

STRATEGY AND PERFORMANCE ADVISORY COMMITTEE
07 October 2014 at 7.00 pm

At the above stated meeting the attached document was presented for the following item:

8. **Communication Members Working Group - Update** (Pages 1 - 6)

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The Brief

Develop a Brand Positioning for Sevenoaks District Council

Lorraine Stack & Julia Thornton

SDC Mission

To be financially self-sufficient from Central Government

Corporate Vision

Support and Develop a thriving local Economy
to sustain a fair, safe, thriving Community

SDC positioning

Community Champion

We Promise To:

- Provide Value for Money
- Work in Partnership to keep the Sevenoaks District Safe
- Collect Rubbish efficiently and effectively
- Protect the Green Belt
- Support and Develop the Local Economy

SDC Attributes

Empathetic

Plain Speaking

Reliable

Crisis Manager

Dependable

Impartial

Easy to use

Transparent

Accessible

Fair

Helpful

Forward
Thinking

Friendly

Consistent

Cost effective

Courteous

Facilitating

Authoritative

Understated

Straightforward

Pragmatic

Negatives to Address

Current Brand Perception (external reality)

Where we are

- “It’s that rotten Councils fault”*
- “Who cares if it’s Parish, District, or County, it’s just buck passing”*
- “All they do for my Council Tax is empty the bins’*
- “they are all in cahoots with Developers”*
- “Red tape and pen pushers – no understanding of the real world”*
- “ We pay their wages”*
- “Council Tax, Parking, Planning and Paper Shuffling get rid of the lot of them”*

Where we want to be

- SDC has to operate within the law/Government Diktat*
- SDC is NOT responsible for Road Maintenance, Schools or Social Services*
- SDC still gives me WEEKLY BIN COLLECTION*
- SDC plays an important part in helping business and residents to thrive*
- SDC helps protect our heritage and countryside from development*
- SDC Employees and Members are the same as me and care about the same things*

Further change of Emphasis

Less

“NO”

Policy quoting
Red tape

More

“YES”

Practical problem solving
Innovation

Tone of Voice and Personality

External Image that communication needs to project

We are corporate (legislative/compliance) with a smile and a human face

Traditional Values – Modern Outlook

SDC brand prism

Corporate Vision

Support and Develop a thriving local Economy to sustain a fair, safe, thriving Community

ESSENCE: What is the heart of the brand?

Community Champion

VALUES: What does the brand hold dear?

Quality, Value for Money, Inclusion,

PERSONALITY: How would I describe the brand?

Fair, Reliable, Helpful Supportive, Friendly, Polite

BENEFITS: What will I **get** as a result?

Quality Services, Honestly priced Delivered by people who care

ATTRIBUTES: What does it **feel** like to be an SDC Resident?

"Sevenoaks district is somewhere special and safe, and SDC helps keep it that way. I feel proud to live here"