

Opinions split over £86k rebranding

Controversial new image is released by council after long design and consultation process

Anna Behrmann

anna.behrmann@archant.co.uk

Haringey's controversial new logo and re-branding was revealed officially on Monday after the were leaked to the press on Friday.

Politicians signed off on spending £86,000 to create a new brand identity and logo.

Of this, £20,000 was spent on a glossy recruitment video to encourage people to work for the borough.

In the film, residents and business owners describe what they love about Haringey - such as bustling cafés and educational opportunities.

Resident Martin Ball described the re-branding as "an insult to those residents losing services because of cuts and an insult to staff fearing job cuts".

One resident, who works for city branding specialists Evolve, is even offering to undertake a new rebranding of Haringey for free.

"Obviously we would need to see the brief but we are all about super-connecting people, places and ideas and we are prepared to put our money where our mouth is,"

Haringey

LONDON

said Karl Aussia.

According to an online poll conducted by the Ham&High, 69 per cent of readers do not like the new logo.

A further £40,000 from the council's budget has been earmarked to be spent on brand strategy and visual identity.

This is part of the council's plans to put Haringey on the map as one of the greatest boroughs in London, as well as driving in new investment.

Red and black were apparently chosen as they are the colours of London, which is designed to showcase the role that Haringey has to play in the capital.

Haringey previously re-branded in 2007 and the old design, a green and yellow starburst, referenced the area's broadcasting heritage.

The council claim that they are expecting to see £1bn of invest-



■ The new signage in place

ment pouring into the borough.

Haringey say that this investment is attracting new industries, such as Wilde's Cheese, Redemption Brewery, Mill Co, and the Fashion Technology Academy, which will give nearly 3,000 people given the

opportunity to earn NVQ qualifications.

"I'm in because residents have told us that to live and work in Haringey is to be part of something great and we need an identity that reflects that," said Cllr Joe

Goldberg, Cabinet Member for Economic Development and Social Inclusion.

The council has said it consulted residents, businesses and council leaders before creating the re-branding design.



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"What was wrong with the other one? In times of hardships a business would not change their logo."

William Martyn, 52, owner of W. Martyn shop in Muswell Hill.



"It's a complete waste of money. It's awful; it looks like a child drew it, but not in a good way."

Ilyssa Summerfield, 37, from Muswell Hill



"It looks like it could be Chinese. It's striking, but I feel like there could be a menu underneath it for a Chinese takeaway."

Carolan Quinn, 67, Muswell Hill.

"It looks alright. I like the red; it's eye-catching."

Sally Meatchard, 44, Muswell Hill.

"I like it a lot, actually. It's groovy, quite edgy. It looks quite good. It represents Haringey as being quite modern."

Angie Jones, 65, Muswell Hill.



"Haringey is a child-friendly area and very multi-cultural. It does remind me of that - it has something playful about it. It reminds me of the '90s; that's my type of nostalgia - growing up in Haringey around that time."

Themba Mkhize, 27, works in Children's Bookshop, Muswell Hill



Closure of day centres

Vulnerable elderly depend on services

Mrs Meg Bott of Barrington Road N8 writes:

I am horrified that Haringey Council sees fit to focus budget cuts on the most vulnerable people in the borough, those with severe learning difficulties, most especially those with autism as well. Closing day centres like Roundway for people with severe autism, who absolutely depend on routines, on having the same experienced people around them day after day, people who are properly trained in autism, a complicated and difficult condition to understand, is criminal.

If things change, they can either suffer complete mental withdrawal, or complete hysteria. This will put extreme stress on the borough's mental health services, and on the parent carers, who will themselves likely collapse, needing further mental health or other support. So the council's penny-pinching closure of each centre for people with severe needs will actually lead to more not less spending on care needs. And surely the borough of Baby P does not need any further bad publicity when an 'Adult P' dies or is damaged due to bad care?

A person with autism finds all change traumatic, and needs a steady continuity, or they can be traumatised for life.

To be suddenly told your day or residential centre is closing and all your daily routines upset will cause permanent harm to most of the people there, screaming, flapping, and hitting out for the rest of their lives.

The borough is ignoring the



real and permanent harm they will be causing by making these cuts.

And the home carers too will suffer, as the only time they can go out to shop, to the doctor or do housework will be when their person is being looked after.

The theory is that private care my take over, but some private care companies now supply untrained staff, for fewer hours, on an unpredictable rota, provoking mental breakdowns.

