

NEWRY, MOURNE & DOWN DISTRICT COUNCIL

Ref: NMD/GC/8

**Minutes of the Meeting of Newry, Mourne and Down District Council
Governance Committee held on Tuesday 13 January 2015 at 6.00pm in the
Mourne Room, Downshire Civic Centre, Downpatrick**

In attendance:

(Councillors)

Councillor N Bailie
Councillor S Burns
Councillor M Carr (Chairperson)
Councillor P Clarke
Councillor G Craig
Councillor L Devlin
Councillor G Donnelly
Councillor S Ennis
Councillor G Fitzpatrick
Councillor V Harte
Councillor H Harvey
Councillor L Kimmins
Councillor K McAteer
Councillor C McGrath
Councillor H McKee
Councillor O'Muirí
Councillor H Reilly
Councillor M Ruane
Councillor G Stokes
Councillor JJ Tinnelly

Also in attendance:

Councillor T Andrews
Councillor K Loughran
Councillor W Walker

(Officials)

Mr L Hannaway, Chief Executive Designate
Mr J McBride, Change Manager
Mr R Dowey, Head of Finance
Mrs C Miskelly, Head of Human Resources
Mrs E McParland, Democratic Services Manager
Mrs R Mackin, Assistant Director of Administration
(Equality)
Ms V Keegan, Marketing Manager
Mrs D Starkey, Committee Administrator

Also in attendance:

Mr R Moore, Deloitte
Mr R McCullough, McCadden, Brand Consultants

GC/83/2015: APOLOGIES & CHAIRMAN'S REMARKS

There were no apologies received.

The Chairman advised that he had spoken with the Chief Executive regarding the style of reports and minutes being presented to Council as his view was there was a need for the use of plain English.

The Chairman advised item 14: Local Convergence Health Check would be taken as the next item to accommodate Mr Moore from Deloitte who was going to deliver a presentation.

Item 14 was taken at this point of the meeting.

GC/84/2015: LOCAL CONVERGENCE HEALTH CHECK

NOTED: Mr R Moore, Deloitte provided an update regarding a review of the local change programme and state of readiness of Newry, Mourne and Down Council that had been commissioned by the Shadow Council. A draft report had been issued on 12 January 2015.

Mr Moore reported that the overall rating of the review was green, with delivery in terms of time, cost and quality being rated as highly likely and with no outstanding issues identified.

A number of recommendations to assist Council with transition and longer term planning were outlined under three bands – critical, essential and desirable. It was reported there were no critical recommendations for implementation, 7 essential recommendations (for implementation in advance of April 2015) and 9 desirable recommendations (for longer term planning). Full details of these are provided within the report.

Mr Moore commented that Council was now within the critical period of transition with less than 3 months to go and whilst the review indicated green, Council should not be complacent and must ensure a review of contingency plans was undertaken.

AGREED: It was agreed to note the update provided by Mr Moore, Deloitte.

The report from Deloitte on the Local Convergence Health Check to be presented to the Governance Committee on 10 February 2015.

GC/85/2015: DECLARATIONS OF INTERESTS

There were no declarations in interest.

GC/86/2015: OPTIONS FOR NEW CORPORATE BRANDING

NOTED: Presentation delivered by Mr R McCullough, McCadden on options regarding the wording for the new identity for Council. **(Attached at appendix 1).**

Mr McCullough advised Members that following agreement of the new Council name as Newry, Mourne and Down he wanted to get some steer on key principles for corporate branding including the following:

- Whether or not the 'District Council' part of the name could be a smaller element to allow more emphasis on the main part of the name.
- When illustrated vertically and horizontally that 'District Council' is placed underneath as it was visually more appealing.
- Consideration is given to dropping the 'and' to make it visually more appealing.
- The option of using the initials 'NMD', as opposed to the full name.

Councillor Donnelly stated she felt the new name was not fully inclusive and as a result, understandably, there was a lot of disappointment and disquiet in the Slieve Gullion area, the area which she represents. She added that the South Armagh Chamber of Commerce and others were appealing against the decision. In the event that this was not be successful, and she hoped that it would be, Councillor Donnelly asked if it would be possible to incorporate Slievegullion in the branding process, as a strap line - and prominently.

Councillor Walker said the Council should not be revisiting the issue of the name of the Council again. He said there were other areas, such as Rowallane, that could also say they were not referred to in the name the Council had decided upon.

Councillor Ó'Muirí stressed the importance of the Irish version of the name being grammatically correct as, he said, this was not the case on the visuals presented to the meeting.

Mr McCullough agreed it was important to make reference to destination products and he said that Slieve Gullion and other areas could be added to support lines and text.

The Chief Executive asked that at the next presentation, when designs and logos were being presented, that McCadden demonstrate how straplines would work with examples of letterheads and signage etc.

During discussion a number of Members raised concerns regarding the accuracy of the name in Irish, the positioning of the name in Irish and whether 'District Council' in Irish could be placed under the name.

The Chairman stated the abbreviation NMD could be included however it was unlikely from feedback at the meeting that it would be considered as an option.

