



# Doncaster Council

## Report

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8<sup>th</sup> September 2022

To: The Chair and Members of Full Council

### City Status

Relevant Cabinet Member(s)	Wards Affected	Key Decision?
Mayor Ros Jones	All	No

### EXECUTIVE SUMMARY

1. Following the award of city status to the Doncaster borough, work has continued to ensure full compliance with Her Majesty's Crown Office requirements, alongside engagement with residents, local communities, businesses and other organisations to help shape the future name of the borough and to maximise the opportunities that becoming a city brings.

### EXEMPT REPORT

2. This is not an exempt report.

### RECOMMENDATIONS

3. Members of the full Council are asked to:
4. Receive the results of the engagement on the options for a name for Doncaster to reflect city status, and vote on the preferred option of 'City of Doncaster'.
5. Note the preferred option will then be the legal title that Doncaster Council is known by from the 1st November 2022 and will form the basis of future branding, signage and livery for all council-related operations phased in over time.

6. Note there is no timescale to replace or update assets and any changes will be cost effective and made over time. Digital assets such as the website can be changed quickly and at no cost and it should be noted that there will be no wholesale council rebrand.
7. Note the preferred option can then be developed for use as branding for Doncaster as a 'place', by partners and other organisations both in their own persona and for promotion of their activities.

## **WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?**

8. Winning City Status brings the following potential positive impacts:
  - Improved economic prosperity – a platform for local institutions and businesses to raise their profile and attract investment
  - Improved opportunities and life chances for residents and communities
  - Showcase for our local achievements and unique rich heritage
  - More potential to attract skilled and ambitious employees
  - Improve our profile as a place and as a Yorkshire and northern city
  - An opportunity to celebrate our community spirit
  - Create a lasting sense of prestige and local pride

## **BACKGROUND**

9. As part of Her Majesty the Queen's Platinum Jubilee, a competition was held to grant the prestigious and rare civic honour of city status to a select number of towns in the United Kingdom. Team Doncaster led the development of a Doncaster bid that was submitted in December 2021 following extensive engagement with local communities and people, the voluntary sector, partners and the local business community.
10. In May 2022, an announcement was made that Doncaster, along with seven other towns had been selected as a winner of the city status competition and as such, would become a city. The granting of city status is for the whole borough of Doncaster and not just the town/city centre.
11. Following the award announcement, Her Majesty's Crown Office commenced the official process that leads to Doncaster becoming a city. This takes the form of a 'Letters Patent' (a type of legal instrument) being issued which grants Doncaster the status of 'city'. The Crown Office has prepared a scroll to officially mark the granting of Letters Patent and this will be available for the public to see in due course.
12. Following the award of city status, there are several areas that need to be aligned to ensure we maximise every opportunity that being a city brings. For example, the name of the borough, the legal title of the council, the branding of

the council, and the branding of the city as a whole. The name of the borough will form a platform in terms of 'place-making', enabling future activity to convey a sense of place for the whole borough. Two potential options for the future name of the borough have been identified, these being:

- **City of Doncaster**
- **Doncaster City**

13. It was important to give everyone in Doncaster an opportunity to express their preference for the future name. In order to do this an engagement plan was developed to ensure that the opportunity to choose a name was promoted to local people and communities, businesses, and partner organisations. Over the past few weeks, engagement has taken place using the following methods supported by Team Doncaster partners:
  - Doncaster Talks online platform for questionnaire – from Monday August 8 until Monday August 29 2022 (see **Appendix 1** for questions that were asked)
  - A 'Doncaster City Status' page was created on the Doncaster Council website that included a list of Frequently Asked Questions (see **Appendix 2** for details of FAQs included)
  - Libraries supporting the public to submit their preference online
  - Digital adverts to be seen on bus shelters, Asda supermarkets around Doncaster and Frenchgate Interchange
  - Downloadable poster available
  - Businesses direct communications
  - E-newsletter to nearly 100,000 subscribers
  - Social media campaign
14. **A summary report of headline consultation and engagement results is attached at Appendix 3**
15. Following the meeting of full Council on 8th September 2022, and subject to approval, work will continue to ensure the Council can adopt its new legal title of City of Doncaster Council from the 1st November 2022. The name change for the Council will then be made first on things that are quick, easy and cost-effective to do, like the Council website. Other changes such as livery and signage will be made over time as necessary, as things expire or need re-ordering.
16. Work will then continue to identify opportunities to work with local residents, local partners, businesses and other organisations to raise the profile of Doncaster thus maximising Doncaster's potential.

