The Brief Develop a Brand Positioning for Sevenoaks District Council

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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

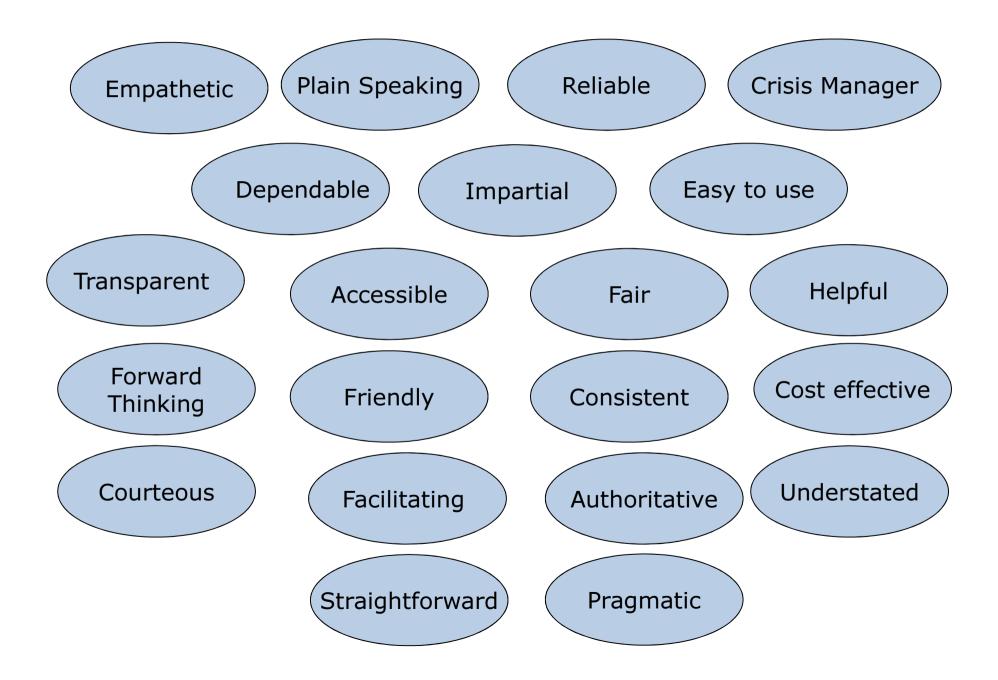
SDC positioning

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



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**



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

