

AREA BOARD NAME

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.

2.2. A consultation was carried out in the latter months of 2010, and on considering the outcome from this consultation, the board resolved to re-issue the consultation stressing that it felt unable to confirm the name of the board until it could be sure of the views of all 22 parish councils in the area.

3. Main Considerations

3.1. A summary of the responses to these consultations include (full list at appendix 1). The summary below only takes into account the confirmed response of the parish council. Where the response has not been to specify one specific name, this has not been factored into the summary:

- a) 10 parish councils confirm their preference for the “Amesbury Area Board”
- b) 1 council confirms a preference for the “Five Valleys Area Board”
- c) 5 councils confirm their preference for “South East Wiltshire Area Board” on the basis that this would be more representative of the 22 councils than the current name
- d) 3 councils confirm their preference for “Stonehenge Area Board”

3.2. 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 31st March 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

To confirm the name of the board, or to forward a recommendation for the name to be changed to a Full Council meeting.

COUNCILLOR JOHN SMALE – AREA BOARD CHAIRMAN

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Appendix 1

<u>Parish</u>	<u>Response received in 1st round of consultation</u>	<u>Response received in 2nd round of consultation</u>
Allington	South East Wiltshire	South East Wiltshire
Amesbury	Amesbury	Amesbury
Berwick St James	Content to remain as Amesbury, but no objection to SE Wilts	Amesbury or Stonehenge
Bulford	No alternative suggested	Amesbury
Cholderton	South East Wiltshire	South East Wiltshire
Durnford	No alternative suggested	Amesbury
Durrington	Five Valleys	Amesbury
Figheledean	Amesbury	Amesbury
Great Wishford	No alternative suggested	Five Valleys
Idmiston	South East Wiltshire	South East Wiltshire
Milston	No alternative suggested	Amesbury
Newton Tony	South East Wiltshire	South East Wiltshire
Orcheston	Amesbury	Amesbury
Shrewton	No alternative suggested	Amesbury
Stapleford	No alternative suggested	"As none of the names are connected with Stapleford our councillors are happy to go with the majority"
Steeple Langford	Stonehenge	Stonehenge
Tilshead	No alternative suggested	The Parish Council has not considered this matter. However, the Parish Clerk suggests that, probably their preference would be "Stonehenge".
Wilsford cum Lake	No alternative suggested	Amesbury
Winterbourne	South East Wiltshire	South East Wiltshire
Winterbourne Stoke	Stonehenge	Stonehenge
Woodford	No alternative suggested	Amesbury
Wylve	No alternative suggested	Stonehenge