

Report of:	Chief Executive
Contact Officer:	Kate McBey
Telephone No:	01543 464270
Portfolio Leader:	Corporate Improvement
Key Decision:	No
Report Track:	Cabinet: 23/10/14

CABINET
23 OCTOBER 2014
USE OF COUNCIL CREST ON THIRD PARTY PUBLICATIONS

1 Purpose of Report

- 1.1 To inform Cabinet about the use of the Council Crest by The Chronicle newspaper.

2 Recommendations

- 2.1 That Cabinet grants permission for The Chronicle to use the current Council Crest on the front of its publications.
- 2.2 That Cabinet agrees on an approach for future requests of this nature.
- 2.3 That the Communications Team maintain a log of permissions and monitor brand usage; where Council branding is being used fraudulently or in conflict with the Brand Guidelines, necessary actions would be taken to address the issue and mitigate the impact of the misuse.

3 Key Issues and Reasons for Recommendation

- 3.1 The Chronicle currently uses the former Cannock Urban District Council Crest on the front header of its weekly newspaper.
- 3.2 The Chronicle sought permission from the former Council to use this Crest a number of years ago. Due to the time period elapsed and a number of changes in personnel, no record of this agreement can be found.
- 3.3 This Crest is out of date and does not represent Cannock Chase District.
- 3.4 Other local Chronicle editions use local Crests on the headers of their publications apart from Walsall Chronicle, which doesn't display an image.

- 3.5 The Chronicle consistently uses the Crest image to reflect the history of the local area.
- 3.6 The current usage of the Crest is not in accordance with the Council's Branding Guidelines.
- 3.7 The use of the Council Crest by a third party is acceptable within the Code of Recommended Practice on Local Authority Publicity.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities as follows:

The Council's identity remains a strong factor in achieving its overall corporate objectives. This report contributes towards Transformation, ensuring the Council is communicating effectively and consistency with its customers.

5 Report Detail

- 5.1 The Council's Communications Team have been made aware that the local Chronicle newspaper is using the Council's Crest on the front header of its publication. However, it became clear this was not the current Crest, but the Cannock Urban District Council Crest.
- 5.2 The Chronicle has been informed that this Crest is out of date and does not reflect the Council's new brand guidelines. Therefore, they are now seeking permission to use the current Crest on future publications.
- 5.3 It is suggested that the full Council Crest is used rather than part as this will adhere to the brand guidelines and reflect the Council's corporate identity.
- 5.4 If permission is granted, the Communications Team will keep a register of permissions and monitor the usage of the Crest to ensure it is used consistently and appropriately.
- 5.5 The Crest is currently accessible online for any person/organisation to use. This 'permissions process' will allow the Communications Team to ensure the Crest is not being used fraudulently any third party publications.

6 Implications

6.1 Financial

None

6.2 Legal

None

6.3 Human Resources

None

6.4 Section 17 (Crime Prevention)

None

6.5 Human Rights Act

None

6.6 Data Protection

None

6.7 Risk Management

None

6.8 Equality & Diversity

None

6.9 Best Value

None

7 Appendices to the Report

Appendix 1 Front page of the Chronicle to show current use of Crest

Previous Consideration

Background Papers



GET TRENDY

Win pair of tickets to The Clothes Show



PAGE 23

ALL SQUARE

Pitmen and Guiseley share spoils



PAGE 92

Revenge attacker jail term suspended

A MAN who left an off-duty soldier with serious brain injuries in an apparent revenge attack has avoided an immediate jail term.

Mark Jones was attacked by Jonathan Kidd outside the Cannock Campus of South Staffordshire College, at The Green, on March 26. Kidd, aged 44, of Birch Avenue, Cannock, was then assaulted by the victim's father Robert Jones, Stafford crown court heard.

Kidd admitted inflicting grievous bodily harm and was sentenced to 19 months, suspended for two years because his mother is seriously ill. Kidd was also given a curfew for nine months and ordered to pay £1,000 costs and £100 surcharge.

Judge Simon Tonking said in 2010, Kidd had suffered grievous bodily harm at the hands of Mr Jones.

"This was not an act of revenge. Some might say vigilante justice was handed out to him," said Mr Lee Masters, defending Kidd.

Robert Jones, 54, of Boswell Road, Cannock, admitted assault causing actual bodily harm. He was given a two year community order with 100 hours of unpaid community work and a £60 surcharge to pay.

Mr Rob Perry, for Robert Jones, said: "He accepts he has gone way over the top."

Money taken in store raid

TWO men stole cash in a robbery at a Tesco, Rugeley.

Police have appealed for information following the raid at the Power Station Road store, at around 1.35am on Monday.

