

**Committee: STANDARDS**

**Agenda Item**

**Date: 25 January 2010**

**5**

**Title: "BRANDING" THE STANDARDS  
COMMITTEE**

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Item for decision

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## Summary

1. This report has been prepared as part of the Committee's annual work programme.

## Recommendations

2. Members decide whether to recommend a mission statement for the Standards Committee.
3. If so, members determine what that statement should be.
4. In the event that members do recommend a mission statement then members determine how that mission statement will be promoted.

## Background Papers

5. The following papers were referred to by the author in the preparation of this report and are available for inspection from:
  - Standards Board for England website.

## Impact

- 6.

Communication/Consultation	Members may feel that a positive mission statement would give greater focus to standards issues.
Community Safety	None.
Equalities	None.
Finance	None.
Health and Safety	None.
Human Rights	None.
Legal implications	None.

Sustainability	None.
Ward-specific impacts	None.
Workforce/Workplace	None.

## Situation

7. Members may recall from my report to Committee on the 22 June that Rossendale Borough Council was the winner of the Local Government Chronicle Award for standards for the year 2008/9. One of the matters contained in their submission which attracted the interest of the Standards Board was the fact that the council had a mission statement 'serious about standards' which it promoted on council notepaper.
8. Mission statements can be used to express a vision or direction of travel. Mission statements already exist in some departments within this authority. For example the enforcement team's mission statement is 'to prevent and detect crime and breaches of regulatory legislation and to achieve compliance by education, negotiation and where necessary by enforcement action'. The Council itself also has a mission statement which is 'to sustain a high quality of life in which the benefits of the unique character of the district are equally available to all residents, workers or visitors'.

## Risk Analysis

9. There are no risks attached to this report although there may be opportunities which are capable of being exploited.