

PAPER NO. 4

REPORT TO THE EXECUTIVE MEETING OF 22 APRIL 2013

Meeting: Executive
Date: 22nd April 2013
Subject: Naming of the Council headquarters building
Report of: Verina Wenham Head of Legal and Democratic Services and Monitoring Officer
Portfolio Holder:
Status: Decision

1 Purpose of the Report

- 1.1 To consider the recommendations of the Executive Advisory Panel – Redevelopment of Council Headquarters regarding the naming of the Council’s offices in Adam and Eve Street and make a decision on the new name to refer to Council.

2 Recommendations:

- R 2.1 Members consider the recommendation of the Executive Advisory Panel and recommend to Council that the headquarters building be named “The Symingtons”.**

3 Summary of Reasons for the Recommendations

- 3.1 As set out in paragraph 5 below.

4 Impact on Communities

- 4.1 The redevelopment of the Council’s headquarters and the creation of a heritage hub for the community is an important project for the local community.

5 Key Facts

- 5.1 The redevelopment of the Council’s headquarters and the creation of a heritage hub for the community is an important project for the local community.
- 5.2 In recognition of this members were keen to listen to community views on the naming of the new building. Informal soundings and expressions in the local media were clear that the new name should reflect the historic use of the site.

5.3 The naming of the building was considered by the Executive Advisory Panel – Redevelopment of Council Headquarters on 27 February 2013. Members considered that the building already had a well recognised local name and decided to recommend “The Symingtons” as a simple and appropriate name that would be meaningful to local people. It is important that a decision is taken now, as the Council will be soon be preparing to market the retail units and the “ branding” of the site is an essential part of this.

6 Legal Issues

6.1 None as far as this report is concerned.

7 Resource Issues

7.1 None as far as this report is concerned.

8 Equality Impact Assessment Implications/Outcomes

8.1 None as far as this report is concerned.

9 Impact on the Organisation

9.1 None as far as this report is concerned.

10 Community Safety Implications

10.1 None as far as this report is concerned.

11. Carbon Management Implications

11.1 None as far as this report is concerned.

12. Risk Management Implications

12.1 None as far as this report is concerned.

13 Consultation

13.1 As set out in the body of this report.

14 Options Considered

14.1 No other options were put forward for the name of the new Council Headquarters.

15 Background Papers

15.1 Executive Advisory Panel – Redevelopment of Council Headquarters - Meeting Notes 27February 2013.

Previous report(s): None

Information Issued Under Sensitive Issue Procedure: Y/N

Ward Members Notified: Y/N

Appendices: *list any appendices here including title and filename in brackets (e.g. Performance Data 2010 (perfdata.doc)).*

A.

B.

C.

D.