

MCA - MAYORAL COMBINED AUTHORITY BOARD

MINUTES OF THE MEETING HELD ON:

MONDAY, 7 JUNE 2021 AT 11.30 AM

**SHEFFIELD CITY REGION, 11 BROAD STREET WEST,
SHEFFIELD S1 2BQ**



Present:

Mayor Dan Jarvis MBE (Chair)	SCR Mayoral Combined Authority
Councillor Chris Read (Vice-Chair)	Rotherham MBC
Mayor Ros Jones CBE	Doncaster MBC
Councillor Sir Steve Houghton CBE	Barnsley MBC
Councillor Terry Fox	Sheffield City Council
Councillor Tricia Gilby	Chesterfield BC
Councillor Alex Dale	NE Derbyshire DC
James Muir	Chair of LEP Board

Officers in Attendance:

Dr Dave Smith	Chief Executive	MCA Executive Team
Dr Ruth Adams	Deputy Chief Executive	MCA Executive Team
Martin Swales	Interim Director of Transport, Housing, Infrastructure and Planning	MCA Executive Team
Steve Davenport	Principal Solicitor & Monitoring Officer	MCA Executive Team / SYPTE
Gareth Sutton	Chief Finance Officer/S73 Officer	MCA Executive Team

Apologies:

Councillor Garry Purdy	Derbyshire Dales DC
Councillor Simon Greaves	Bassetlaw DC
Councillor Steve Fritchley	Bolsover DC

1 Welcome and Apologies

Mayor Jarvis MBE welcomed everyone to the meeting.

Apologies for absence were noted as above.

2 Items to be Considered in the Absence of Public and Press

None.

3 Declarations of Interest by individual Members in relation to any item of business on the agenda

None.

4 Rebranding of the Sheffield City Region Mayoral Combined Authority (MCA)

A report was presented which related to the rebranding of the Sheffield City Region Mayoral Combined Authority.

Members had agreed at the MCA Board held in January 2021 to the principle of rebranding the MCA to reflect the organisation's core business, decision making that primarily affected South Yorkshire. Members had also agreed that the costed rebranding proposals would be worked up and presented to the MCA Board.

Members noted the proposal to take a phased roll out approach which would commence towards the end of July 2021, with further work to be undertaken during the Summer and Autumn months to fully roll out and apply the new brand to the South Yorkshire Mayoral Combined Authority. The formal legal change of name would be implemented when the Chief Executive was satisfied that any practical implications had been resolved.

Following approval by Members at today's meeting, identity and brand guidelines would be worked up and would be circulated to Members for feedback before a decision was taken by Mayor Jarvis MBE and the MCA Executive.

RESOLVED – That Members:-

- i. Agreed the proposed rebrand to the South Yorkshire Mayoral Combined Authority.
- ii. Agreed to change the legal name of the MCA from the Barnsley, Doncaster, Rotherham and Sheffield Combined Authority to the South Yorkshire Mayoral Combined Authority to reflect its new identity with effect from a date to be fixed by the Chief Executive. Such date to be noted back to the appropriate MCA meeting.
- iii. Agreed a phased roll out and transition to the new brand.

I, the undersigned, confirm that this is a true and accurate record of the meeting.

Signed

Name

Position

Date