

# Cabinet Agenda



**5.00 pm Tuesday, 1 June 2021**  
**Central Hall, Dolphin Centre,**  
**Darlington. DL1 5RP**  
**(Access via Bull Wynd entrance)**

**Members and Members of the Public are welcome to attend this Meeting.**

1. Introductions/Attendance at Meeting.
2. Declarations of Interest.
3. To hear relevant representation (from Members and the General Public) on items on this Cabinet agenda.
4. To approve the Minutes of the meeting of this Cabinet held on Tuesday, 4 May 2021. (Pages 5 - 8)
5. To consider the timing of meetings of this Cabinet for the remainder of the 2021/22 Municipal Year.
6. Matters Referred to Cabinet –  
There are no matters referred back for reconsideration to this meeting
7. Issues Arising from Scrutiny Committee –  
There are no issues referred back from the Scrutiny Committees to this Meeting, other than where they have been specifically consulted on an issue and their comments are included in the contents of the relevant report on this agenda
8. Key Decisions – There are no Key Decisions due to be made at this meeting.
9. Partnership Working in Darlington – Report of the Chief Executive.  
(Pages 9 - 14)
10. Representation on Other Bodies 2021/22 – Report of the Chief Executive.  
(Pages 15 - 20)
11. Corporate Rebrand – Report of the Chief Officers Executive.  
(Pages 21 - 28)

12. Acquisition of Land at Snipe Lane, Darlington – Report of the Chief Executive.  
(Pages 29 - 36)
13. Membership Changes - To consider any Membership Changes to Other Bodies to which Cabinet appoints.
14. SUPPLEMENTARY ITEM(S) (if any) which in the opinion of the Chair of this Committee are of an urgent nature and can be discussed at this meeting.
15. Questions.

### **EXCLUSION OF THE PUBLIC AND PRESS**

16. To consider the exclusion of the Public and Press :- –  
**RESOLVED** - That, pursuant to Sections 100A(4) and (5) of the Local Government Act 1972, the public be excluded from the meeting during the consideration of the ensuing items on the grounds that they involve the likely disclosure of exempt information as defined in exclusion paragraph 3 of Part I of Schedule 12A of the Act.

### **PART III                      NOT FOR PUBLICATION**



**Luke Swinhoe**  
**Assistant Director Law and Governance**

**Friday 21 May 2021**

**Town Hall**  
**Darlington.**

#### **Membership**

Councillors Clarke, Dulston, Johnson, Keir, Marshall, Mills, K Nicholson and Mrs H Scott

If you need this information in a different language or format or you have any other queries on this agenda please contact Lynne Wood, Elections Manager, Resources Group, during normal office hours 8.30 a.m. to 4.45 p.m. Mondays to Thursdays and 8.30 a.m. to 4.15 p.m. Fridays (e-mail [Lynne.Wood@darlington.gov.uk](mailto:Lynne.Wood@darlington.gov.uk) or telephone 01325 405803).

## **DECISIONS SHOULD NOT BE IMPLEMENTED BEFORE TUESDAY 18 MAY 2021**

### **CABINET**

Tuesday, 4 May 2021

**PRESENT** – Councillors Mrs H Scott (Chair), Clarke, Dulston, Johnson, Keir, Marshall, Mills and K Nicholson

**INVITEES** – Councillors Curry, Harker, Snedker and Tait

**ALSO IN ATTENDANCE** – Councillors C L B Hughes and A J Scott

#### **C127 DECLARATIONS OF INTEREST.**

There were no declarations of interest reported at the meeting.

#### **C128 TO HEAR RELEVANT REPRESENTATION (FROM MEMBERS AND THE GENERAL PUBLIC) ON ITEMS ON THIS CABINET AGENDA.**

In respect of Minutes C131(1) and (2) below, representations were made at the meeting by the Chairs of the respective Review Groups.

#### **C129 TO APPROVE THE MINUTES OF THE MEETING OF THIS CABINET HELD ON TUESDAY, 13 APRIL 2021**

Submitted – The Minutes (previously circulated) of the meeting of this Cabinet held on 13 April 2021.

**RESOLVED** – That the Minutes be confirmed as a correct record.

**REASON** – They represent an accurate record of the meeting.

#### **C130 MATTERS REFERRED TO CABINET**

There were no matters referred back for re-consideration to this meeting.

#### **C131 ISSUES ARISING FROM SCRUTINY COMMITTEE**

##### **(1) EFFECTS OF THE PANDEMIC ON CHILDREN AND YOUNG PEOPLE**

The Chair of the Effects of the Pandemic on Children and Young People Review Group submitted a report (previously circulated) presenting the outcome and findings of the Review Group established by the Children and Young People Scrutiny Committee to examine the effects of the pandemic on children and young people and requesting that consideration be given to the recommendations contained within its final report.

The Chair of the Review Group addressed Cabinet in respect of the work undertaken

by that Scrutiny Committee in conducting the review and outlined the findings and recommendations of the review.