## OPTIONS CONSIDERED




17. The following options are proposed for consideration by members of full Council:
- **OPTION ONE (RECOMMENDED)** – Receive the results of the engagement on the future name of the borough and adopt the name ‘City of Doncaster’ from 1<sup>st</sup> November 2022.
  - **OPTION TWO (NOT RECOMMENDED)** – Accept the designation of City Status but not formally change the Council’s name.






## REASONS FOR RECOMMENDED OPTION

18. Bidding for and being awarded city status for Doncaster brings a wealth of opportunities for the Borough. Placing Doncaster locally, regionally and nationally as a ‘city’ provides a platform to raise the profile and prestige of Doncaster to boost local civic pride, attract investment and enhance opportunities for local people.

## IMPACT ON THE COUNCIL’S KEY OUTCOMES

19.

Great 8 Priority	Positive Overall	Mix of Positive & Negative	Trade-offs to consider – Negative overall	Neutral or No implications
 <b>Tackling Climate Change</b>	✓			
Being a city supports investment in the borough which can be aligned to the ambition in our Environment & Sustainability Strategy.				
 <b>Developing the skills to thrive in life and in work</b>	✓			
Being a city and attracting inward investment to the borough, will encourage the development of skills that meet local employment opportunities and align with the ambition within our Education and Skills 2030 strategy.				
 <b>Making Doncaster the best place to do business and create good jobs</b>	✓			

Being a city will support investment to the borough, which will creating jobs and opportunities and help Doncaster to be an even better place to business both domestically and internationally				
 <b>Building opportunities for healthier, happier and longer lives for all</b>	✓			
Greater prosperity across the borough will support improvements to health outcomes for all ages.				
 <b>Creating safer, stronger, greener and cleaner communities where everyone belongs</b>	✓			
The award of city status for the whole borough of Doncaster encourages a sense of place and pride, building stronger community links where all communities and organisations can work together to protect and enhance the local environment and the place where they live and work.				
 <b>Nurturing a child and family-friendly borough</b>	✓			
Raising the economic prosperity of the borough supports investment in ensuring children have the best start in life, building a strong foundation in learning, which then supports children, families and communities to achieve improved wellbeing.				
 <b>Building Transport and digital connections fit for the future</b>	✓			
Being a City will attract investment to the borough, creating improved transport and digital infrastructure, jobs and opportunities.				
 <b>Promoting the borough and its cultural, sporting, and heritage opportunities</b>	✓			
Placing Doncaster as a city raises the profile of Doncaster as a place overall but also for the individual cultural, sporting and heritage opportunities across the city.				
<b>Fair &amp; Inclusive</b>	✓			
Greater investment and becoming a more prosperous city can help to reduce inequalities in a number of areas. Ensuring the investment helps to support the Well-being essentials in <i>Doncaster Delivering Together</i> will improve access to social and economic opportunities for all.				

### **Legal Implications [Officer Initials: SRF | Date: 16.08.22]**

20. The receipt of Letters Patent grants the Council the borough the ability to adopt the status of a City but do not themselves authorise the change of name of the area and the Council. The power to change the Council's name is set out in Section 74 (1) and (2) of the Local Government Act 1972 which provides that
21. "the council of a county, county borough, district or London borough may, by a resolution passed by not less than two-thirds of the members voting thereon at a meeting of the council specially convened for the purpose with notice of the object, change the name of the county, county borough, district or borough.
22. (2)Where the name of a district which has been granted the status of a city, borough or royal borough or the name of a London borough is changed in pursuance of this section, the charter or other grant or incorporation order shall have effect as if the new name were substituted for the old."
23. The proposal to change the name of the area and Council will therefore be held at a special meeting of Council and will require a two thirds majority of those Councillors present and voting to agree the new name of the Council.
24. Following the agreement of a name there will be a requirement to attend to various formalities including the re-registering of the Council's land holdings and the adoption of a new legal title when entering into contracts and other legal agreements.

