

Council
24 January 2013
Written Questions to Cabinet Members

No.	Question from/to	Question	Response
1.	From Councillor Field to the Cabinet Member for Performance and Resources	How much did the recent 'rebranding' of the city council logo etc cost?	<p>There was no cost involved in developing the new council logo.</p> <p>The initial work was done by the council's communications and marketing team as part of their normal work. It was finalised by the graphics team at the county council when they took over the graphics service for the city council as part of the working arrangements. The introduction has been on a repair, renewal or replacement basis so there have been no specific costs as a direct result of the changes.</p> <p>The new logo will be less expensive to print due to no longer having a solid coloured banner across the top of printed documentation.</p>
2.	From Councillor Field to the Cabinet Member for Performance and Resources	How much does City Life cost to produce and distribute?	<p>City Life is produced three times per year and approximately 58,000 are printed each run.</p> <p>52,000 are distributed directly to homes in the City and the remainder are distributed throughout varying locations including: Main reception, the City Museum, Folk Museum, Guildhall, Indoor Market, TIC, The Arbor at the Crematorium, Shopmobility, Tennis Centre and GL1. This ensures visitors also get to receive the information.</p> <p>We try to coincide the issues with major events in the City, for example the Olympics and Summer events and this issue Christmas. We have been developing the 'What's On' pull out and 'keep guide with partners' to ensure there are a wide array of events to encourage people into the City.</p> <p>To print City Life at 24 pages per issue costs £9,000 (approximately 20p per unit), with the distribution of approximately £2,700 per issue, this gives us an annual cost of approximately £36,000.</p>

3.	From Councillor Field to the Cabinet Member for Environment	How many complaints have been received from members of the public about the Community Toilet Scheme since its introduction?	<p>In the two years since the Community Toilet Scheme was introduced in September 2010, there have only been 50 contacts with the City Council relating to “Toilets”. Not all of these contacts related specifically to the Community Toilet Scheme, but cover a range of different issues, including signage and publicity for the scheme, the condition of public toilets, toilets at events in the City, as well as general comments about toilet provision in the Docks and across the City.</p> <p>Following a review of the scheme we have listened to the comments received and introduced new signage and publicity. As a result, the number of comments have reduced and of the 12 queries received since April 2012, 6 have been from businesses wanting more information about the scheme or wanting to join.</p>
4.	From Councillor Field to the Cabinet Member for Environment	When will this council finally start collecting the following in the green recycling boxes: corrugated cardboard, yoghurt pots, batteries, tetra packs?	<p>We are continually seeking ways of collecting greater volumes of the material we are currently able to collect and ways of introducing collections of additional items such as yoghurt pots and tetra packs. There is a limit to the capacity the existing recycling vehicles are able to carry and so we would need to review the vehicles used and the way we collect recycling to do this.</p> <p>I note that Councillor Field has been appointed to the Overview and Scrutiny Committee Task and Finish Group set up to look at Recycling, and I look forward to working with them on ways of improving the service.</p> <p>I would add however, that we have been collecting batteries as part of the enhanced recycling scheme introduced in February 2010.</p> <p>In addition, to complement recycling collections from home, there are recycling banks across the City, to enable residents to recycle a greater variety of material, including cardboard, as well as a number of supermarket locations where tetrapaks can be recycled. Details of the Council’s recycling banks are available on our website.</p>