

NAME OF AREA BOARD

1. Purpose of the Report

1.1. To confirm the name of the Area Board.

2. Background

2.1. At a meeting of parish council representatives, hosted by the unitary councillors of the Area Board in June 2010, a request was made to review the name of the board.

3. Main Considerations

3.1. In response to the request made at the June 2010 meeting, the Chairman of the board invited parish councils to comment on the appropriateness of the board's name "Amesbury Area" via a consultation exercise which began on 30 Sept and ended 17 Dec 2010.

3.2. A summary of the responses to this consultation include (full list at appendix 1):

- a) 5 councils request "South East Wiltshire" on the basis that this would be more representative of the 22 councils than the current name
- b) 2 councils request "Stonehenge Area"
- c) 1 council requests "Five Valleys Area", as the community area comprises the Avon, Bourne, Till, Woodford and Wylve valleys
- d) 4 councils confirm that they do not wish to see the name changed
- e) all other councils (10) chose not to suggest an alternative name

3.3. Based on this feedback, and taking into consideration the implications listed in paragraph 4 below, the Area Board unitary councillors are requested to confirm the name of the board on the 27th January or forward a recommendation for the name to be changed to a Full Council meeting.

4. Implications

4.1. Environmental Impact of the Proposals

There are no such impacts.

4.2. Financial Implications

Resource implications have been incurred as a consequence of the request to consult on the appropriateness of the board's name, including both officer, unitary councillor and parish council time.

Should the area board unitary councillors recommend to Full Council that the board's name be changed, further officer and unitary councillor time will be incurred. Additionally there will be a financial cost involved in redesigning templates used for the board, e.g. agenda, report, newsletter, signage.

4.3. Legal Implications

There are no such implications.

4.4. HR Implications

There are no such implications.

4.5. Equality and Diversity Implications

There are no such implications.

5. Recommendation

It is recommended that:

The Area Board's name remain that of the "Amesbury Area Board" on the basis that:

- a) 14 out of 22 councils (64%) do not wish to see an alternative name applied**
- b) there is no conclusive, or majority view, as to an alternative name**
- c) the overriding principle by which area boards are named is based on their identification with the main market town or larger settlements that they cover.**

COUNCILLOR JOHN SMALE – AREA BOARD CHAIRMAN
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Appendix 1

<u>Parish</u>	<u>Suggested Alternative name of Area Board</u>
Allington	South East Wiltshire
Amesbury	Amesbury
Berwick St James	Content to remain as Amesbury, but no objection to SE Wilts
Bulford	No alternative suggested
Cholderton	South East Wiltshire
Durnford	No alternative suggested
Durrington	Five Valleys
Figcheldean	Amesbury
Great Wishford	No alternative suggested
Idmiston	South East Wiltshire
Milston	No alternative suggested
Newton Tony	South East Wiltshire
Orcheston	Amesbury
Shrewton	No alternative suggested
Stapleford	No alternative suggested
Steeple Langford	Stonehenge
Tilshead	No alternative suggested
Wilsford cum Lake	No alternative suggested
Winterbourne	South East Wiltshire
Winterbourne Stoke	Stonehenge
Woodford	No alternative suggested
Wylve	No alternative suggested