The Children and Young People Portfolio Holder acknowledged the need for improved communication in respect of the offer for children and young people in Darlington and outlined the work currently being undertaken to support the recommendations.

**RESOLVED** – (a) That the recommendations of the Effects of the Pandemic on Children and Young People Review Group, as detailed in the submitted report, be endorsed.

(b) That the thanks of Cabinet be extended to the Children and Young People Scrutiny Committee for their contribution to the Review.

(c) That the thanks of Cabinet be extended to the children and young people for their participation in the Review.

**REASON** – To ensure that all partners work together to support and improve services for the ongoing effects of the pandemic on children and young people.

## (2) **JOINT AUTISM JOINT REVIEW GROUP**

The Chair of the Joint Autism Review Group submitted a report (previously circulated) presenting the outcome and findings of the Joint Review Group established to examine the autism provision within the Council and requesting that consideration be given to the recommendations of the Health and Housing Scrutiny Committee.

The Chair of the Review Group presented the report on behalf of that Scrutiny Committee, outlining the key themes and recommendations. Reference was made to the work previously undertaken in relation to making Darlington an autism friendly town.

Particular reference was made to the importance of representation from the Children and Young People and Adults Scrutiny Committees on the Working Group.

**RESOLVED** – (a) That the recommendation of the Health and Housing Scrutiny Committee that a cross party Autism Working Group be established to progress the key themes identified by the Joint Autism Review Group, be endorsed.

(b) That the governance arrangements for the Cross Party Autism Working Group, as detailed below, be agreed:-

- (i) that the Cross Party Autism Working Group meet bi-monthly;
- (ii) that all interested Members be invited to join the Working Group; and
- (iii) that the Cross Party Autism Working Group report to Health and Housing Scrutiny Committee.

**REASON** – To enable Cabinet to consider the Health and Housing Scrutiny Committee recommendations.

### **C132 KEY DECISION - CUSTOMER ENGAGEMENT STRATEGY 2021/24**

The Cabinet Member with Health and Housing Portfolio introduced the report of the Director of Economic Growth and Neighbourhood Service (previously circulated) requesting that consideration be given to the Customer Engagement Strategy 2021/24 (also previously circulated).

The submitted report stated that the Council's Housing Services had a long and successful track record of engaging with and involving tenants in the delivery of housing services; a key strand of the new Social Housing Regulator's Consumer Standards covered 'Tenant Involvement and Empowerment'; those standards stated that the Council must consult its tenants at least once every three years on the best way of involving them in the governance and scrutiny of its housing service; and that the Customer Engagement Strategy for 2021/24 set out the process for how the Council would involve and empower its tenants, including how the engagement activities would be monitored and reported.

It was reported that the Customer Engagement Strategy focused on four specific themes; an annual Engagement Plan would support specific actions within the strategy; and where possible, opportunities for engagement would be promoted through digital channels, whilst always providing more traditional methods of engagement through surveys, telephone contact and face to face meetings.

It was also reported that the Customer Engagement Strategy had already been considered by the Tenant's Board and the Health and Housing Scrutiny Committee and that regular updates on the progress against the strategy would be provided to the Tenants Board and reported to the Health and Housing Scrutiny Committee.

**RESOLVED** – (a) That the contents of the submitted report, be noted.

(b) That the Customer Engagement Strategy 2021/24, as appended to the submitted report, be approved.

(c) That the Director of Economic Growth and Neighbourhood Services be authorised, in consultation with the Cabinet Member with the Health and Housing Portfolio, to make amendments to the Customer Engagement Strategy 2021/24 in respect of engagement with children and young people in Council properties.

**REASONS** – (a) The Social Housing Regulator's Consumer Standards places a duty on social housing providers to involve and empower our tenants in the delivery of housing services.

(b) The adoption of a formal Customer Engagement Strategy is the best way to demonstrate how we will achieve this and allows formal reporting and monitoring of engagement activities through the Health and Housing Scrutiny Committee.

### **C133 MEMBERSHIP CHANGES - TO CONSIDER ANY MEMBERSHIP CHANGES TO OTHER BODIES TO WHICH CABINET APPOINTS.**

There were no membership changes reported at the meeting.

**DECISIONS DATED –  
TUESDAY 11 MAY 2021**

**CABINET  
1 JUNE 2021**

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**PARTNERSHIP WORKING IN DARLINGTON**

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**Responsible Cabinet Member -  
Councillor Heather Scott, Leader of the Council**

**Responsible Director -  
Ian Williams, Chief Executive**

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**SUMMARY REPORT**

**Purpose of the Report**

1. To update Cabinet on a new partnership approach to delivering success for Darlington agreed with partners and to recommend amending the Council's constitution with regard to its lead strategic documents.

**Summary**

2. This report updates Cabinet on changes made to partnership working in Darlington where it has been agreed by partners that the Partnership Board cease and it is replaced by a Public Sector Executive Group. Also, the report recommends as a result of the change in circumstances that the Sustainable Community Strategy (SCS) cease to be used as a strategic lead for the Borough and that the lead is provided to partners by the Council plan.
3. The new approach requires amendments to the constitution with regard to the removal of the SCS from it.

