

**BROMSGROVE DISTRICT COUNCIL**

**19 JUNE 2007**

**PERFORMANCE MANAGEMENT BOARD**

**GRAPHIC DESIGNER**

Responsible Portfolio Holder	Councillor Roger Hollingworth Leader of the Council
Responsible Head of Service	Hugh Bennett Assistant Chief Executive

**1. SUMMARY**

- 1.1 Based on the Performance Management Board's consideration of the Improvement Plan Exception report, the Board wished to make a recommendation to Cabinet on funding a graphics post. The Assistant Chief Executive advised that the Board should receive further information on this post and the nature of the work before making any recommendation.
- 1.2 The following report recently went to Corporate Management Team. Funding this post was rejected as the budget bid had been rejected as part of the 2006/07 budget bidding process. The Assistant Chief Executive has been asked to investigate entering into some form of framework contract with a single graphics design supplier, through bringing together existing budgets. The Communications and Customer First Manager is currently considering this option. A budget bid for this post is likely to be re-submitted as part of the 2008/09 budget process.

**2. RECOMMENDATIONS**

- 2.1 It is recommended that:-
  - i. Performance Management Board considers the background information supplied on this issue and the draft style guide appended to the report.

**3. BACKGROUND**

- 3.1 Communications is improving at Bromsgrove District Council and indeed improving our reputation is one of our objectives. As part of this improvement we are increasing our communications e.g. Together Bromsgrove, Connect e-mail Bulletins, Annual report summary and internal posters. At the moment we are lucky enough to be able to use the skills of Steve Wetherall in the Planning and Environment Department for some graphics

work, but this is an extra demand on top of his day job. Elsewhere we buy in agency / freelance graphic skills or just do not bother.

3.2 If we look at our local authority partners across Worcestershire we will see they all employ at least one Graphic Designer. This is because it is a cost-effective method of producing attractive and eye-catching communications and maintaining a high level of consistency across the organisation.

3.2 As well as the benefits mentioned above, an in-house graphic designer would mean:

- **Corporate control over communications across departments** – All communications by default would come through this post who could make sure the style guidelines were adhered to – use of logo etc.
- **More design** – Often we do not bother designing documents because there is nowhere for them to be done without extra cost. With this post in place there will be so much more we can do to make our documents stand out.
- **Proofs** – Often we are only limited to two or three sets of proofs from outside agencies, but here we have unlimited access to our own designer.
- **Creative design** – As well as carrying out the design the post would also be responsible for coming up with and developing contemporary designs and themes for our communications.
- **The smaller things** – It is not just about the big documents. The post would be responsible for laying out forms (elections), complex documents and even giving that professional edge to power point presentations.
- **Electronic design** – We would expect the post to also incorporate website design to help improve the look of our existing site and of course to design and develop our intranet.

3.4 At the moment regular costs for design of some documents have been:-

Council Tax Leaflet	£1,000 approx
Council Chat / Together Bromsgrove	£1,000 per issue
Connect	£300 per issue
Powerpoint and poster template for Chat with Kevin	£25
Front Cover for Budget	£25

3.5 Other communications, where we pay for a service, which would benefit from a Graphic Designer include:-

- Posters for events
- Originating artwork for our livery, uniforms
- Recruitment advertising and public notices (if a saving can be made)
- Laying out and designing publications
- Creating letterhead, compliment slip and business card templates

3.6 There would also be the possibility of offering a “paid for graphics service” out to our partners e.g. leisure centre management, BDHT, Artrix which could generate revenue for the Council.

- 3.7 As well as the starting salary, which is a suggested **£22,512 - £24,000** (scale 29 -31), we would need an initial outlay of £4,000 max for equipment and software and licences.
- 3.8 The draft style guide for the Council, which has been created by Steve Whetherall.

**5. FINANCIAL IMPLICATIONS**

- 5.1 Yes. The salary detailed in 3.7 plus any overheads. This cost could be offset against current known expenditure incurred in-house in the region of £15,000.

**6. LEGAL IMPLICATIONS**

- 6.1 No Legal Implications

**7. CORPORATE OBJECTIVES**

- 7.1 This is really about improving our reputation and as our communications are driving this it is vital they look professional, consistent and are eye-catching.

**8. RISK MANAGEMENT**

- 8.1 Recruitment could be unsuccessful.

**9. CUSTOMER IMPLICATIONS**

- 9.1 Customers, both internal and external are set to benefit from the productivity of this post. Eye-catching designs and an increase in communications will mean they are more informed and in turn more satisfied with the Council. And of course any cost-savings or revenue generated will benefit them too.

**10. OTHER IMPLICATIONS**

Procurement Issues: None at this stage.
Personnel Implications: New post.
Governance/Performance Management: None
Community Safety including Section 17 of Crime and Disorder Act 1998: None
Policy: Depends on outcomes of think tanks.
Environmental: None.
Equalities and Diversity: All our designs have to have DDA and ethnic access in mind.

## 11. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	<b>No</b>
Chief Executive	<b>Yes</b>
Corporate Director (Services)	<b>Yes</b>
Assistant Chief Executive	<b>Yes</b>
Head of Service	<b>Yes</b>
Head of Financial Services	<b>Yes (at CMT)</b>
Head of Legal & Democratic Services	<b>Yes (at CMT)</b>
Head of Organisational Development & HR	<b>Yes (at CMT)</b>
Corporate Procurement Team	<b>No</b>

## 12. APPENDICES

Draft Corporate Style Guide.

## 13. BACKGROUND PAPERS

None

## CONTACT OFFICER

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