

Cabinet Key Decisions List

10 July 2023

Agenda Item	Report Title	Decision
6	Watford Place Brand and Narrative	<p>RESOLVED –</p> <ol style="list-style-type: none"> 1. that the report and work undertaken to date on Watford’s place brand strategy be noted. 2. that the place brand strategy (Appendix 1 of the report) be approved and the current elements that are contributing to delivery (Appendices 2, 3 and 4) be noted. 3. that Cabinet approves the Director Performance to continue to develop the brand strategy, including the brand narratives and visuals, with the key elements in place over the summer for launching in September 2023. 4. that Cabinet notes the place brand strategy will be integrated into other key areas of the council work (such as Economic Development, communications, engagement, strategic planning). 5. that Cabinet notes the brand strategy will be shared with partners and stakeholders to build wider interest and involvement so that it becomes a clear and consistent voice for Watford.
7	Community Engagement and Participation Strategy	<p>RESOLVED –</p> <p>That the emerging Community Engagement and Participation Strategy be approved for consultation with the Voluntary and Community Sector, which will inform delivery of the finalised strategy later in 2023.</p>