**Recommendation**

4. Cabinet are recommended to :-
  - (a) Note and agree the new approach to partnership working in Darlington.
  - (b) Recognise the great contribution to Darlington made by current and past Members of the Darlington Partnership.
  - (c) Approve the change of emphasis with the Council Plan standing as the Council's lead strategy and agree that the Council ceases to have a separate Sustainable Community strategy.
  - (d) Subject to approval by Council, that authority be delegated to the Assistant Director, Law and Governance to make consequential amendments to the constitution.
  - (e) That a report with these Cabinet recommendations be taken to Council for consideration and approval.

## Reasons

5. The recommendations are supported by the following reasons:
- (a) to refresh partnering in Darlington continues to thrive and acknowledge the general work done.
  - (b) for the matter to be considered by Council in accordance with the procedure for making changes to documents that are part of the policy framework.
  - (c) to enable appropriate amendments to the constitution to be made.

**Ian Williams**  
**Chief Executive**

## Background Papers

No background papers were used in the preparation of this report

Paul Wildsmith : Extension 5828

S17 Crime and Disorder	No direct impact
Health and Well Being	No direct impact
Carbon Impact and Climate Change	No direct impact
Diversity	No direct impact
Wards Affected	No direct impact
Groups Affected	No direct impact
Budget and Policy Framework	No direct impact
Key Decision	No direct impact
Urgent Decision	No direct impact
One Darlington: Perfectly Placed	This report recommends a replacement for the SCS.
Efficiency	No direct impact
Impact on Looked After Children and Care Leavers	No direct impact



## MAIN REPORT

### Information and Analysis

6. The Darlington Partnership (DP) has for many years been seen as the overarching partnership across the Borough; it has its origins in economic growth and was established to bring together Public and Private sectors to grow the economy. When government legislation required local authorities to establish a Local Strategic Partnership (LSP) as part of the overall governance of the Borough, the DP became the LSP.
7. The DP embraced numerous statutory roles such as holding to account the Community Safety Partnership and Children's and Young Peoples Trust Board. The DP had five themed groups as follows :-
  - (a) Prosperous Darlington
  - (b) Aspiring Darlington
  - (c) Healthy Darlington
  - (d) Greener Darlington
  - (e) Safer Darlington
8. The Partnership was well funded and supported mainly by the public sector, but private sector involvement particularly in economic growth was very visible.
9. The key role of an LSP was to agree and deliver a Sustainable Community Strategy (SCS). This sets out overall framework/policy direction within which the public sector partners would work to achieve better outcomes for the Borough and Private Sector partners where appropriate would work to support the aims of SCS.
10. The SCS was produced by the DP and adopted by the Council. The SCS was titled One Darlington Perfectly Placed (ODPP) with two key strands :-
  - (a) One Darlington – acknowledged the significant gaps in the opportunities in Darlington and it strived to work to narrow those groups.
  - (b) Perfectly Placed – acknowledged that Darlington had many strengths due to its location and strived to maximise the economic benefits of this in its plans.
11. The SCS was last refreshed in 2014 but has not been reviewed since. Although it is fair to say the overall aims of the two priorities remain very much engrained within the Council it not be the case in other public sector organisations as time has moved on.
12. Following changes in direction from a new government in 2010, the statutory requirement to have an LSP and SCS ceased. Darlington decided to continue with its approach on a voluntary basis, however the partnership lost any legal status and became a coalition with moral rather than legal oversight of activities within the Borough.
13. In the following years, the reductions to public sector funding led to the reduction of support for the DP leading to a review which removed all the themed groups and retained the DP board only.

14. Since the review, the DP has changed focus where originally as an LSP it set overall vision and strategy it has focussed more on delivering solutions to challenges identified by partners such as :-
  - (a) Foundation for Jobs
  - (b) Good Friends
  - (c) Darlington Cares
  - (d) A campaign for awareness of mental health in the Workplace
  - (e) A campaign to raise the awareness of Domestic Violence with employers
  - (f) Fairer Richer Darlington Programme aimed at tackling the short, medium, and long-term impacts and causes of poverty.
  - (g) The Bread and Butter Thing.
15. It is fair to say that a lot of the work has been done outside the Board and delivered by the Director of the Partnership and partners. The Director has been the driving force in delivering the many projects.
16. The DP Board met bi-monthly for approximately 2 hours between 12 noon and 2pm despite the good work achieved, discussions with the vast majority of partners revealed a general feeling that the Board itself is not where work gets done and although a useful networking opportunity it is generally felt that a new approach was required to partnering to deliver success for Darlington.
17. To this end, a meeting of the public sector funders of the partnership was arranged to discuss and develop a new proposal which is set out in the following part of this report.

