



Report 04.332
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Committee Policy, Finance and Strategy Committee
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Continuation of the *Be the Difference* Programme

1. Purpose

To advise the committee of our views on the continuation of “Be the Difference Programme”.

2. Background

The social marketing campaign that we as councillors included in the LTCCP for 2003-13 was a new departure for us - though other programmes have a similar long-term educative focus. Not surprisingly, we felt a need for councillors to keep closer to the programme than is normal; hence our appointment as a reference group. We were also asked to review progress at this time and report to council.

3. Comment

The accompanying paper from officers sets out the factual progress to date with the targets on recruitment of numbers of the programme having been met, appropriate forward programmes and so forth. We are pleased to recognise this progress.

What we have also found very gratifying is the relationships aspect of the programme with, for example, strong support from some of our city and district council partners and significant private sector backing. We have also noted strong central government endorsement.

With the programme so new we would not expect any report on physical environmental impact, but would expect officers to start reporting some behavioural and attitudinal changes in the coming year.

Clearly, the programme is extremely beneficial in terms of the positive linkages it is helping us to make and the great images it has produced. We will wish to keep a close eye on the membership side in the coming two years to see if we will recommend a change of emphasis, depending on how the recruitment

of more members goes. Meanwhile we endorse the continuation of the programme.

4. Recommendation

That the committee supports the continuation of the “Be the Difference” programme in 2004/05.

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