### **Financial Implications [Officer Initials: MS | Date: 16/08/22]**

25. There are no additional costs arising from a decision to change the name of the Council. As outlined above, where changes can be made at no additional cost (e.g. digital assets) the work will be done quickly but where additional cost would be required (such as vehicle liveries or signage) then the changes would only be made as and when vehicles and signage are replaced.

### **Human Resources Implications [Officer Initials: KG | Date: 16/08/22]**

26. There are no specific HR implications arising from this report however there may be HR implications within specific projects, alterations or modifications arising from the change to city status and these will be included in the appropriate individual reports as required.

### **Technology Implications [Officer Initials: PW | Date: 17/08/22]**

27. Where necessary, all existing references to Doncaster Metropolitan Borough Council and/or Doncaster Council in system generated output (letters, automated emails etc) would need to be identified and the required changes prioritised over time, where applicable. In some cases, the changes may need to be made by the relevant system administrators or third-party

suppliers. Any required changes to the Council website templates would need to be made by colleagues in Corporate Communications.

28. Over time, Digital & ICT may also need to make changes to remove non customer facing references to DMBC, as needed, for example:
- Company name in Active Directory user accounts
  - Device names
  - Server names
  - Email distribution lists

## **RISKS AND ASSUMPTIONS**

29. There are no specific risks or assumptions associated with this report.

## **CONSULTATION**

30. Engagement on the options for the future name of the Borough has been taking place throughout August 2022. The consultation closes midnight on 29th August 2022 and results will be collated and provided at full Council on 8th September 2022. The engagement has been conducted through a variety of channels ensuring that there has been an opportunity to select a preferred option.

## **BACKGROUND PAPERS**

31. There are no associated background papers attached to this report

## **GLOSSARY OF ACRONYMS AND ABBREVIATIONS**

32. Not applicable

## **REPORT AUTHOR & CONTRIBUTORS**

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## APPENDIX 1 – DONCASTER TALKS QUESTIONNAIRE

A questionnaire was created and made available online on the Doncaster Talks website, a platform used to host borough-wide consultations. The following is what was published:

### Doncaster Talks - City Status

We achieved city status as part of the Queen's Platinum Jubilee celebrations...but now we need your help!

We need to decide how Doncaster is to be known - **we want a name for the whole of Doncaster** - so which do you prefer?

City of Doncaster?

Or

Doncaster City?

You've got until Monday 29th August 2022 to tell us and we'll let you know the decision in September!

1) Now that we have City Status which of these names do you prefer?

Option 1 – City of Doncaster	
Option 2 – Doncaster City	

2) We're exciting about what our new name could be so to show you how it could look, here are the potential new council crests (depending on which name is chosen).



City of  
Doncaster  
Council



Doncaster  
City Council

We would like to capture a little more information to help us understand how your answers relate to the area where you live, how old you are and your personal characteristics.

3) What is your postcode?



4) What do you consider to be your ethnic group?

White British	
White Other	
Mixed/multiple ethnic groups	
Asian/Asian British	
Black/African/Caribbean British	
Other ethnic group	

5) What age group do you belong to?

Under 18	
18-24	
25-44	
45-64	
65+	

6) What gender do you identify most with?

Male	
Female	
Other	
Prefer not to say	

7) Do you consider yourself to have a disability?

Yes	
No	
Prefer not to say	

8) How did you access the survey today?