## **Proposal**

18. As the legal requirement and status of an LSP has ceased, the public sector partners were clear that Darlington Borough Council has the democratic mandate to set policy for the Borough in consultation with partners and the public. It was therefore suggested that the pretty much redundant SCS is stood down and that the Council fills that void by providing leadership to the Borough via its Council Plan – Delivering Success for Darlington (DSFD). Partner agencies would seek where possible to take a lead from the plan and align their plans where appropriate.
19. A Darlington Public Sector Executive Group (PSEG) to be established including senior officers from key public sector bodies with the purpose of co-ordinating efforts to Deliver Success for Darlington. The key aims would be to :-
  - (a) Gain a common understanding of the issues facing Darlington
  - (b) Collective 'horizon scanning'
  - (c) Maximise the benefits of the public sector resources

- (d) Review and plan initiatives to deliver success
  - (e) To advise their own Governance on issues raised at the partnership and seek approval from them where appropriate
  - (f) To work and support the private and voluntary sector to deliver programmes and projects to deliver success for Darlington.
  - (g) To act as the Programme Board for key initiatives.
20. The group would meet regularly and would include the following or their representatives:-
- (a) Chief Executive, DBC
  - (b) Chief Operating Officer CCG
  - (c) Chief Constable
  - (d) Chief Fire Officer
  - (e) Director of Teesside University
  - (f) Chief Executive of Durham & Darlington Health Trust
  - (g) Principal of Darlington College
  - (h) Chief Executive of the Police Victim and Crime Commissioners office.
21. Other relevant officers may well attend as necessary.
22. The Group initially would support/oversee the following delivery projects/organisations with more to follow :-
- (a) Darlington Cares
  - (b) Bread and Butter Thing
  - (c) Northgate Initiative
  - (d) Community Wealth Building
23. The group will be supported by the Director of the Darlington Partnership who will act as programme/project lead for many of the initiatives together with support from the Council's Policy & Performance Manager in respect of evidence and policy matters. Partners would continue to financially support PSEG as they do the Darlington Partnership and lend their support as needed.
24. As outlined in the aims above the group will work with the private sector engaging through existing, issues focused forums such as the Towns Fund Board and Darlington Cares.
25. The Board would also look to work with the voluntary sector to ensure they are aware of emerging challenges and opportunities.

### **Legal and Constitutional Implications**

26. The SCS was previously adopted by the Council as part of the documents that comprise the Council's policy framework. The legal requirement for Council's to adopt a SCS was repealed by the Deregulation Act 2015 [ S.100(2)(c) ] and whether council's continue to have an SCS is a matter of local discretion. Agreement to remove a policy framework strategy will require this to be considered by Cabinet and then Council, who will need to approve any change of approach.

27. Should the SCS cease to be used, reference to it as a document forming part of the policy framework will need to be removed from the constitution and consequential amendments made as necessary to reflect this change.

**CABINET  
1 JUNE 2021**

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**REPRESENTATION ON OTHER BODIES 2020/21**

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**Responsible Cabinet Member  
Councillor Heather Scott, Leader of the Council**

**Responsible Director  
Ian Williams, Chief Executive**

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**SUMMARY REPORT**

**Purpose of the Report**

1. To consider this Council's representation on other bodies for the 2021/22 Municipal Year, to which Cabinet appoints.

**Recommendation**

2. It is recommended that the appointments to the other bodies, as detailed in paragraph 6 of the main report, for the 2021/22 Municipal Year, be approved

**Reasons**

3. The recommendation is supported to comply with the nominations received from the Political Groups.

**Ian Williams  
Chief Executive**

**Background Papers**

No background papers were used in the preparation of this report.

Lynne Wood : Extension 5803

S17 Crime and Disorder	The report contributes to the prevention of crime and disorder, in a number of ways, through the involvement of local elected representatives in a number of outside bodies.
Health and Well Being	The appointment of local elected representatives to various outside bodies will enable the health and well-being of the people of the Borough to be highlighted through the work, policies and decisions of those bodies.
Carbon Impact and Climate Change	The appointment of local elected representatives to a range of key local and national bodies, will enable carbon impact and climate change to be considered in the development of policies and other decisions through those bodies.
Diversity	The report contributes to diversity in a number of ways through the involvement of local elected representatives on a range of key local and national bodies, and the development of policies and other decisions through those bodies.
Wards Affected	This report does not immediately affect any wards within the Borough.
Groups Affected	This report does not have any impact on any particular parts of the community.
Budget and Policy Framework	This report does not recommend a change to the Council's budget or policy framework.
Key Decision	This is a not a key decision.
Urgent Decision	This is not an urgent decision.
One Darlington: Perfectly Placed	The report contributes to the delivery of the objectives of the community strategy in a number of ways through the involvement of local elected representatives on a range of key local and national bodies, and the development of policies and other decisions through those bodies.
Efficiency	There are no direct efficiencies to the Council from the information contained within this report. There is cost to the Council in attendance to meetings of bodies outside Darlington.
Impact on Looked After Children and Care Leavers	This report has no impact on Looked After Children or Care Leavers.

