

Time Commenced – 6.00 pm  
Time Finished – 8.15 pm

## **Regeneration and Culture Overview and Scrutiny Board**

**21 October 2014**

Present: Councillor Stanton (Chair)  
Councillors Dhindsa, M Holmes, Jackson, Troup and Turner

### **13/14 Apologies for Absence**

An apology for absence was received from Councillor Wood.

### **14/14 Late Items**

There were no late items.

### **15/14 Declarations of Interest**

There were no declarations of interest.

### **16/14 Call-in**

There were no items

### **17/15 Minutes**

The minutes of the meeting held on 24 June 2014 were agreed as a correct record and signed by the Chair.

### **18/14 Forward Plan**

No items were requested.

### **19/14 Brand Identity for the Leisure and Culture Department**

The Board considered a report which set out both the Mission and the Vision of the Leisure and Culture Department.

By developing an overall branding strategy and architecture for the Council's Leisure and Culture Department it would create a distinctive and cross cutting identity for the venues, events, programmes and activities. The creation of a high quality brand would support the vision for the Leisure and Culture Department whilst also providing future opportunities for the whole Council, which in turn could assist in uniting our city. The creation of an attractive brand would:

- Present Derby as a vibrant city, whilst inspiring the people of Derby to be more culturally and physically active
- Elevate the profile and reputation of Derby both inside and outside the city, which may lead to future investors or employees choosing Derby
- Create a spark that enthuses and inspires people creating a sense of pride in all things that are great about Derby and this would support the Proud of Derby campaign
- Connect with the fabric of our city, recognising innovation was at its heart
- Ensure there was a consistency of approach adopted for the visual elements of the branding across the Leisure and Culture Department, for example logos, signage and graphics
- Ensure Derby Arena became a focal point that would be used as a catalyst to inspire and engage.

The Leisure Facilities Strategy created a unique opportunity to provide additional energy and impetus to the Leisure and Culture Department. Our customers were diverse - both demographically and geographically and an attractive brand would assist in engaging and captivating people.

To assist in the development of the overall branding strategy Fluid Ideas were successful in being appointed to work with the Council. Since their appointment they had achieved:

- Building a brand that connected with our city that could be used by the whole Council. They had created a brand that was vibrant and that inspired and like the city itself, it left a lasting impression.
- Creating core elements within the brand that included a vibrant flowing thread, an appropriate typeface, a bright and energetic colour palette and an iconic brand emblem. These assets combined to create a flexible, unique and vibrant identity.
- Combining each element of the new brand to create a bold, vibrant and flexible identity that brought to life the underlying energy and inspiration of our city. They had created a MY CITY campaign idea that instilled a deep sense of pride whilst giving ownership of Derby to its people. The MY CITY campaign idea provided us with a platform to be emotive and intimate, focusing on moments and memories that would resonate deeply. Its primary purpose was to inspire the people of Derby to embrace what their city had to offer.
- Creating visuals of proposals showing how the brand strategy and architecture could work for the Leisure and Culture Department and specifically the main services provided in Derby LIVE, Parks, Leisure and Libraries and their sub brands.

- Creating visuals of how this could be translated into branding for the Derby Arena, specifically in relation to a logo, development of an interior and exterior signage strategy and sign designs for the Arena and window manifestations for the main entrance, fitness gym and group exercise studios.

**Resolved to note the proposals.**

## 20/14      Our City Our River

The Board considered a report which would be considered by Council Cabinet at its meeting on 22 October 2014. The report gave an update on the latest progress made with the Our City Our River project.

**Resolved to note the report.**

## 21/14      Coaching for Success

The Board considered a report which stated that Derby Coaching for Success was a £800,000 project to support existing businesses to achieve their growth ambitions and create jobs.

The project offered a hub for business advice in Derby through a dedicated phoneline, free masterclasses and business briefings as well as a suite of subsidised coaching support which could be tailored to individual business needs.

Derby City Council was the grant recipient for the funding and East Midlands Business (EMB) was the delivery organisation procured to deliver the project on our behalf.

Members of the Board preferred the project to be extended if this was possible rather than spending time on evaluation. The Board requested a report on the evaluation of the project when it becomes available.

**Resolved**

- 1. To note the report.**
- 2. To request a report on the evaluation of the project when it becomes available.**

## 22/14      Vibrant City Strategy

The Board considered a report which would be considered by Council Cabinet at its meeting on 22 October 2014.

Members of the Board welcomed the strategy but in relation to the district centres suggested that consideration be given to expanding the list of district centres to be refurbished and that a list of criteria be drawn up for identifying priorities. It was suggested that the funding should be fairly distributed across the fifteen district

centres in the city. The Board requested that the feasibility of each of the schemes be brought back to the Board for consideration.

#### **Resolved**

- 1. To note the report.**
- 2. To recommend to Council Cabinet that a clear list of criteria for identifying priorities for the redevelopment of district centres be drawn up to make the process more transparent.**
- 3. To request that the feasibility of each of the schemes be brought back to the Board for consideration.**

### **23/14      City Centre Living Initiative**

The Board considered a report which would be considered by Council Cabinet at its meeting on 22 October 2014.

Members of the Board requested a further report on the project in due course.

#### **Resolved**

- 1. To note the report.**
- 2. To request an update on the project in due course.**

### **24/14      Work Programme and Topic Reviews**

The Board considered a report which gave members an opportunity to discuss potential work plans and topic reviews for the forthcoming municipal year, and develop the basis for a work programme. The reviews may cover anything within their remit and could include internal as well as external facing services

As part of the agreed 'Fracking Review', the Council's legal and planning teams had responded to the board's request to clarify the Council's legal position with regards to companies wishing to undertake exploratory works within the Derby City area. The response could be found at section 4 of the report.

The Board also received a briefing on 'fracking' and the Derby and Derbyshire Joint Minerals Plan from the Planning Policy Team Leader and officers from Derbyshire County Council.

It was suggested that the Joint Minerals Plan be charged with taking the best practise approach and a policy on fracking be prepared. This should be prepared using a criteria based approach. It was noted that strategy papers were being prepared for consultation in November 2014.

Members of the Board requested that strategy reports be considered by the Board at the appropriate time and that the Board be included in the consultation on the Joint Minerals Plan for Derby and Derbyshire.

Members of the Board also requested that when the Board considered the strategy, speakers be invited to the meeting from both sides of the fracking debate to contribute to the discussion.

### **Resolved**

- 1. To note the report.**
- 2. To request that the strategy reports be considered by the Board at the appropriate time and speakers be invited from both sides of the fracking debate to contribute to the discussion.**
- 3. To engage in the consultation on the Joint Minerals Plan for Derby and Derbyshire.**
- 4. To request that updates be brought to the Board at the appropriate time.**

MINUTES END