

Sawbridgeworth Town Council

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MAYOR
Cllr Annelise Furnace
TOWN CLERK
Richard Bowran BSc.(Hons) PSLCC

To: Cllrs Alder, R Buckmaster, Chester, Patel, Rattey and Royle (Cllr Furnace)

ECONOMIC DEVELOPMENT & TOWN ACTION PLAN COMMITTEE

You are invited to attend a meeting of this committee to be held via the video conference service **Zoom** on **Monday 19 October 2020 at 19:30** to transact the business as set out in the agenda below.

A handwritten signature in black ink that reads "Richard Bowran".

Town Clerk
13 October 2020

AGENDA

- E 20/26 APOLOGIES FOR ABSENCE**
To receive any apologies for absence
- E 20/27 PUBLIC FORUM**
To respond to questions from members of the public on matters within the remit of the ED&STAP Committee.
- E 20/28 DECLARATIONS OF INTEREST**
To receive any Declarations of Pecuniary Interest by Members
- E 20/29 MINUTES**
To approve as a correct record the minutes of the Committee Meeting held on 14 September 2020 (E02) *[Attached]*
- [📄] [👉]
- To attend to any matters arising from the Minutes and not covered by the current agenda.
- E 20/30 TOWN BRANDING**
To review proposals for Town Branding and to make a recommendation to council. *[discussion points attached]*
- [📄] [👉]
- E 20/31 ITEMS FOR FUTURE AGENDAS**
To consider any items for inclusion on future agendas.

Members of the public and press are invited to attend all meetings of the council and its committees

Zoom Link:

<https://us02web.zoom.us/j/85371701500?pwd=U0VvcEFERzVZdEJ0a0taeUpKWC96dz09>

Correspondence with and a further proposal from Design Chambers

Thank you for the update on the town and market branding. As a Sawbridgeworth based business with personal links to friends and family in the town we would absolutely love to continue with the project.

We remain committed to supporting you and the town council to celebrate all that is wonderful about the town. Through our own research, the feedback from the town and your collective responses we had hoped that we had captured the past and future of the town and produced design proposals which met the needs of the intended audiences for the brand, without alienating the demographics around them. Having worked on many branding projects, the Scouts being the one that most strongly comes to mind, we do understand the tightrope between the past and the future and how worrying it can be to embrace alternative visions.

Whilst we stand behind the brand proposal we created for you and remain committed to the belief that this design would be strongest in making Sawbridgeworth stand out as a town which works for and on behalf of its residents, businesses and communities, we do recognise that the town council feel uncomfortable, at present, with the route we have proposed.

It seems that we have a couple of potential routes to follow:

- A) The town council re-brief us with their vision for the town and the brand development. From there we produce 3 new design proposals (there would be an additional cost for this option)
- B) We re-visit all the design proposals already put forward and the town council add feedback as to how they would like to see these proposals developed (small additional cost)
- C) We work with the final design proposal presented and take final stage direction from the town council to develop the iconology (no additional cost)

It is important that we work closely with the team to ensure that the final brand is one which fully represents the town and we are excited about further exploring your ideas for the brand. It would be helpful to have a deeper understanding of the teams opinions and views and why they don't feel the final proposed design meets the brief.

Thanks for your note at the weekend

We had a council meeting last evening, all members had a copy of your note. The outcome was that they want to hold another committee meeting to discuss a recommendation for the way forward.

So, would you please let me have an estimated cost for Routes A & B. Together with your estimated time scales for A after a new briefing and B if we go along that line. If B is chosen could you get something to me within two weeks?

Regards
Richard Bowran
Town Clerk

Option A) The town council re-brief us with their vision for the town and the brand development. From there we produce 3 new design proposals (there would be an additional cost for this option)

Costs: £650. This is a reduced rate against our usual costs in recognition of our continued work with you. This assumes delivery of a detailed brief which discusses the aims of the brand, the target audience we should predominantly look to attract, the challenges and objectives of the brand, what tone we want to portray.

Or we can work through the creation of a brief, covering all of the above and more in detail with them (similar to the brand session we completed). The rate to do this would be as above with an additional charge of £350 (so total £1,000). Again, a reduced rate in recognition of our ongoing work on the project.

Timescale: From brief/briefing session to first concepts: 2 weeks.

Option B) We re-visit all the design proposals already put forward and the town council add feedback as to how they would like to see these proposals developed (small additional cost)

Costs: £350. This could include a 30 minute zoom session with the Committee for them to offer detailed feedback and proposals for development. The previous proposals would then be further developed to produce one final logo option, with one further round of small amends included..

Timescale: From receipt of feedback to 'first concept': 1 week
