

## THE EXECUTIVE

15 MARCH 2005

### JOINT REPORT OF THE DIRECTOR OF EDUCATION, ARTS AND LIBRARIES AND THE DIRECTOR OF CORPORATE STRATEGY

<b>BRANDING OF THE NEW JOINT SERVICE CENTRE AT CASTLE GREEN, DAGENHAM</b>	<b>FOR DECISION</b>	
<p><i>This report concerns the branding of the new Joint Service Centre at Castle Green, which is a matter reserved to the Executive.</i></p>		
<p><b>Summary</b></p>		
<p>This report outlines branding proposals for the new Joint Service Centre at Castle Green, Dagenham.</p>		
<p>The Joint Service Centre along with the Jo Richardson Community School (JRCS) is currently under construction. The JRCS has an established identity and logo which is well-known in the Borough, among the local community and beyond. However the Joint Service Centre is a facility in its own right and will contain a number of different services which have their own identities that need to be maintained.</p>		
<p>In September 2004 Branding Consultants 'Creativezones Ltd' were appointed by the Management Forum to develop and produce an overall brand for the Joint Service Centre.</p>		
<p>Stakeholders and service providers including residents, the Jo Richardson Community School (JRCS), Barking and Dagenham Primary Care Trust (PCT), London East Connexions Partnership Ltd together with a wide range of Council educational and recreational services have participated in consultations.</p>		
<p><b>Recommendations</b></p>		
<p>The Executive is asked to adopt "Castle Green" as the overall name for the Joint Service Centre.</p>		
<p><b>Reason</b></p>		
<p>To provide an established identity for the Joint Service Centre development on the Castle Green open space area.</p>		
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#### 1. Background

- 1.1 The new Joint Service Centre, which is located at Castle Green and is currently under construction, will be operational towards the end of 2005. Facilities on site will include:
- Community library
  - Learning village
  - Adult college
  - Children's centre
  - Internet and IT facilities
  - Police office
  - All weather pitch
  - Fitness suite
- 1.2 The Council's stakeholder partners include the Jo Richardson Community School (JRCS), Barking and Dagenham Primary Care Trust (PCT) and London East Connexions Partnership Ltd. All have strong and independent identities that need to be maintained, while delivering services together from a single complex.
- 1.3 Rather like Lakeside Shopping Centre is a necessary umbrella name to capture and describe a large number of shops and cafes etc, the Joint Service Centre facilities can be more easily identified and referred to if they have a collective name to describe their location.
- 1.4 In June 2004 the JRCS Management Forum, which comprises the Joint Service Centre stakeholders including Cllr Graham Bramley, expressed interest to procure the services of Branding and Design Consultants to develop an identity for this multi-service complex. The Management Forum was informed that the Council had already procured through tender the services of three such consultancies to develop its branding requirements, these being:
- Bartlett Scott Edger
  - Naked Vine Ltd
  - Creativezones Ltd
- 1.4 A brief was developed and the companies were invited to bid. All expressed an interest to bid but only Naked Vine and Creativezones submitted material for consideration to the Forum's branding sub group held on 23 September 2004. The submissions were evaluated and a decision was taken to appoint "Creativezones Ltd" as Branding Consultants for this project.

## **2. The Branding Process**

- 2.1 The Consultants carried out individual workshops with the proposed service providers to gain an insight into both service delivery and their aspirations for the Centre. A joint session followed later in which concerns and issues were raised, discussed and addressed. Full details are available in the Consultants report titled "Brand Programme for the Joint Service Centre at Castle Green Park".
- 2.2 A survey was carried out to test the public's awareness and understanding about the Centre. The outcome of the consultation and workshops moved the consultants to the next stage which involved Project and Brand Managers, PR Consultants and

graphic designers meeting to generate ideas and discuss routes for the naming of the Centre.

2.3 First draft concepts for names were developed and presented to the Management Forum on 26 November 2004. The proposals were positively received and stakeholders agreed the name “Castle Green” to be developed further. The reasons they gave are outlined in the Consultant's report as being:

- It already exists as a place.
- It is a good, positive name.
- CASTLE has a heritage feel.
- GREEN is very now in regards to environmental awareness; allusions to growth etc.

The area is known as Castle Green so maintaining the same name should help ease the transition.

Other names run the risk of dating and names of local people, no matter how well loved and respected now, may not stand the test of time.

2.4 The second draft was presented to the Management Forum on 10<sup>th</sup> December 2004. The object of this meeting was to narrow down three design concepts to one that could be developed and refined further.

2.5 The final design can be viewed on page 93 of the consultants report, together with their recommendations why this design should be accepted, these are:

- It's modern, yet also conservative and classic so is unlikely to date quickly.
- It's practical in that it doesn't rely on colour, working equally well in black and white.
- It alludes to many different things and can therefore cover the whole centre.
- It's simple to reproduce and lends itself to three-dimensional construction as well as print.

2.6 Stakeholders will be able to deliver services using their individual brands while operating under the umbrella brand “Castle Green” for the complex. This is similar to the way shopping centres brand themselves e.g. Bluewater in Kent.

2.7 The Consultants prepared a presentation for 17<sup>th</sup> December 2004 to the portfolio Member for Regeneration, Councillor Kallar, and the Member for Education, Councillor Alexander to seek their opinions prior to submission to the Executive. Both Members gave a positive response to the design and name for the development “Castle Green”.

## **Consultation**

Cllr Fairbrass, Leader of the Council  
Director of Education, Arts and Libraries  
Director of Corporate Strategy  
James Hodgson, Private Finance Initiative Manager, DEAL

## **Background Papers**

The Consultants report “Brand programme for the Joint Service Centre at Castle Green Park”.

JRCS – Joint Service Centre Management Forum Minute, 3.1 Vision and Branding, 26<sup>th</sup> November 2004.