AGREED: **The Chief Executive agreed to examine the bi-lingualism policy in relation to the Council name. It was agreed the Corporate Branding Sub-Committee would consider branding options to be prepared by McCadden, with a further presentation to be delivered by McCadden on these options at the next Council Meeting to be held on 3 February 2015.**

GC/87/2015: **REPORT OF THE COPORATE BRANDING SUB COMMITTEE MEETING HELD ON 18 DECEMBER 2014**

Read: Report of the Corporate Branding Sub Committee Meeting held on 18 December 2014. **(Copy circulated)**

NOTED: Councillor Carr stated he had issues with the accuracy of the report and said he was questioning why the discussion and deliberations that took place at the Corporate Branding Sub Committee meeting on 18 December 2014 were not included in the report of the meeting.

Councillor Carr said reference had been made at the meeting to inviting the Chair and Vice Chair of the Governance Committee to the meeting and to the retention of Newry, Mourne and Down as a default option for the name of the Council, and to a voting methodology being agreed in that the least favourite name would be eliminated first. He said reference had also been made to a champion being used for each of the proposed names when they were being presented at the Shadow Council Meeting. He asked that the minutes be expanded to include the discussion.

Councillor Carr asked that the minutes be expanded to include the discussion.

Councillors Ennis and Ó'Muirí said they did not agree with the minutes being amended to include the discussion referred to by Councillor Carr.

Mr Hannaway stressed that the inclusion of the additional discussion in the minute, did not change the recommendations arising out of the meeting.

Councillor Carr PROPOSED and Councillor McKee SECONDED that the minutes of Branding Sub Committee meeting of 18 December 2014 be amended to reflect the discussion that took place at the meeting.

The proposal was put to a vote and agreed by 4 votes to 2.

AGREED: **The Minutes were noted and it was AGREED on the PROPOSAL of Councillor Ennis, SECONDED by Councillor Ó'Muirí to approve the recommendations arising therefrom.**

GC/88/2015: **ACTION SHEET OF THE GOVERNANCE COMMITTEE MEETING HELD ON 9 DECEMBER 2014**

Read: Action Sheet arising from Governance Committee Meeting held on 9 December 2014. **(Copy circulated)**

NOTED: Mr Hannaway confirmed all actions were either completed or on-going.

AGREED: **It was agreed to mark the action sheet 'noted'.**

GC/89/2015: **SIGNAGE FOR NEW COUNCIL**

Read: Report dated 13 January 2015 from Mrs R Mackin on Signage Recommendations for the New Council for 1 April 2015. **(Copy circulated)**

NOTED: In response to queries raised Mrs Mackin clarified the following:

- Indications of costs for the rollout of Phase 1 signage replacement was in the region of £10,000. A further report would be brought back regarding Phase 2.
- Risks were that with the new name and branding there was a need to consolidate ratepayers, visitors and stakeholders. It was very important that the Corporate Branding process was adhered to with the new logo etc. being presented and used correctly.

- The boundary signs were the key signs to be removed in phase 1.

AGREED: At the request of Councillor Devlin the Chief Executive agreed to consider Newcastle as a priority area for corporate branding due the Irish Open taking place in May 2015.

AGREED: It was **AGREED** on the **PROPOSAL** of Councillor Ruane, **SECONDED** by Councillor P. Clarke to approve the report and recommendations as detailed below for the implementation of signage recommendations for new Council for 1 April 2015.

The locations where the new corporate identity should be presented on 1 April 2015 (Phase 1 of roll out) are:

- Main Headquarters in Newry and Downpatrick
- Main depot in Greenbank and Strangford Road

The other areas where the new corporate identity should be presented on 1 April 2015 are:

- Corporate Headed Paper /Templates (Chief Executive, Directors and Councillors)
- Website/ Social Media Channels
- Franking Machines
- Fax Machines
- Any publications being presented for public use eg A-Z Council services

Any new Council vehicles purchased before 1 April 2015 should carry the new brand.

All district signage to be removed during the weekend prior to 1 April 2015.

Phase 2 of the roll out from April – December 2015 would see the new corporate identity presented on the following locations:

- Boundaries of the new district
- Ballyward
- Town Halls, Arts Centres, Sports Centres and Museums
- Kilbroney Park, Slieve Gullion, Donard Park and Delmont Park
- Visitor Information Centres
- 3 End of Town locations in Newry

The new identity will also be presented on:

- Council Vehicles up to 7 years old
- Corporate Uniforms
- Corporate Stationery / Forms

- Council Gifts
- All Publications / advertisements/ exhibition stands/ posters.
- Point of Sale
- All signs

A more detailed report on Phase 2 to be presented to Council in April 2015.

GC/90/2015: LOCATION AND ACCOMMODATION ARRANGEMENTS

AGREED: It was **AGREED** on the **PROPOSAL** of Councillor Ruane, **SECONDED** by Councillor Fitzpatrick to discuss these items “In Committee” due to the staffing issues to be discussed. (Local Government Act NI, part 8, para (5), Schedule 6, part 1, para.3).

