

**QUESTIONS BY MEMBERS OF THE COUNCIL UNDER PROCEDURAL RULE 10.0**  
**COUNCIL – 16 March 2016**

**QUESTION FROM COUNCILLOR ASIF KHAN**

**Received on 5 March 2016**

1. How much did it cost the council from re-branding of the emblem from Audentior to "Be Bold"?

The cost was £2950.

The Council logo has been updated and modernised as part of a wider set of improvements to the council's communications including the upgrade of the council's website. In researching what change was necessary it was clear from the feedback that few people understood the word 'audentior' and that it is not accessible for our young and diverse communities. Councils are urged to be transparent and inclusive and the modernised logo achieves this.

It was also necessary to change some design features to enable the logo to work on mobile and other channels but the crest essentially remains the same.

For more information please contact Liz Aelberry  
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**QUESTION FROM COUNCILLOR ANNE JOYNES**

**Received on 7 March 2016**

1. On 20th March 2013, Councillor Khan and myself presented a motion to Council concerning the naming of new roads after those young people who had given up their lives in the service of their country.

"The Council resolved that -

\*The families of the fallen personnel who lived in Watford would be asked whether they would like a road or street named in memory of their loved one.

\*In consultation with the family, the location and precise name of a road or street is decided on. Local residents in the street will also be consulted.

\*The Council offers to organise an official opening ceremony of the street or road, to which other members of the local community, family and friends, as well as service charities could be invited."

I should like to know what progress has been made regarding consultation with the families whose relatives have died?

Has any representation been made in the past, or is being presently undertaken, with developers of new sites?

The Mayor has already been in touch with the family of Captain Tom Sawyer last

year, to advise that we will name streets after the soldiers and has been in contact since to update them on progress of the plans. We have been looking to name the two new main access roads to the hospital within the Health Campus development after Cpt Tom Sawyer and Cpl Chris Harrison. Thomas Sawyer's parents have agreed this proposal. Chris Harrison's parents would prefer something more local and have requested that a playground near their home is named in his honour.

We have been liaising with Planning to identify suitable new streets within the borough that could be named after the soldiers. Generally, in the Borough the opportunity to create new streets is uncommon and it has taken time for a suitable development to be identified. But a system is in place to respond to this Council policy. The developers of the Health Campus site are in agreement with the above proposal.

For more information please contact Danielle Negrello  
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