## MAIN REPORT

### Information and Analysis

4. Listed below are details of nominations made to other bodies which have, for ease of reference, been listed in alphabetical order.
5. In accordance with this Council's Constitution, a number of appointments will / have been made by Annual Council, and listed below are those appointments to be made by Cabinet.
6. The details show nominations received from the Conservative, Labour, Liberal Democrat and Independent Groups for the 2021/22 Municipal Year.

<b>Name of Body or Organisation</b>	<b>Conservative and Independent Group Nomination(s)</b>	<b>Labour, Liberal Democrat and Green Nomination(s)</b>
Association of Rail North Partnership Authorities		
Rail North Ltd.	Councillor Mrs H Scott (Leader of the Council)	
Transport for the North	Councillor Mrs H Scott (Leader of the Council)	
North East Rail Management Unit	Councillor Mrs H Scott Leader of the Council)	
Community Library (Cockerton) Limited		Councillor Cossins (Cockerton Ward Member)
County Durham and Darlington Foundation Trust – Board of Governors	Councillor Tostevin	-
Creative Darlington	Councillor Keir (Cabinet Member with Local Services Portfolio) and (Chair of Communities and Local Services Scrutiny Committee as named substitute)	
Crown Street Library Trustee Board	Councillor Mrs H Scott (Leader of the Council)	
Darlington Cares	Councillor K Nicholson	
Darlington Railway Museum Trust	Councillor Keir (Cabinet Member with Local Services Portfolio)	-

<b>Name of Body or Organisation</b>	<b>Conservative and Independent Group Nomination(s)</b>	<b>Labour, Liberal Democrat and Green Nomination(s)</b>
Darlington Town Centre Deal Board	Councillor Mrs H Scott (Leader of the Council)	
Durham County Pension Fund Committee	Councillor Johnson (Cabinet Member with Resources Portfolio) and Chair of Economy and Resources Scrutiny Committee	-
Family Help Organisation		Councillors Curry, Crumbie and Newall
Fostering Panel		Councillor Layton
Maidendale Nature and Fishing Reserve (Associate Member)	Councillor Tait (Ward Member)	
North East Ambulance Service	Councillor K Nicholson (Chair of Health and Well Being Board)	
North East Child Poverty Commission	Councillor Clarke (Cabinet Member with Children and Young People Portfolio)	
North East Regional Employers Organisation	Councillor Johnson (Cabinet Member with Resources Portfolio), Chair of Economy and Resources Scrutiny Committee and Vice Chair of Economy and Resources Scrutiny Committee	-
Executive Committee	Councillor Johnson (Cabinet Member with Resources Portfolio)	-
North East Strategic Migration Partnership	Councillor Clarke (Cabinet Member with the Children and Young People Portfolio) (Councillor Mrs H Scott (Leader of the Council as named substitute))	-
Northern Housing Consortium	Councillor K Nicholson (Cabinet Member with Health and Housing Portfolio)	-



<b>Name of Body or Organisation</b>	<b>Conservative and Independent Group Nomination(s)</b>	<b>Labour, Liberal Democrat and Green Nomination(s)</b>
Northumbrian Regional Flood and Coastal Committee		Councillor Snedker
Poor Moor Fund/Charity	Councillor Marshall (Cabinet Member with Economy Portfolio)	
RELATE North East		Councillors Curry and Layton
Teesside International Airport Limited - Board	Councillor Mrs D Jones (to be appointed as Director) (Councillor Culley as named substitute Director)	-
Teesside International Airport Limited - Consultative Committee	Councillor Keir (Cabinet Member with Local Services Portfolio)	-
Tees Valley Local Access Forum	Chair of Communities and Local Services Scrutiny Committee	-
Tidy North Regional Consultative Committee	Councillor Keir (Cabinet Member with Local Services Portfolio)	-

### **Outcome of Consultation**

7. No consultation, other than with the political groups, was undertaken on the contents of this report.

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**CCCABINET  
1 JUNE 2021**

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## **CORPORATE REBRAND**

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**Responsible Cabinet Member  
Councillor Jonathan Dulston, Stronger Communities Portfolio**

**Responsible Director  
Chief Officers Executive**

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## **SUMMARY REPORT**

### **Purpose of the Report**

1. To seek Cabinet approval to use a simplified version of the existing Darlington Borough Council crest as the primary logo for the council, and in doing so cease using the current logo and gradually remove it from all digital and printed materials, and council assets.
2. To seek cabinet approval to enhance the crest and area around it on the external council chamber wall in order to complement the considerable transformation and attractive lighting investments that can be seen elsewhere across the town such as the Hippodrome, DL1, Feethams offices, and the forthcoming enhancements to the Victorian Market.

