

Service Area	Type of Brand	Description	Reason	Planning Implementation Priorities (Shown below)			
				1	2	3	4
				Jan 3 - Mar 1	Mar 1 - Apr 1	Apr 1- May 30	Bus. As Usual
All Service Areas	Printed Media	Introduce standardised corporate stationary for services to be used within Wiltshire Council	To enable all services who are undertaking work on behalf of the new Council to use the new brand and to enable services lead in time to ordering in stock	X			
Leisure & Amenities - Ground Maintenance Vehicles	Livery	Vehicle Branding	Replace existing branding with the new Wiltshire Council brand	X			
Fleet - Winter Maintenance	Livery	Vehicle Branding	Replace existing branding with the new Wiltshire Council brand	X			
Fleet - Highway Maintenance (Ringway)	Livery	Vehicle Branding	Replace existing branding with the new Wiltshire Council brand	X			
Libraries - Libraries Vans	Livery	Vehicle Branding	Replace existing branding with the new Wiltshire Council brand	X			
Transport - Buses (Connect 2 etc)	Livery	Vehicle Branding	Replace existing branding with the new Wiltshire Council brand	X			
Finance - Council Tax Leaflet	Printed Media	This is the official Council Tax document required to be sent out by the collecting authority to all our residents	Council Tax information being sent out on the Councils behalf, will be sent in the new Councils name and branded accordingly.	X			
All Services - Adverts, Public Notices etc	Printed Media	Official notices published in the papers by the Council	A number new templates with the new branding will be created which will be used from early next year on any publicity being undertaken in the new Councils name. i.e. recruitment, public notices etc.	X			
Elections - Elections Paperwork	Printed Media	Official paperwork for Elections to the new Council	Any elections literature or official documents will now be branded with the new Council's name and brand. These will be used from January onwards on any official communications or notifications.	X			
Property County Owned (Public Access)	Signage	Put in place new Wiltshire Council signage	To make it clear to our customers that they are being dealt with by Wiltshire Council.		X		
Property District Owned (Public Access)	Signage	Put in place new Wiltshire Council signage	To make it clear to our customers that they are being dealt with by Wiltshire Council.		X		
Property County Owned (Leisure Centres)	Signage	Put in place new Wiltshire Council signage	Replace Signage to indicate the service is either being run or funded by the new Wiltshire Council		X		
Property District Owned (Leisure Centres)	Signage	Put in place new Wiltshire Council signage	Replace Signage to indicate the service is either being run or funded by the new Wiltshire Council		X		

Property District Owned (Tourist Information)	Signage	Put in place new Wiltshire Council signage	Replace Signage to indicate Service being run by Wiltshire Council		X		
Parking Services - Car Parks	Signage	Put in place new Wiltshire Council signage	Replace existing signage to ensure users know the service is being run and operated by the New Council		X		
Website - Main	Website	New website being created, which will incorporate the existing 5 local authority websites into one	This will see the merging of the existing 5 websites, replacing any old content with new and refreshed content		X		
Leisure & Amenities - Refuse Vehicles	Livery	Vehicle Branding	Existing branding will be replaced for the new Council. Refuse vehicles will also be used to promote key corporate messages on a regular and rotating basis.		X		
Housing - Housing Maintenance Vehicles	Housing	Vehicle Branding	Replace existing branding with the new Wiltshire Council brand		X		
Regulatory - Taxi Licensing Plates, IDs etc	Signage	Vehicle Branding	Replace existing branding with the new Wiltshire Council brand		X		
Leisure & Amenities - Leisure Centres	Uniforms	Uniforms for staff across the authorities to be harmonised	All existing uniforms in Council run centres to be replaced as part of a planned replacement with new Wiltshire Council logo included for those services operated by the new Council		X		
Leisure & Amenities - Streetscene	Uniforms	Uniforms for staff across the authorities to be harmonised	All existing uniforms to be harmonised. Existing uniforms being replaced, are being replaced with no branding to minimise any waste		X		
Customer Access - Front of House	Uniforms	Uniforms for staff across the authorities to be harmonised	There are currently some front of house staff who wear uniforms on the front desk. The IE as part of this report is asked to consider if this should be authority wide for the new Council.		X		
Customer Access - Libraries	Uniforms	There are currently no uniforms within the library service, which does not clearly show the service is being run by the Council. It is also difficult at times to identify who is a member of staff or not.	If Members are minded to introduced uniforms to front of house staff, then we will look at putting in place some form of standardised uniform within the libraries, which can be used by all staff and put over existing clothing.		X		
Fleet - Winter Maintenance	Uniforms	Uniforms for staff across the authorities to be harmonised	All existing uniforms to be harmonised. Existing uniforms being replaced, are being replaced with no branding to minimise any waste		X		
Transport - Buses (where applicable)	Uniforms	Uniforms for staff across the authorities to be harmonised	All existing uniforms to be harmonised. Existing uniforms being replaced, are being replaced with no branding to minimise any waste		X		

