

**To the Chair and Members of the Overview and Scrutiny Management Committee**

**REGENERATION AND HOUSING OVERVIEW AND SCRUTINY PANEL – PLACE MARKETING - DEVELOPMENT OF THE DONCASTER BRAND**

<b>Relevant Cabinet Member(s)</b>	<b>Wards Affected</b>	<b>Key Decision</b>
Portfolio Holder for Regeneration and Transportation	All	None

**EXECUTIVE SUMMARY**

1. The purpose of this report is to present the findings and recommendations of the Regeneration and Housing Overview and Scrutiny Panel review into Place Marketing - Development of the Doncaster brand.

**EXEMPT REPORT**

2. There is no exempt information contained in the report.

**RECOMMENDATIONS**

3. It is recommended that the Panel comment on and agree the recommendations in the attached report (Appendix A).

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

4. The Overview and Scrutiny function has the potential to impact upon all of the Council's key objectives by holding decision makers to account, reviewing performance and developing policy.

**BACKGROUND**

5. The Regeneration and Housing Overview and Scrutiny Panel chose, as a review topic, Place Marketing - Development of the Doncaster brand and undertook the work between August 2015 and March, 2016. The recommendations included in the review report at Appendix A are based on information and evidence heard during meetings held with Cabinet Members, Councillors, Local Authority officers and representatives from partners and external organisations.

## OPTIONS CONSIDERED AND REASONS FOR RECOMMENDED OPTION

6. There are no alternative options within this report as the intention is to provide the Committee an opportunity to consider the findings and recommendations of the Panel

## IMPACT ON THE COUNCIL'S KEY OUTCOMES

	<b>Outcomes</b>	<b>Implications</b>
	<p>All people in Doncaster benefit from a thriving and resilient economy.</p> <ul style="list-style-type: none"> <li>• <i>Mayoral Priority: Creating Jobs and Housing</i></li> <li>• <i>Mayoral Priority: Be a strong voice for our veterans</i></li> <li>• <i>Mayoral Priority: Protecting Doncaster's vital services</i></li> </ul>	<p>The work of Overview a Scrutiny has the potential to have an impact on all the Council's key objective</p>
	<p>People live safe, healthy, active and independent lives.</p> <ul style="list-style-type: none"> <li>• <i>Mayoral Priority: Safeguarding our Communities</i></li> <li>• <i>Mayoral Priority: Bringing down the cost of living</i></li> </ul>	
	<p>People in Doncaster benefit from a high quality built and natural environment.</p> <ul style="list-style-type: none"> <li>• <i>Mayoral Priority: Creating Jobs and Housing</i></li> <li>• <i>Mayoral Priority: Safeguarding our Communities</i></li> <li>• <i>Mayoral Priority: Bringing down the cost of living</i></li> </ul>	
	<p>All families thrive.</p> <ul style="list-style-type: none"> <li>• <i>Mayoral Priority: Protecting Doncaster's vital services</i></li> </ul>	
	<p>Council services are modern and value for money.</p>	
	<p>Working with our partners we will provide strong leadership and governance.</p>	

## **RISKS AND ASSUMPTIONS**

12. There are no specific risks associated with this report. The Panel may wish to consider the extent to which the recommendations should be consistent with and have been developed from the research arising from Members' investigations.

## **LEGAL IMPLICATIONS**

13. There are no specific legal implications arising directly from this report. Any legal implications relating to recommendations made will need to be considered if detailed proposals are brought forward.

## **FINANCIAL IMPLICATIONS**

14. There are no specific financial implications arising from the recommendations detailed in this report. Any financial implications relating to recommendation made will need to be considered if detailed proposals are brought forward.

## **HUMAN RESOURCES IMPLICATIONS**

15. There are no specific human resource implications arising directly from this report.

## **TECHNOLOGY IMPLICATIONS**

16. There are no technology implications arising from this report.

## **EQUALITY IMPLICATIONS**

17. There are no significant equality implications associated with this report. Within its programme of work Overview and Scrutiny gives due consideration to the extent to which the Council has complied with its Public Equality Duty and given due regard to the need to eliminate discrimination, promote equality of opportunity and foster good relations between different communities.

## **CONSULTATION**

18. Information and evidence was heard at the review meetings which were attended by relevant Council officers, parents, children and respite providers.

## **BACKGROUND PAPERS**

19. None

## **REPORT AUTHOR & CONTRIBUTORS**

Caroline Martin, Senior Governance Officer

Tel: 01302 734941

caroline.martin@doncaster.gov.uk

**Peter Dale**

**Director of Regeneration and Environment**