

**SUPPLEMENTARY REPORT BY THE
CHAIRMAN OF THE STRATEGY AND RESOURCES COMMITTEE**

2. REVIEW OF ASPECTS OF EXTERNAL COMMUNICATION RR 10572

Officer responsible City Manager	Authors Sam Fisher/Jude Pani
Corporate Plan Output: External Communication	

The purpose of this report is to recommend a solution to better communicate the Council’s service delivery activities to the citizens of Christchurch. The recommendation is for a gradual implementation of a flexible Christchurch City Council logo adapted from the existing City’s logo. The “City That Shines” image will continue to be available for use by the people of Christchurch.

The recommended flexible logo system will be tabled at the Council meeting.

BACKGROUND

At its February meeting, the Strategy and Resources Committee agreed to be involved in a process to determine how to better communicate the Council’s service delivery activities to the citizens of Christchurch. The Committee was advised that the following specific issues needed to be addressed:

- Facilitating greater accountability by clearly communicating to Christchurch citizens what services are funded by rates and user charges;
- The large number of Council logos and visual identities that have been developed and are in use.

Recent annual citizens’ surveys have indicated lack of clarity in residents’ minds of what services the Council provides in return for rates paid. There have been over 60 separate identities used by Council services in marketing, and communicating to residents.

PROCESS

A subcommittee of Councillors Anderton, Austin, Close, Corbett and Evans have worked with staff in a working party. The working party reported back to the Strategy and Resources Committee recommending an approach for raising awareness of Council services within the community through consistent use of a corporate visual identity, which mirrors the Council’s values. The working party developed a process of design agency brief development, selection of the design agency and selection of the preferred design. The preferred design was selected unanimously by the working party.

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The flexible logo system for the Christchurch City Council was presented by Garry Urlwin of the selected design agency UMC to a seminar meeting of the Strategy and Resources Committee on 16 August.

The working party and UMC developed a consultation process that included elected member input in December 1998. The consultation process was based around the services the Council provides and how residents and Councillors assess the performance of the Council organisation. Focus groups of staff and citizens were also carried out.

The recommended design executions and tag lines (slogan) have been tested with representative citizen, business and staff focus groups.

IMPLEMENTATION

Given that the design is an adaptation of the existing logo, it will be phased in progressively so that the specific implementation costs are small and can be accommodated within existing unit budgets.

COSTS

To date, existing budgets have been used to fund the design and research costs totalling \$36,000. Research has come to \$16,000, this includes internal and external focus groups before and after the design. The remaining \$20,000 was used in the commissioning and refinement of the designs.

In the 1999/2000 budget costs are expected to come from existing budgets and from savings.

The following principles would be applied to minimise costs during the implementation phase:

- A freeze on re-ordering new corporate materials awaiting Council confirmation. (This includes letterheads and business cards.)
- Materials to be updated with the new logo as existing supplies run out.
- Units to be asked to undertake the changes within existing budgets, but if necessary, across a three-year time span.
- Vehicles, which are not part of the Works Operations fleet to be the only immediate changes.

Following reviews of efficiency of the Council, cost savings have been identified in the area of communication. Projected cost savings: year one (1999/2000) \$250,000, year two \$500,000. Introduction of this flexible Christchurch City Council logo system will assist in achieving these savings.

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Chairman's

Recommendation:

1. That the new visual identity for the Christchurch City Council be confirmed.
2. That Council staff work with Christchurch and Canterbury Marketing Limited to maintain the City's image as "The Garden City".

CONSIDERED THIS 26TH DAY OF AUGUST 1999

MAYOR