

ECONOMY AND RESOURCES SCRUTINY COMMITTEE
22ND JUNE 2021

CORPORATE REBRAND

Purpose of Report

1. We have requested a call-in of Cabinet's decision in relation to the Corporate Rebrand (Minute C10(2)/Jun/21). The reasons we have requested the call-in is to determine details omitted from the Cabinet report :-
 - To understand the full costs of rebrand – both preparatory work and implementation of stage 1 and 2 of the rebrand
 - To understand the likely duration and costs of stage 3
 - To be given details of the intended colour palette
2. We would like to discuss these issues with the relevant Cabinet Member, relevant Director and Head of Service

Councillors Harker, L Hughes and McEwan