People with severe autism cannot go on a public bus, they cannot go into a shop, some cannot even step into a park, all because strange faces are there. They cannot go out and make their own friends, most especially those who are non-verbal.

In particular, the cuts to day care centres will hit people with, by definition, an inability to cope with normal life, and also their family carers.

I have met and listened to many carers recently. For instance, there's one man who cannot go near a shop, as he likes to kick in the glass doors/windows. How will his parents shop if he is returned home? Or a woman who cannot cope with people near her. How can her family carer even get food in?

Or two men who cannot make friends in the ordinary way. Each has his or her *only* friends at the day-centre, and will be alone and lonely with elderly parents.

Or the woman who has both a son with learning disabilities, and a mother with Alzheimer's. How can she even manage their different needs at home, let alone get out, to do basic food shopping?

All of this points to a fundamental flaw in the Haringey policy, so-called "re-ablement," which chucking them out of day centres is supposed to achieve.

The rationale is given, that it is better for people to be in their own homes, to "re-able" them, to become more independent. That is impossible for people with Alzheimer's, which is progressive, with Severe Autism, which is not remediable, or with severe learning difficulties, especially when the task is dumped on elderly and already stressed parents.

And even the one care home to be left open is to be privatised, leaving the new company free to change routines, to change staffing, to reduce training, to pay less, after a minimal change-over period, all things which will permanently damage the service users.

Council's re-branding

Expense and timing is wrong but bright red lettering isn't a surprise!

Liz Morris Liberal Democrat councillor for Highgate writes:

This week Labour-run Haringey Council launched its brand new logo which has been a surprise on many levels.

The first surprise is a combination of timing and cost. This exercise has cost Haringey £86,000 and comes six months after brutal cuts to front line services across the borough.

One has to ask is this really the right time for Haringey Council to rebrand itself?

And would this money have been better spent on essential services for children and vulnerable residents that Labour has cut?

The second surprise is the design. It's all very well saying that this unusual design reflects the unique character of Haringey. However in my mind the question is do residents want to see a council logo that communicates a professional organisation that they can rely on to deliver their public services or do they want something that would sit more comfortably with a youth brand

and which is only likely to appeal to the under 25s.

And perhaps I shouldn't be surprised that it's a bright red logo for a council that has been Labour-run for 43 years with two Labour MPs.

One can't help asking whether this a political statement or a happy coincidence for this Labour-run council.

Fundamentally, spending £86,000 creating a new logo for the council is the wrong decision at the wrong time. Local taxpayers' money would have been far better spent on services, not branding.

VIEW FROM THE STREET

by Cllr Joe Goldberg, Haringey Council's cabinet member for economic development and social inclusion



Haringey is claiming its rightful place as 'authentic' borough

“I am proud that I found Haringey and that it is my home. It's the borough I love above all others because it is authentic, London at its very best

So, as the news has broken that Haringey is changing its logo, much of the response endorses precisely the reason we have decided to do this.

For too many people who see the word "Haringey" they think of little else than the council. This simply has to change. Haringey must mean more than the council that governs a geographical area.

As Franklin D Roosevelt said, we should "never forget government is ourselves", and Haringey must be no different.

We are living in dramatically changing times – for our city, our borough, our council and our people. Ensuring that the future is better for all our residents means we must claim our rightful stake in London, and do so with our residents and our businesses.

Changing our logo won't guarantee this, but it is a signal of intent. We have worked with residents to develop the new identity, and we have tried to reflect what it is that they say makes Haringey distinct and special.

The one thing that comes out time and time again is the conviction that there is a unifying attitude in Haringey that creates an atmosphere of expression and voice, and it is right we celebrate that.

That attitude can be the people who are having a go and building and creating something; our local football team who believe in playing football a certain way; the people who fought against apartheid and Section 28, and yes, even the people who demand better from their council.

In every generation that we can remember, my family has moved home – sometimes as refugees, sometimes as people seeking a better future. I am proud that I found Haringey, and that it is my home.

It's the borough I love above all others because it is authentically London at its very best.

Now it is time to celebrate our greatest asset – our people. Because Haringey is more than just a place, it's an attitude.

It is time to fulfil our ambition and to stand out from the crowd. As Marcus Garvey said, "with confidence you have won before you have started".

Our new logo is all about confidence. That is why I am in, and why I would love you to be too.

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