

# MIDDLESBROUGH COUNCIL

AGENDA ITEM 3

## OVERVIEW AND SCRUTINY BOARD

15 JANUARY 2019

<b>CALL IN – MIDDLESBROUGH PLACE BRAND</b>
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### PURPOSE OF THE REPORT

1. In accordance with Middlesbrough Council's Call In Procedure, to allow Members of the Overview and Scrutiny Board (OSB) the opportunity to consider a decision made by the Executive.

### RECOMMENDATION

2. That the Overview and Scrutiny Board considers the decision of the Executive and determines whether it should be referred back to the decision making body for reconsideration.

### EXECUTIVE DECISION –

3. A meeting of the Executive was held on 18 December 2018. At that meeting, consideration was given to a report of the Executive Member for Culture and Communities and the Executive Director of Growth and Place in respect of the Middlesbrough Place Brand.
4. A copy of the above report, which outlined the background to the Improvement Scheme and the analysis of traffic modelling and consultation exercises, is attached at **Appendix 1**.
5. The report included the following recommendations:-
  - a) That the Executive approves the new Middlesbrough place brand.
  - b) That the Executive approves a 12 month launch programme for the Middlesbrough place brand as outlined in this report.
  - c) That the Executive delegates the detailed implementation of the Middlesbrough place brand to the Executive Member for Culture and Communities: Councillor Mick Thompson.

The decision was supported by the following analysis:

Over a 6 month period Hemingway Design gathered information about Middlesbrough through:

- a review of relevant primary and secondary research, economic information, local strategies, and recent consultancy reports;
- an analysis of the touch points' where audiences interact with the place;
- a focus group discussion with the local SME business and education sector;
- an online place brand portal and perceptions survey that gathered over 400 responses;
- an analysis of the online opinion from bloggers, regional news sites and national media;
- a social media analysis; and
- workshops at MIMA and Orange Pip and one-to-one conversations with local businesses, residents and visitors.

From this analysis Hemingway Design developed the proposed brand as the Place brand for Middlesbrough in the future.

The brand has been developed in collaboration with the Middlesbrough Branding Group, made up of the key Middlesbrough stakeholders, who on 27 September agreed to support and where appropriate adopt the proposed brand for Middlesbrough.

The costs of the implementation of the Place brand will be covered from existing budgets over the coming year.

## **CALL IN PROCEDURE**

6. The power to call in a decision of a local authority executive body was introduced under the Local Government Act 2000. The process is intended to hold decision makers to account and ensure that executive powers are discharged properly. Call in ensures that a decision can be reviewed and reconsidered before it is implemented.
7. The procedure allows Members the opportunity to call in decisions for review by the Overview and Scrutiny Board as follows:
  - A decision made by The Executive;
  - A decision made by an individual Member of the Executive;
  - A decision made by a committee or sub-committee of the Executive;
  - A key decision made by an officer with delegated authority from the Executive; or
  - A decision made under joint arrangements.
8. The process is initiated by five Members of the Council requesting a decision to be reviewed within five working days following publication of the decision and submitting a form that outlines the reason(s) for the call in.
9. Following the meeting of the Executive 18 December 2018, the required call in form signed by five Members supporting the request to call in the decision

outlined above was received on 27 December 2018. The five Members supporting the call in were Councillors Hubbard, McCabe, Mohan, Rathmell and Saunders.

10. The decision to be Called-In is as follows:
  - a) That the Executive approves the new Middlesbrough place brand.
  - b) That the Executive approves a 12 month launch programme for the Middlesbrough place brand as outlined in this report.
  - c) That the Executive delegates the detailed implementation of the Middlesbrough place brand to the Executive Member for Culture and Communities: Councillor Mick Thompson.
11. The reasons for the call in, as determined as being valid by the Council's Monitoring Officer, are as follows:
  - Insufficient evidence of effective consultation was referred to in the report;
  - Insufficient evidence of how the brand objectives, purposes, and values were established;
  - Insufficient evidence of the process used to engage partners and stakeholders in the process, or the identities of those partners and stakeholders; and
  - No reference to background papers.
12. To assist the Overview and Scrutiny Board in the call in process, the Executive Member for Culture and Communities, and appropriate Council officers, will be present at the meeting. The Executive Member and officers will explain the reasons and rationale behind the report and the decision that was made. The Member who initiated the call in will also be present to explain their views and concerns in respect of the decision.
13. A copy of the procedure to be followed at the meeting is attached at **Appendix 2**.
14. Having considered the submitted information, the Overview and Scrutiny Board has the following courses of action available:
  - i. To refer the decision back to the Executive/Executive Sub-Committee/Executive Member/Officer for reconsideration. In that case, OSB should set out in writing the nature of its concerns about the decisions.
  - ii. To determine that it is satisfied with the decision making process that was followed and the decision that was taken by the Executive/Executive Sub-Committee/Executive Member/Officer. In that event, no further action would be necessary and the Executive decision could be implemented immediately
  - iii. Request that the decision be deferred (adjourned) until the Overview and Scrutiny Board has received and considered any additional information/evidence required to make a decision with regard to the

Call-In from other witnesses not present at the committee. (The Committee need to clearly identify the relevant issues that need to be given further consideration and whether there are any specific time constraints or other implications affecting the proposed implementation of the decision.)

- iv. Take no action in relation to the Called-In decision but consider whether issues arising from the Call-In need to be added to the Work Programme of any existing or new Overview and Scrutiny Standing Panel/OSB. (The Committee need to clearly identify the issues to be added to the Work Programme.)
  - v. If, but only if (having taking the advice of the Monitoring Officer and/or the Chief Finance Officer), the Committee determines that the decision is wholly or partly outside the Budget and Policy Framework refer the matter, with any recommendations, to the Council after following the procedure in Rule 8 of the Budget and Policy Framework Procedure Rules. Only in this case is there a continuing bar on implementing the decision.
15. In the event that the decision is referred back to the Executive, a further meeting of the Executive would be arranged within ten further working days. The Executive would then make a final decision in the light of any recommendations made by OSB.
16. Where the recommendations of OSB are not accepted in full by the relevant Executive body, the body should notify the OSB of this and give reasons for not accepting the recommendations.

## **BACKGROUND PAPERS**

17. The following background papers were used in the preparation of this report:
- Middlesbrough Council's Call-In Procedure.
  - Report to Executive - 18 December 2018.

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