies and carry correct branding on the cab only. This combination works well as the dark blue bodies hide dirt, rust and damage associated with their type of work.
 - c. Gritting bodies. These have to remain as they are in yellow with reflective chevrons for safety reasons though the cabs will be in white as they are the same cabs used on existing highways vehicles (demountable and changeable bodies). They will carry the correct branding.
 - d. 'URBIE' buses - these are used to provide mobile youth clubs for hard to reach/engage with young people. They are painted purple with 'graffiti' type decals. They were designed by the young people themselves and do not carry CoYC branding as research has indicated this category of young person tends to shy away from CoYC contact. It is recommended to leave these alone for this

reason and the fact they are almost life expired and don't warrant the cost of a re-spray or re-branding.

- e. One off 'specialist' vehicles. It is recommended to look at these on an individual basis but ensure that the council branding is clearly identified (where possible). Some specialist vehicles are only available in certain colours, Smart cars for example, and the cost of spraying them white will either be impractical, for cost reasons, or impossible due to vehicle design.
- f. Passenger Transport Vehicles. The council provides various passenger transport services including school transport. Where possible, the corporate livery and branding will be used but it is likely that some service descriptor will be used on vehicles. In some cases vehicles are supplied by charity donation, school mini buses for example, and charity logos will have to be displayed.
- g. Pool & Lease Cars. The council currently uses a fleet of cars, managed from within businesses, to assist with staff travel. Further work is being done by the project to determine if this is the most beneficial travel option for some staff but it is recommended that any pool or lease car will adhere to the livery standards above. Some cars, used for investigative purposes in some areas or used in some aspects of social care, will need to remain unmarked. A decision is yet to be made on whether these vehicles form part of any pool fleet or are acquired as the need arises (short term hire etc).
- h. Posters advertising council services such as those promoting the 'fostering campaign'. Any such posters will need to be justified and permission for their use granted by Transport & Fleet Services¹ before they are applied. Any such posters must be funded by the sponsoring business and be designed to be removable without damage to the vehicle. They must be printed, affixed and removed only by approved suppliers and only be applied for an agreed fixed term.

¹ Currently the Transport & Fleet Board in the 'virtual service'

Implications

- **Financial** There will be no additional cost for vehicle livery if based on the recommendation being made.
- **Human Resources (HR)** There are no HR implications
- **Equalities** A review of the equalities impact assessment is being undertaken
- **Legal** There are no legal implications
- **Crime and Disorder** There are no crime and disorder implications
- **Information Technology (IT)** There are no IT implications
- **Property** There are no property implications
- **Other** There are no other implications

Recommendations

14. It is recommended that;

1. the vehicle livery and branding scheme, as outlined above including exceptions, is agreed by the cabinet member and used for all new vehicles from the date of the decision and
2. where possible, practical and affordable, existing vehicles with an expected future life of more than 12 months are 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.

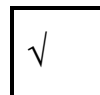
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Chief Officer Responsible for the report:

Sally Burns
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Neighbourhoods**

Report
Approved



Date

*7 October
2011*

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