Social Media	
Email	
Doncaster Council Website	
Doncaster Talks Website	
Other	

9) Declaration and Privacy Statement

By providing your information you give your consent for Doncaster Council to use your information for Doncaster Talks. You can withdraw your consent at any time by emailing [DoncasterTalks@doncaster.gov.uk](mailto:DoncasterTalks@doncaster.gov.uk). More information on the use of your information for this service can be found in the privacy notice at the bottom of the

Doncaster Talks home page. You can also contact the Council's Data Protection Officer at [information.governance@doncaster.gov.uk](mailto:information.governance@doncaster.gov.uk) for more information.

I consent to these terms and conditions

Yes	
No	

## **APPENDIX 2 – CITY STATUS FREQUENTLY ASKED QUESTIONS**

The following Frequently Asked Questions (FAQs) were published on the Doncaster City Status page on Doncaster Council's website.

### **What are the benefits to Doncaster of becoming a city?**

There would be many tangible benefits to Doncaster if granted city status:

- Doncaster is more likely to attract more visitors, which in turn, will improve the tourism offer for local people generating more choice of things to do, where to eat and shop and support local businesses.
- Doncaster is more likely to attract greater levels of economic investment, creating new jobs, and further redeveloping and regenerating the borough.
- Doncaster is more likely to gather stronger momentum and wider backing for key projects, such as a new hospital proposal, a University and airport station rail link.
- Doncaster is more likely to attract key conferences, festivals, and concerts, with nationally recognised artists and a richer program of cultural events.
- Doncaster is more likely to create more skilled jobs, allowing more young people to stay, live and work in the area, rather than them moving away to other localities.
- Doncaster would gain a stronger voice in shaping both the local, regional, and national agenda to get more of what the borough deserves and to support the delivery of residents' priorities.

### **Will the character of Doncaster change as a city?**

Doncaster's character is ultimately shaped by the people and communities of Doncaster. The borough is a place of places with their own characteristics and that diversity is something to be proud of. Getting city status will not change that. Many are rightly proud of our tradition as a market town, and our market identity will feature strongly in our bid. We hope that city status will deepen the sense of public pride in what it means to come from the borough. We believe we are special in being a city of places if we are successful.

### **Will council tax and business rates go up as a city?**

Winning city status does not lead to increases in council tax or tax or business rates.

### **Will city status mean that local prices go up (shopping, rent, eating out, etc.)?**

Winning city status does not lead to increases in local prices, inflationary price increases are down to the local and national economic climate.

At the same time, city status could lead to increased wage potential, better amenities, and other cost of living benefits.

### **Will city status mean we get more money to fix potholes, improve services etc?**

The City Status Civic Honours competition does not provide a financial investment in itself but it could open the door to more funding opportunities.

**How much has it cost to bid for city status, where will the money come from, and would the money be better spent elsewhere?**

The project will cost less than £50,000 in total equating to roughly 16p per resident in the borough. The total budget is a very small cost compared the budgets of partners and the council and if successful could lead to significant sums of potential inward investment.

The benefit of this financial outlay is that if successful, gaining City Status may lead to further inward investment, for example, attracting the Great British Rail Headquarters to Doncaster.

It would also add gravitas to bid for City of Culture, promoting the growth of creative businesses and arts-based organisations.

And, whilst the positive impact City Status would have on factors such as income levels, educational opportunities, employment status and levels of equality are difficult to predict, we know that by attracting more investment in Doncaster, we can create more opportunities that would support the improvement of resident's health, wellbeing and aspirations.

**Will there be further costs if Doncaster wins?**

A level of rebranding will inevitably follow if Doncaster becomes a city, most visibly in areas such as public signage. However this will not happen immediately, and will be planned to ensure value for money over time.

**What about branding?**

Names will change over time to reflect Doncaster is a city but it will be done in a cost effective way. Doncaster Council, for example, will change its legal title and be known as City of Doncaster Council or Doncaster City Council from November 1 2022. The change will be made first on things that are quick, easy and cost effective like the Council website. Other changes will be made over time as things expire or need re-ordering.