### **Summary**

3. The Council Plan sets out the priorities and objectives for the Council and as part of that progressive agenda Cabinet wishes to modernise and demonstrate transformational changes. Symbolically, a change to the council's logo and broader identity will help to project this message. This will be achieved through the decommissioning of the current logo and replacing it with a refreshed version of the Darlington Borough Council crest.
4. A single colour version of the crest will be used for council related business, allowing the full colour version to continue to be used by the Mayor's office, enabling a clear distinction between the two functions.
5. The town centre has undergone considerable transformation with significant capital investment being undertaken. These include the Vue Cinema and Premier Inn development, the riverside area with DFE, our own Feethams office that is likely to be occupied this year, all with good public realm and attractive lighting. Refurbishment of the Victorian Market and with further public realm and lighting investments made elsewhere with the Towns Fund programme it is important that we consider how our asset looks alongside these. It is in this respect that the Town Hall signage including on the chamber wall is in need of an appropriate upgrade to reflect, and be consistent and complementary with nearby buildings.

6. Fundamental to this change is to keep implementation costs to a minimum. Using the established crest avoids many of the costs associated with a full council rebrand. Application of the crest will be managed by the corporate communications and marketing team, supported by Xentrall design and print. Conversion to the new logo will, in the main, be achieved incrementally. Some additional costs have been identified but for the vast majority of council assets, no additional costs will be incurred as replacement of the logo will happen gradually as assets are updated as part of scheduled works or they are replaced due to reaching the end of their functional life.
7. A campaign will be implemented to raise public awareness of the change and ensure the council and council services continue to be recognised and importantly trusted by residents, business owners, and other services users.

### **Recommendation**

8. It is recommended that :-
  - (a) Cabinet approves the decommissioning of the current logo and the incremental implementation of the existing Darlington Borough Council crest as the new logo in its place.
  - (b) Cabinet approves works to Town Hall signage and the external council chamber wall.

### **Reasons**

9. The recommendations are supported by the following reasons :-
  - (a) The new logo will provide a visible and symbolic signal to residents and other stakeholders that the council is undergoing change and is part of its progressive transformative agenda, delivering against the recently approved Council Plan.
  - (b) Enhancements to the Town Hall signage and external council chamber wall will complement the significant capital investment being undertaken to transform other nearby buildings in the town centre.

### **Chief Officers Executive**

### **Background Papers**

No background papers were used in the preparation of this report.

Neil Bowerbank : Extension x4052

S17 Crime and Disorder	This decision will not have an impact on crime and disorder.
Health and Wellbeing	This decision will not have an impact on health and wellbeing.
Carbon Impact and Climate Change	This decision may have a small carbon impact which is currently being quantified.
Diversity	This decision will not have an impact on diversity.
Wards Affected	This decision will not affect any wards
Groups Affected	Three groups have been identified (detailed in the report).
Budget and Policy Framework	There is no impact on the Budget or Policy Framework
Key Decision	This is not a key decision.
Urgent Decision	This is not an urgent decision.
One Darlington: Perfectly Placed	No direct impacts.
Efficiency	No direct impacts.
Impact on Looked After Children and Care Leavers	This report has no impact on Looked After Children or Care Leavers.

## MAIN REPORT

### Information and Analysis

10. The Council Plan sets out the priorities and objectives for the Council and as part of that progressive agenda Cabinet wishes to modernise and demonstrate transformational changes. Symbolically, a change to the council's logo and broader identity will help to project this message. This will be achieved through the decommissioning of the current logo and replacing it with a refreshed version of the Darlington Borough Council crest.
11. Using in-house skills and resources, a number of design options were considered for the replacement of the current logo. A member led working group felt that simplifying the current council crest would best achieve the desired outcome.
12. A single colour version of the crest (see **APPENDIX 1**) will be used for council business, allowing the full colour version to continue to be used by the Mayor's office, enabling a clear distinction between the two functions.
13. For the significant majority of cases the refreshed logo will be rolled out incrementally when items carrying the logo are renewed as part of a planned programme of work or are replaced as they reach the end of their functional life. While some applications of the logo are yet to be identified, **APPENDIX 2** provides an overview of the implementation timeframe.
14. The town centre has undergone considerable transformation with significant capital investment being undertaken. These include the Vue Cinema and Premier Inn development, the riverside area with DFE, our own Feethams Office that is likely to be occupied this year, all with good public realm and attractive lighting. Refurbishment of the Victorian Market and with further public realm and lighting

investments made elsewhere with the Towns Fund programme it is important that we consider how our asset looks alongside these. It is in this respect that the Town Hall signage on the chamber wall is in need of appropriate upgrade to reflect and be consistent and complimentary with nearby buildings.

