

BCC Chairman's Report 15th Sept 2020

- I would like to thank everybody involved to finally get the Town entrance sign options presented to council. The numerous hours spent, with after hour's meetings, and workshops involving both BCC & BDCT members have shown that we can work collaboratively, even though we were heavily restricted over the final stages due to Covid. A special thanks must go to Tricia Falkner, as she was the SME (Subject Matter Expert), on this project, and worked tirelessly and closely with Helen Scully Chair BDCT, Councillor Jane Dunn, to make sure that the RDC requirements were adhered to, and myself as Chair of the BCC.
- The Bulls Community Centre is well on track with the Grand Opening on Friday 25th Sept, and a public open day from 10am-2pm the next day Saturday 26th Sept, I would encourage you, if you can, to be involved in both days. With Covid restrictions soon to be lifted, I am sure the organising committee are relieved.
- Covid has been an unforeseen disruption, and has affected us all in many different ways, the biggest disruption faced by this committee has been "face to face" meetings, as people have not wanted to go outside their bubble, especially if like mine, their bubble have vulnerable people within it. When the new levels are announced shortly, this will allow us to get back on track, and revisit some of the things we have had to put on hold e.g. Bulls Domain and place making initiatives.
- Tricia Falkner has resigned from the committee, due to work commitments and health reasons. I would like to take this opportunity to thank Tricia on all of her work she has done for this committee and the community. Tricia was involved in producing the banners which were on the barrier fence surrounding the new complex, she has been involved with place making, and as mentioned earlier she has been the SME with regards to the entrance sign, just to name a few. I wish her all the best, and hopefully she will be back involved in some shape or form in the future.

Tyrone Barker

Chairman Bulls Community Committee.

TABLED DOCUMENT

Tabled at Bulls Community
on 15 September 2020 ^{Committee}

To the chairman of Bulls community Committee,
14 September 2020

I would like to forward my resignation for the Community Committee as from first October 2020.

I have enjoyed the projects and the comradery to assist Bulls Community forward in the directions they need. However, due to the large commitments to my work, I am finding I just do not have enough time to dedicate to all areas of my commitments. Therefore I need to drop a couple of my extracurricular activities, unfortunately this is one of them.

Thank you for your time and patience. I wish you all well in the future to help Bulls and the wider community.

Thank you.

Kind Regards

Tricia Falkner
7 Poplar Grove
Bulls
021 820 337

TABLED DOCUMENT

Tabled at Bulls Community Committee
on 15 September 2020

Bulls Community Committee 15 Sept 2020

The A'Bull brand and logo began 31 years ago when the late Earle Funnell brought a book of caricatures to a meeting held at the home of the late Dr Haylock.

The Committee at that time decided that Bulls needed a brand and a logo, and we needed to involve the whole community.

A public competition was launched to design a logo and the Schools were involved. Many entrants were received, and the competition was won by Doug Betteridge.

His design was then taken to a Mr Lock, a graphic artist in Palmerston North, to refine and design our logo. The logo has been refined twice since.

The question arose many times over the years about whether we should copyright the design. The committee, led by Dr Haylock, were opposed to this. We decided that it was for the whole town to own and use and we did not want any restrictions. It was for everyone to enjoy.

At an early stage we employed a marketing company from Wanganui to speak in Bulls. An evening was held at the Bridge Tea Shop and all businesses were invited plus some members of the public. So many people attended that we had to hold the event on the lawn because they could not all fit inside. The evening was a huge success and motivated most business to join the concept and buy the A'Bull logo signs.

We wanted to involve the whole community, so residents were encouraged to buy small versions of the logo to use on the back of envelopes sent in the mail.

The key message was that this was our brand and it was owned and used by everyone and it became part of the culture of Bulls.

We employed the services of an Australian consultancy company named Bank of Ideas. This company specialises in assisting small towns.

Since its creation in 1989, the Bank of I.D.E.A.S. has worked with over 2000 communities throughout Australia and overseas seeking to facilitate fresh and creative ways that stimulate community and local economic renewal. Bank of I.D.E.A.S. has undertaken assignments in 59 countries.

Bronwyn Meads worked with this company and attended two of their conventions in Australia where her presentation regarding the Bulls brand twice won an award.

Peter Kenyon, the CEO of Bank of Ideas, has been to Bulls on several occasions and has been the key speaker at two well attended events. One at Ohakea and one here in the Hall.

Our quirky logos have been the subject of numerous magazine articles including twice in the Air NZ Inflight magazine and in a television programme. They have been photographed by thousands of tourists.

TABLED DOCUMENT

Tabled at Bulls Community Committee
on 15 September 2020

65 businesses, which have paid to use our logo, have had their quirky name recorded at the Information Centre.

There is no doubt that our brand has been enormously successful, and we have always promoted the idea that it is for everyone.

I was horrified when a few years ago I learned that a Bulls person had registered the copyright of our logo in his own name. Many people thought of this as being like a theft from the Bulls people.

I then spoke to several people from the Trust and asked if they would consider buying the copyright off this person and safeguard it for the continued use of Bulls people. In effect to return it to its rightful owners. I was pleased when I was advised that they had agreed to this and secure our logo.

I was disappointed to recently discover that the Trust had decided to promote a scene for the signs at the entrances to Bulls that does not contain the logo, and to offer this scene to businesses for their use. They have consulted some businesses in Bulls to ask them to choose between option A or B. Those business owners were told that the status quo was not an option. So much for the principles of consultation. I believe that some people in the Trust and Community Committee do not understand the history of our brand and that all Bulls people are the rightful owners. They should be fully consulted before our brand is damaged. I believe that the entrance signs to our town should contain our Logo and the proposed scene should not be made available to businesses to use instead of our well-established brand and logo.

