
Meeting: Standards Committee

Date: 6 November 2009

Subject: Development of a Slogan for Standards

Report of: Monitoring Officer

Summary: To adopt a slogan to be used in respect of the promotion of the work of the Standards Committee within Central Bedfordshire Council.

Contact Officer: Mrs Barbara Morris, Assistant Director Legal & Democratic/Monitoring Officer
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Public/Exempt: Public

Wards Affected: All

Function of: Non-executive

Reason for urgency (if appropriate) N/A

CORPORATE IMPLICATIONS

Council Priorities:

Contributes to all Council priorities to ensure good governance

Financial:

N/A

Legal:

To raise the profile of standards in Central Bedfordshire to ensure high ethical standards are maintained in accordance with the Local Government Act 2000 and Local Government and Public Involvement in Health Act 2007

Risk Management:

N/A

Staffing (including Trades Unions):

N/A

Equalities/Human Rights:

None

Community Development/Safety:

N/A

Sustainability:

N/A

RECOMMENDATIONS:

That the Committee adopts a slogan to promote standards within Central Bedfordshire from the list set out in Appendix "A" to the report.

Slogan

1. At the both the Central Bedfordshire Council and Town and Parish Council training sessions workshops were held where Members were requested to help develop a suitable slogan that could be used to promote standards in Central Bedfordshire Council. Attached at Appendix "A" to this report is a list of those slogans that were received. The Committee are requested to consider the list and adopt a suitable slogan that they think will help promote and raise the profile of standards in Central Bedfordshire.
2. The Council's magazine that is circulated to all households is known as "News Central". As can be seen from an earlier report on the Agenda the slogan will be used in the article promoting standards.

Location of papers: Priory House, Chicksands

Can you think of a slogan which would help promote standards within Central Bedfordshire?

- Abide by the Code or you're down the road
- Standing for Standards
- Standards R Us
- Raising the standard
- Your standard bearing Council
- Standardising quality
- Standards Excellence inspires Council Excellence
- Stand by our Standards
- Our Standards are our integrity
- Maintaining standards
- Excelling in standards
- Central Bedfordshire: Maintaining the highest ethical standards
- Conscious about Conduct
- Standards maintain Integrity
- Standards ensure Integrity
- There is more freedom with a standard than with none
- Good Standards make a Good Council
- Performance needs Standards
- Standards Matter
- Simple straightforward standards are good standards
- The Standard is the Flag
- Standards Matter
- Setting Standards for Ethical Excellence
- In pursuit of Excellence
- Striving for Standards (SOS)
- Lead with standards
- Standards are for Everyone (SAFE)