### **Financial Implications**

15. Fundamental to this change is to keep implementation costs to a minimum. Using the established crest avoids many of the costs associated with a council rebrand. Application of the crest will be managed by the corporate communications and marketing team, supported by Xentrall design and print. Conversion to the new logo will, in the main, be achieved incrementally. Some additional costs have been identified but for the vast majority of council assets, no additional costs will be incurred as replacement of the logo will happen gradually as assets are updated as part of scheduled works or they are replaced due to reaching the end of their functional life.
16. Using a single colour version of the crest will help to keep design and print costs down. A black and white version will be available for high volume print runs which will further help keep printing costs to a minimum and allow print runs to be completed quickly.
17. An enhancement to an exterior council chamber wall (facing the market square) has been identified as an upfront cost as part of the implementation. This is estimated to be £20k and will be managed through the Corporate Landlord budget. More accurate costs will be confirmed once the technical assessments have been completed. The enhancement will complement the previous investments and be consistent with future plans to use lighting to enhance the town centre. An artist's impression of the chamber wall can be seen in **APPENDIX 3**.

### **Estates & Property Advice**

18. Work is underway to determine what is required to achieve the desired enhancements to the exterior council chamber wall (facing the market square). Estimated costs are referenced in the financial implications section of this report. Planning permission is required for this development.

### **Procurement Advice**

19. Procurement of any services to support the implementation of the new logo will be through the established corporate procedures.

### **Equalities Considerations**

20. A campaign will be implemented to raise public awareness of the change and ensure the council and council services continue to be recognised and trusted by residents, business owners, and services users. The primary routes to achieve this will be through the One Darlington magazine, social media, the corporate website, visual changes on marketing materials, use of a billboard adjacent to the Feethams roundabout, and over time, a refresh of signage on council buildings and other assets.

21. An equality impact assessment screening exercise has identified a number of groups potentially requiring supplementary information or support to understand the brand change. These groups include (1) people whose first language is not English, (2) some people with a learning disability, and (3) some people with a visual impairment. Targeted activities will be carried out to help address the challenges people in these groups may encounter.

### **Consultation**

22. There has been no consultation on this proposal.

## APPENDIX 1

Landscape and portrait versions of the new Darlington Borough Council logo.



The full colour version of the crest used by the Mayor's office will remain unchanged.





## APPENDIX 2

The timetable for the incremental roll out the new logo is detailed in the following table.

<b>Phase 1</b> <i>Immediately following Cabinet approval</i>	<b>Phase 2</b> <i>Within 12 months</i>	<b>Phase 3</b> <i>Assets will be updated as part of scheduled works or when they are replaced due to reaching the end of their functional life.</i>
<ul style="list-style-type: none"> <li>▪ Town hall entrance signage</li> <li>▪ Digital public facing assets such as                             <ul style="list-style-type: none"> <li>○ corporate website</li> <li>○ social media profiles</li> <li>○ email banners</li> <li>○ correspondence templates</li> <li>○ report templates</li> <li>○ presentation templates</li> </ul> </li> <li>▪ Billboard next to Feethams roundabout</li> <li>▪ Digital internal assets such as                             <ul style="list-style-type: none"> <li>○ Intranet</li> <li>○ PC desktop backgrounds</li> <li>○ MS Teams backgrounds</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Crest on exterior council chamber wall</li> <li>▪ New* printed materials</li> <li>▪ New* marketing materials</li> <li>▪ New* multimedia / digital materials</li> <li>▪ Council sub brands</li> <li>▪ Identity cards for new employees or when employee details change</li> </ul> <p>*Only when new materials are required.</p>	<p>Examples include</p> <ul style="list-style-type: none"> <li>▪ Council vehicles</li> <li>▪ Uniforms / clothing</li> <li>▪ Signage in and around other council buildings.</li> <li>▪ Boundary and village signage</li> <li>▪ Bins (residential and public)</li> <li>▪ Identify cards (such as library and leisure)</li> <li>▪ Car park signage</li> <li>▪ Street furniture and other realm assets</li> <li>▪ Other council owned or commissioned websites and online systems</li> </ul>

### APPENDIX 3

Current representation of council chamber exterior wall.



Artist impression of the refreshed council chamber exterior wall.



**CABINET  
1 JUNE 2021**

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## **ACQUISITION OF LAND AT SNIPE LANE, DARLINGTON**

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**Responsible Cabinet Member –  
Councillor Charles Johnson, Resources Portfolio**

**Responsible Director –  
Ian Williams, Chief Executive**

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### **SUMMARY REPORT**

#### **Purpose of the Report**

1. The purpose of this report is to seek Cabinet approval to acquire 2.27 acres of grazing land at Snipe Lane (shown hatched on the plan at **Appendix 1**) for future residential development and to give the Chief Executive the delegated authority to negotiate and acquire any other adjacent plots of land considered suitable for future development.

#### **Summary**

2. In March 2018 Cabinet approved the acquisition of land from Darlington Farmers Auction Mart (DFAM) adjacent to Snipe Lane for development to provide 450 new homes, including 300 affordable homes and, in September 2020 the establishment of a JVC to deliver infrastructure and to deliver and sell houses.
3. In April 2020 the Leader of the Council, at an Executive Decision Session, approved the use of a CPO to acquire part of Snipe Lane itself which is in unknown ownership and required to guarantee access to the proposed development.
4. A number of plots of land are accessed from Snipe Lane as well as the Council's land.
5. In February 2021 cabinet authorised the acquisition of 11.16 acres of land from two separate owners of plots accessed from Snipe Lane for future development and in order to secure withdrawal of objections to the Snipe Lane CPO . These sales were subsequently completed on terms approved by Cabinet.
6. In further informal negotiations the owners of 2.27 acres of grazing land have also now agreed to sell their land to the Council.
7. The provisionally agreed terms are set out in **Appendix 2** to be considered as a **Part III** to this report.