The offenders, described as white and in their early 20s, entered through fire exits and made off towards the town. They wore dark clothing and their hands and faces were covered.

Witnesses should ring DC Paul Whitehouse on 01785 234205 quoting incident 035 of September 15.

SCHOLARSHIPS IN STEPHEN'S LEGACY

Stadium site work to start next April

WORK will start next April to redevelop the former Cannock Stadium site and create a new multi-million pound sports complex.

A full-sized football pitch, five smaller pitches, allotments, children's play areas, outdoor gym and a community centre are all included in the scheme.

A feasibility study revealed phase one will cost Cannock Chase Council around £1,382,000.

Head of commissioning Mike Edmonds, said: "The estimated capital cost to deliver the facilities proposed in Phase 1 is £1,382,000. It is anticipated that some work on site can start in April 2015."

Also included in the redevelopment is a BMX and skateboard area, multi-use games area and a full-sized 3G sports pitch. There will be two car parks with 100 spaces and a trim trail with 15 stations along the main pathways. CCTV will cover the main car park and community centre.

The project is being funded using money agreed by Asda in return for building its store in Avon Road, Cannock nine years ago.

Cabinet members were today (Thursday) set to approve spending the cash on the development. A full planning application will be submitted later this year.

Drive to stop use of phones

FIVE lorry drivers have been caught by police in a crackdown on using mobile phones behind the wheel.

The two-week campaign has been launched by the Central Motorway Police Group.

It has been backed by grieving mother Lisa Thomas, whose daughter Laura, 20, was killed by a lorry driver who ploughed into her broken down car as he trailed the web on his handset.

Support - Page 15

Turkey and tinsel treat for elderly



Soph Robinson, left, and Rachel Millward, of M-unch, which is offering free Christmas dinners to pensioners working with Landywood District Voluntary Help Centre.

"We have been overwhelmed with the support we have had since opening the shop in February this year and wanted to give something back.

"We are aware that there are many local, elderly residents who will be on their own and who find it difficult to fend for themselves, so we decided to offer a free dinner, delivered to their door on Christmas Day.

"We have contacted the parish council for a list of residents who may benefit from this service and are also

working with Landywood District Voluntary Help Centre."

A booking system will be arranged.

"We're hoping the local residential homes will also make use of the facility that we will be running as a trial to see if we can develop the business further," Richard said.

M-unch employs four full-time and two part-time workers. They prepare and serve hot and cold food, traditional breakfasts, fresh baguettes and paninis.

By Marion Brennan

THE Teenage Cancer trust has created 50 postgraduate scholarships with money from Stephen Sutton's fund. The sum stands at nearly £5million.

The research scholarships at Coventry University will be named after the 19-year-old from Burntwood in recognition of his tireless campaigning on behalf of the trust.

Around £2.9m will be invested in developing the charity's units across seven cities in England and Scotland and a further £1.2m on training cancer nurses and support staff.

Stephen's mother said she was "immensely proud" of her son's achievements.

"Stephen was courageous and inspirational. His selfless fundraising and positive attitude touched people across the world and the huge outpouring of love and support he received in return was humbling," she said.

Difference

"This money will make a significant difference to other young people with cancer and that would have made Stephen very happy."

The former Chase Terrace Technology College pupil was diagnosed with bowel cancer at the age of 15. Before he died, in May, Stephen drew up a 46-item bucket list, including the aim of raising £10,000, and started a blog, Stephen's Story.

He ended up raising millions of pounds and won the hearts of thousands of supporters - including Prime Minister David Cameron and comedian Jason Manford. He was also awarded the MBE for his fundraising



Inspirational Stephen Sutton

efforts. In all, £4,961,352 raised in Stephen's name through donations and the charity has now set out its plans for the money.

Bosses said the Stephen Sutton scholarships were named after the teenager in recognition of his ambition to become a doctor.

Half a million will also be invested in digital information services for young cancer patients and £200,000 will be put towards travel costs for one of the charity's events, Find Your Sense of Tumour, where youngsters with cancer get together to learn about their conditions, make friends and share experiences.

Teenage Cancer Trust chief executive Siobhan Dunn said: "Stephen trusted us to spend the money well and this is reflected in our plans."

SUPER PRE WINTER SAVINGS ON GERMAN ELECTRIC HEATING

Simple plug-in installation, installed in a day, no installation upheaval

- Our radiators are an alternative to existing E7. Gas. Oil and LPG heating systems in homes, offices and conservatories.
- Start saving right away, prepare NOW!



Controls to suit your lifestyle, from the basic to state-of-the-art electronics

Simple Heating Solutions

NO MAINTENANCE EVER! | Email: info@simpleheating.net | Call Martin on: 01889 576732 | Get your FREE Info pack right away