

**FROM COUNCILLOR ERNIE CLARK**  
**TO COUNCILLOR JANE SCOTT**  
**LEADER OF THE COUNCIL**

**Question 4**

Could the administration of this council please justify the spending of £475,000 on establishing the Wiltshire Council 'brand' please. Why was it felt necessary for this council to spend so much?

**FROM COUNCILLOR JON HUBBARD**  
**MELKSHAM SOUTH DIVISION**  
  
**TO COUNCILLOR JANE SCOTT**  
**LEADER OF THE COUNCIL**

**Question 1**

You will be aware of the recent BBC News article recently which revealed that Wiltshire Council spent £475,000 on rebranding following the merger of the five councils into one, the second highest cost nationally of rebranding exercises by newly formed unitary authorities.

I assume some of this cost included the free pens, shopping trolley tokens and other freebies distributed to the public in an effort to justify the new council. Can you please explain how spending nearly half a million of public money on a name change really represents best value for money?

How come Liberal Democrat controlled councils in Northumberland and Bedford were able to perform similar exercises for a fraction of the cost (£5,776.45 and £19,000 respectively)? Even the highly rural and geographically large new Cornwall Council only spent £65,000 on their rebranding exercise.

**Response to questions from Cllrs Clark and Hubbard**

Wiltshire Council was formed as a new organisation from five separate councils in April 2009.

It was vitally important people knew who to contact from the day the new council was launched – 1 April 2009 – in relation to a council service or to have their say on the services provided.

The Implementation Executive made a recommendation to the former county council not to change the name and to continue as Wiltshire County Council. Full council, however, agreed that the new council should be called Wiltshire Council as it was a new organisation and, as such, should have a new name and be

rebranded to avoid any customer confusion relating to the former five organisations.

Rebranding is a cost that has to be met when organisations are merged and the cost formed part of the transition costs submitted to Government. In the creation of Wiltshire Council this reorganisation is now saving around £18 million a year.

The council was acutely aware of the need to ensure rebranding was undertaken in the most cost effective way possible.

The design of the new brand and the creation of the tag line *where everybody matters* were undertaken in house and with the input from local people - no money was spent on external agencies for this work.

Where possible, stocks of leaflets and stationery were used in the run up to the new council to avoid unnecessary wastage.

Where building, vehicles and other assets had to be rebranded the focus was on those that were most visible to the customer such as refuse freighters and signage at our main public-facing offices.

### **Costs for rebranding**

Parking services incurred a cost of £17,135 as there were statutory obligations to change ticket machines.

Design samples of a new brand = £2,188 - the logo was designed in-house along with letterheads, comp slips and business cards.

The policy was to use up old stock and replace items in a 'business-as-usual' process.

Website rebranding: nil - the websites were redesigned in-house and no specific costs are attached.

Building signs: across five councils - £179,227

Vehicle livery: across five councils' fleets - £90,436 - new vehicles were not purchased and re-spray not done - stickers, were designed to cover old logos.

Uniforms: £113,827 - some service teams at the five councils had uniforms and some didn't - uniforms for frontline staff and those who needed specific clothing items were implemented consistently.

Road signs: £2,366

Internal office signage: £11,395

Refuse and recycling sites: Nil

Parks and gardens: open spaces and play areas - £17,494

Car parks signage - £23,505

The quotes from other councils relate to design costs of a new logo only and not for rebranding. Our comparative cost for logo samples produced was £2,188.