## **Recommendations**

8. It is recommended that:
- (a) Cabinet approve the acquisition of land on the terms set out in Appendix 2 Part III of this report, and;
  - (b) The Assistant Director for Law and Governance be authorised to complete the transfers of land accordingly, and;
  - (c) The Chief Executive be given delegated approval to negotiate terms and acquire any remaining plots of grazing land accessed from Snipe Lane north of the A66 and considered suitable for future development. Terms to be reported on the schedule of transactions.

## **Reasons**

9. The recommendations are supported by the following reasons:
- (a) To secure land for future residential development, and;
  - (b) To give the Council control of a large area of land for future residential development..

**Ian Williams**  
**Chief Executive**

## **Background Papers**

No background papers were used in the preparation of this report

Guy Metcalfe – Ext 6725

S17 Crime and Disorder	The report has no implications for crime and disorder
Health and Wellbeing	The report has no implications for health and wellbeing
Carbon Impact and Climate Change	The report has no implications for sustainability
Diversity	No implications
Wards Affected	Hurworth
Groups Affected	None
Budget and Policy Framework	The resolutions in this report are not likely to result in changes to the budget framework.
Key Decision	No
Urgent Decision	No
One Darlington: Perfectly Placed	There are no issues adversely affecting the Community Strategy
Efficiency	The workload resulting from the recommendations in this report assumes resources at existing levels.
Impact on Looked After Children and Care Leavers	N/A

## MAIN REPORT

### Information and Analysis

10. In March 2018 Cabinet approved the acquisition of land from DFAM adjacent to Neasham Road and either side of Snipe Lane for residential development. The development aims to provide 449 new homes, made up of 155 private sale houses, 150 new affordable Council Houses to be built by the Council and 144 affordable homes in a future phase to be built by a registered social housing provider or the Council.
11. In September 2020 Cabinet approved the establishment of a Joint Venture Company (JVC) between Esh Homes Ltd and the Council to deliver infrastructure and to deliver and sell houses.
12. In April 2020 the Leader of the Council, at an Executive Decision Session, approved the use of a CPO to acquire part of Snipe Lane itself which is in unknown ownership and is required to be able to adopted as public highway. The Council subsequently made and published the Darlington Borough Council (Snipe Lane) CPO 2020 in August 2020.
13. In February 2021 Cabinet authorised the acquisition of 11.16 acres of grazing land at the northern end of Snipe Lane from two owners in order to both control future residential development land and to secure withdrawal of their objections to allow the Snipe Lane CPO to be confirmed at an early date. These acquisitions were duly completed on the terms authorised by Cabinet and whilst the CPO has not yet been confirmed by the Secretary of State all objections have been withdrawn and confirmation is anticipated in the next few weeks.

14. The Council now owns most land accessed from Snipe Lane and bounded by the A66, Neasham Road, Railway Cottages and the East Coast Mainline. The Council's ownership is shown shaded grey on the plan at Appendix 1 with an overlay of the current proposed development referred to in para 10 above. The only land not owned by the Council is a 2.27 acre plot of grazing land shown hatched on the plan, a further 2.8 acres of land and house occupied as a small-holding and Snipe Lane which is in unknown ownership (part of which is subject to the CPO).
15. In informal negotiations with the owners of the 2.27 acre plot of land they have now agreed to sell their land to the Council. This land is included in the yet to be confirmed Local Plan as future residential development land and will be available for development in the medium to long term.

### **Proposed Terms**

16. The provisionally agreed terms are set out in Appendix 2 to be considered as a Part III to this report.

### **Valuation Comment**

17. It is considered that the price provisionally agreed for the acquisition of the 2.27 acres of land represents best value and is the same, pro-rata, as paid for the 11.16 acres approved in February.

### **Finance Comment**

18. The acquisition price detailed in Appendix 2 Part III will be funded from the Economic Growth Investment Fund.

### **Planning Comment**

19. There are no unresolvable planning issues associated with this transaction.



DARLINGTON BOROUGH COUNCIL  
 ECONOMIC GROWTH GROUP  
 ESTATES & PROPERTY,  
 TOWN HALL, FEETHAMS,  
 DARLINGTON,  
 Co. DURHAM, DL1 5QT

Project Title: **LAND ADJACENT SNIPE LANE / RAILWAY COTTAGES**

Drawing Title:

Scale: **1 : 3750**  
 Date: **29/04/21**  
 Drawn: **RMH**

Ref: **AT A4**  
 Area:

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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