Read: Report dated 13 January 2015 from the Chief Executive on Location and Accommodation Arrangements. **(Copy circulated)**

AGREED: It was **AGREED** on the **PROPOSAL** of Councillor Fitzpatrick, **SECONDED** by Councillor Ruane to come “Out of Committee”.

AGREED: The Chief Executive reported the following had been agreed whilst “In Committee”:-

It was AGREED in the PROPOSAL of Councillor Reilly, SECONDED by Councillor Burns to approve the report and recommendations as presented regarding the location of the Committee meetings and consequently the location of Directors; and the Director of Strategy, Planning and Performance to include the responsibility of Deputy Chief Executive.

Councillor Craig left the meeting at this point – 7.25pm.

GC/91/2015: CORPORATE PLAN 2015-19

Read: Report dated 13 January 2015 presented by Mr J McBride providing an update report on the Corporate Plan (2015-19). **(Copy circulated)**

AGREED: It was agreed to mark the above report ‘noted’.

Councillor McGrath left the meeting at this point – 7.28pm.

GC/92/2015: TERMS OF REFERENCE FOR AGREED COMMITTEE STURCTURES

Read: Report dated 13 January 2015 from Mr J McBride/Mrs McParland outlining draft Terms of Reference for each of the four standing Committees(**Copy circulated**):

- Enterprise Regeneration and Tourism
- Active and Healthy Communities
- Regulatory and Technical Services
- Strategic Planning and Performance

AGREED: It was **AGREED** on the **PROPOSAL** of Councillor K. McAteer, **SECONDED** by Councillor Donnelly to approve the draft Terms of Reference for the four standing Committees as presented within the report.

GC/93/2015: PROVISION OF OFFICE FACILITIES TO POLITICAL GROUPINGS AND INDEPENDENT MEMBERS

Read: Report dated 7 January 2015 from the Chief Executive outlining arrangements for the allocation of office and related facilities to political parties and independent members from 1 April 2015. (**Copy circulated**)

AGREED: It was **AGREED** on the **PROPOSAL** of Councillor Devlin, **SECONDED** by Councillor Harvey to approve the report and recommendations as detailed below for the provision of office facilities to political parties and independent Members:

Rooms to be allocated to party groupings and independents within the Council Offices, Downshire Civic Centre as detailed:

- Meeting Room 4 - Sinn Fein
- Meeting Room 1 - SDLP
- Members Room 4 - DUP
- Members Room 2 - UUP
- Current Chairman's Parlour – Alliance, UKIP and independent members
- Chief Executive's office - new Chairman's Parlour

Each room to be provided with table, chairs, lockable cupboard, PC (if required by grouping – indications are that members may prefer to use ipads), printer and shredder.

The room will be for exclusive use of the grouping to which it has been allocated. It will not be available to any other users. Such a facility will provide a meeting room for the political parties and independents and also ensure that all Members have a base from which they can undertake the administrative work which the role of a Councillor entails. This should be particularly helpful to Councillors who have more than one meeting in Downpatrick on any particular day and need to remain in the Council building between meetings

Whilst a dedicated Officer will be allocated to assist the Chair/Vice Chair of Council in their civic role, it is not intended that administrative support in relation to constituency work will be provided to any Members.

GC/94/2015: SCHEDULE OF MEETINGS

Read: Report dated 5 January 2015 from the Chief Executive on a proposed timetable for the scheduling of Council, Committee and other meetings for the year commencing 1 April 2015. **(Copy circulated)**

NOTED: Mrs McParland pointed out the schedule of Committee and Council meetings would be reviewed towards the end of year one, following which a proposed timetable be put in place for the remaining 3 years of the Council term.

AGREED: It was **AGREED** on the **PROPOSAL** of Councillor Stokes, **SECONDED** by Councillor Donnelly to approve the **Schedule of Meetings** for the period **1 April 2015 to 31 March 2016**, with an amendment to change meetings scheduled over the Easter period in April 2015.

GC/95/2015 CONSULTATION: DRAFT LOCAL GOVERNMENT (PERFORMANCE INDICATORS & STANDARDS) ORDER

Read: Correspondence dated 23 December 2014 from Local Government Policy Division regarding the Draft Local Government (Performance Indicators & Standards) Order (Northern Ireland) 2015. **(Copy circulated)**

NOTED: Mr McBride advised a detailed response in relation to the above consultation paper would be tabled at the Governance Committee Meeting on 10 February 2015.

AGREED: It was agreed to mark the above report 'noted'.

GC/96/2015: **LOCAL GOVERNMENT REFORM PROGRAMME – UPDATE REPORT**

Read: Report dated 9 December 2014 from Mr J McBride on Local Government Reform Programme – Update Report. **(Copy circulated)**

AGREED: **It was AGREED to mark the above report ‘noted’.**

There being no further business the Meeting ended at 7.35pm.

For consideration at the Shadow Council Meeting to be held on Tuesday 3 February 2015.

Signed: **Councillor M Carr
(Chairperson)**

Signed: **Mr L Hannaway
(Chief Executive Designate)**

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Much better. We formulate propositions, we
adopt positions, we engage with stakeholders,
we create experiences, we excite audiences,
we build brands.*

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