

**IMPLEMENTATION EXECUTIVE
26 NOVEMBER 2008**

BRANDING AND COMMUNICATIONS – PROGRESS REPORT

Executive Summary

This report updates on work in progress regarding the delivery of a campaign to raise awareness and increase understanding of the new council and the implementation of its new brand and identity.

A detailed report will be tabled at the Implementation Executive meeting on 10 December, which will include the project plans for delivering on both of these key areas of work.

A number of decisions will need to be made and the update below highlights some of the issues which will need consideration by Implementation Executive Members.

Proposal

The following report is to update on progress and to ask Members to consider some of the issues relating to branding and the campaign to promote the new council.

Reasons For Proposals

To provide a progress update for the Implementation Executive on progress towards One Council.

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BRANDING AND COMMUNICATIONS – PROGRESS REPORT

1. Introduction

- 1.1. Overall, progress towards the transition to One Council is good. The transition is reaching a critical stage in delivering its communication strategy. Awareness and understanding of the new council could make or break its reputation.
- 1.2. At the meeting Implementation Executive on 6 October, members agreed that a communications plan to deliver a campaign to target information on the new council. The plan focuses on addressing the concerns and issues raised at the public road shows.

2. Campaign Towards One Council – Progress Update

- 2.1 The public road shows held in September highlighted a high level of awareness regarding a new council for Wiltshire but a high level of misunderstanding about where services could be accessed and where decisions, particularly on local issues, would be made. The perception was that services and decision making would be centralised in Trowbridge or Chippenham.
- 2.2 It is proposed that the campaign will be launched on 22 December – which marks 100 days to the start of the new Wiltshire Council.
- 2.3 The campaign, which will be internally and externally focused, will be a countdown to the new council and the key message is it will be local. The campaign activities focus on real people and case studies highlighting local services, local decision making and what it will mean for local people and communities. It will be a positive and visual campaign including face to face road shows with branded vehicles, film footage, posters, exhibitions and partnership working with the local media.
- 2.4 A complete project plan highlighting the activities and timings will be presented to the Implementation Executive on 10 December.

3. Branding and Identity

- 3.1 The Implementation Executive agreed at its meeting in October that the new council would be branded as Wiltshire Council with the strap line Where Everybody Matters reflecting the competition run as part of the face to face road shows.
- 3.2 A style guide has been produced to assist managers in applying the brand to promote the new council.
- 3.3 A project plan has been drafted to map out the implementation of the branding and the timescales for this work, which will include signage, livery (vehicle graphics), uniforms as well as printed and online media.

- 3.4 Meetings with service directors and managers to identify branding issues for the new council and look at practical solutions for a phased implementation have taken place. This will be presented to the Implementation Executive in December.
- 3.5 The report in December will include a number of policy issues and timings on implementation of the branding for the Implementation Executive to consider. It is vital that on Day One of the new council the new brand and identity is highly visible to the public and staff.
- 3.6 Proposals for achieving the implementation will be put forward to the Implementation Executive to consider. 1 April is a Wednesday and consideration needs to be given to the time frames for rebranding on livery and buildings. The report in December will also include what will not be branded with the new council name on Day One but is proposed to be updated as replacements and policy decisions are taken by the new council.
- 3.7 It is vital that opportunities are maximised for branding the new council so that it reflects the campaign towards one council and increases awareness that it is coming.