I then contacted Peter Kenyon from the Bank of Ideas in Australia, and sent him copies of the two scenes being promoted, and asked for his thoughts;-

Hi Graeme- absolutely horrified that Council would want to do this!! What has won huge admiration and acclaim all over the world is your quirky and humorous approach. I personally have told and shown the Bulls story in over 300 workshops across NZ, Australia, UAS, Canada, South Africa, India.....and everyone responds in the same way- your story and unique branding and marketing has inspired so many other communities. To change with a bland like everyone else brand would be a huge mistake. Whoever is pushing this has obviously little experience in small town renewal and marketing. Please fight. happy to help in anyway. Peter Kenyon

Clearly Peter Kenyon who has worked with over 2000 communities since 1989, thinks that to damage or replace our brand would be a big mistake. We would not want him to lecture around the world in future, about how the town of Bulls has ruined the best Town brand he has experienced during his career.

I now ask that the Community Committee request that the Trust accept that our Town brand belongs to all the people of Bulls and is part of our culture. Our logo should not be

removed from the Town signs unless agreed by the Bulls people and the suggested scene should not be allowed to be used in competition with or replace our brand.

The suggested scenes for the Bulls entrance signs do not satisfy any of the five basic requirements of a logo. These are;-

Simple
Scalable
Memorable
Versatile
Relevant.

Please reserve your decision on this matter until the legal principles of consultation, required for Local Government, have been complied with. These are;-

[How councils should make decisions Local Government](http://www.localcouncils.govt.nz)

www.localcouncils.govt.nz ›

The consultation principles. Councils must provide anyone who will or may be affected by the decision, or anyone who has an interest in the decision, with reasonable access to relevant information. These people should also be encouraged to express their views to council.

I am happy to pay for one hour of Peter Kenyan's time, to attend a future meeting via speaker phone, after consultation has occurred.

Graeme Platt

File Tabled at Bulls Community Committee on 15 September 2020

Back Ground on the Entrance Sign.

For those new to the committee, and a refresher for you others.

The RDC through the Strategy & Community Planning Manager (SCPM), put forward in August 2018 that part of the RDC's Long Term Plan, was to have all the entrance signs into all of the towns in the District be uniformed, with certain criteria for each sign.

This criteria was background colours, RDC logo, placement and use of kowhai flower, iwi input, and something unique to represent each town.

The SCPM had meetings with the BDCT (Bulls & District Community Trust), and after a survey had been conducted through an independent survey company, they had findings that a new branding logo for "A Bull" should be considered for Bulls..... The "A Bull" logo is held and owned by the BDCT.

The "A Bull" sayings will still be there but with an updated branding logo.

The SCPM had requested that the BCC work closely with the BDCT for consistency to incorporate the new branding when developing the new entrance sign.

A memorandum presented to the BCC, on Bulls Township Signage- Stakeholder Update by the SCPM dated 10 Dec 2018, had the following resolution 18/BCC/030 put forward ***"That the Bulls Community Committee (BCC) recommend to council that the same design as the township brand is used for the Bulls district-wide branding sign."***

Passed Ms Turner / Seconded Mr Holden. Carried

The BCC found this quite favourable, as we were discussing at the time how we could link the whole town through imagery and signage, as there is a "mish mash" of signs throughout the town.

The SCPM presented the BCC with his concept (a photo of a single Bulls head) which he had been working on with the Bulls Co-ordinator, and in the same memorandum put forward a recommendation.

"That the Bulls Community Committee endorse the use of the preferred township bull/sign as evidenced in the memorandum Bulls Township Signage- Stake holder Update"

This resolution was revoked by the BCC as we did not think it was suitable for the town linkage, and as we found out later did not meet the new vision of the BDCT, and they too were against it.

Move to revoke resolution.

Ms Toomey / Cr Dunn. Carried

The BCC & BDCT went to council explaining why we rejected the sign presented by the SCPM, and how we were going to work collaboratively, to come up with an appropriate entrance sign that not only incorporated the new branding, but linked the whole town.

We were given permission by the RDC to come up with a sign, as long as we stuck to the agreed guidelines. Once we had a suitable sign which met all criteria, we were to re-present to Council for their final approval, and for council to also make sure we did not deviate from the original agreement with them.

After a lot of deliberation, it was established that this link was the Bulls statues that are now placed (without public consultation, I might add), throughout the town, are now being considered more of a tourist attraction, with photo opportunities than the "cartoon bull" characters.

Tricia Falkner with her contacts at UCOL, and a professional consultant, were given the task to come up with some ideas and conceptions, taking into consideration the brief from the Council guided by Councillor Jane Dunn, and direction given by Helen Scully chair of the BDCT. Also keeping to her original brief with regards to place making and consistency throughout the whole town.

This process has taken many hours, dozens of different concepts and designs, and meetings by various steering groups from the BCC & BDCT along the way.Finally two options were agreed upon.

The BDCT consulted with the wider Bulls community via Social media, mail box drops to every household in Bulls, and personal visits to the businesses, presenting these two final options.

Taking all of this into consideration, the BCC has met all of the criteria which has been expected from them regarding this entrance sign, and now needs to pass a resolution to council, that the RDC approve Option A, which had 68 % of the public vote, as our final proposal for the new Bulls Entrance sign.

Hopefully this explains the drawn out process we have had to go through to get here, and with Covid thrown in, we do not need any more unnecessary delays.

Regards

Tyrone.