All Service Areas - (Miscellaneous Uniforms)	Uniforms	There are a number of other services, which have some uniforms. These will be replaced with new branding	All existing uniforms to be replaced as part of a planned replacement with new Wiltshire Council logo included for those services operated by the new Council		X		
Housing - Housing Services	Uniforms	The housing service in Salisbury has uniforms for its staff who manage the housing related services and go out on site (Housing Officers, Wardens, Maintenance)	All existing uniforms to be replaced as part of a planned replacement with new Wiltshire Council logo included for those services operated by the new Council		X		
All Services - Staff Name Badges	ID	Name Badges for all staff (excluding Schools) for security reasons and to help promote the fact that they are working for a new authority.	Not all staff currently have name badges. For security reasons, particularly in these times, this is not appropriate.		X		
Regulatory - Taxi and Private Hire	ID	Each authority has its own taxi and private hire templates, which are branded	These will be replaced across the whole of the County to harmonised the service and let users know the new Council is responsible for management of the service in future.		X		
All Applicable Services (Authority to Enter)	ID	There are a number of "Authority to Enter" cards used by different services throughout the Council. These are ID cards, which contain all official information regarding the member of staff, their authority and is signed by an appropriate officer	These cards will all be standardised for each service area and will be replaced with the new Wiltshire Council branding.		X		
All Services - Fax Headers / Franking Machines	Printed Media	These have the authorities names on.	These will be replaced with Wiltshire Council Name				
All Services - Email Templates	Printed Media	These have standard disclaimers for the authority on	IT will be responsible for ensuring the new emails from day 1, have the Wiltshire Council name on the standard disclaimer		X		
All Services - Business Cards	Printed Media	These are issued to a number of officers who regularly attend meetings or represent the Council externally. They are ordered by individual services as needed.	A new template has been created, which services can use when ordering business cards for the new Council. Existing Business Cards should not be used and replacement ones used from Day 1		X		
All Services - Official Orders / Invoices	Printed Media	These are often controlled stationary.	New templates for controlled stationary will be created and existing stocks will not be used from 1st Apr		X		
Legal - Official Seal	Printed Media	Legal Seal for Contracts	A new seal for the Council will be ordered with the new branding on		X		
Finance - Payslips	Printed Media	The existing payslip branding will be replaced. Stocks between now and then will be managed to enable new stock to be used	The existing watermark crest will be removed and replaced with the new Council Branding		X		
Regulatory - Licenses (Public Houses etc)	Printed Media	These are official notices, which sets out conditions for the sale of alcohol or entertainment licenses	Whilst there is no legal requirement to replace these, they will be done as good practice to let the establishments and customers know who is operating the service from Apr 1.		X		

Chairman's Office	Printed Media	New Letterheads	New letterheads will need to be created for the Chairman's office, which includes the new Council branding and official Crest		X		
All Services - Publications / Leaflets (New)	Printed Media	Information Leaflets either produced corporately or by service areas.	All new leaflets which relate to the new Council will be branded accordingly		X		
Property County Owned (Training / Dev Centres)	Signage	Put in place new Wiltshire Council signage	Replace Signage to indicate Service being run or funded by Wiltshire Council			X	
Amenities - Parks & Open spaces	Signage	Put in place new Wiltshire Council signage	Replace existing signage to enable users of the facilities to know who funds and operates them			X	
All Services - Publications / Leaflets (Old no expiry)	Printed Media	Information Leaflets either produced corporately or by service areas.	All existing leaflets in circulation will continue to be used until such time as stock is reordered. New branding will be applied at that stage to minimise any waste.				X
All Services - Publications / Leaflets (Old but limited shelf life)	Printed Media	Information Leaflets either produced corporately or by service areas.	All leaflets which have a natural expiry period, like the Best Value plans, grant specific forms etc, will be removed from circulation when no longer required.				X
All Services - General Signage (Public Rights of Way, Public Conveniences etc)	Signage	There are a number of signs across the County from Public Rights of Way, plaques, Public Conveniences etc) It is not intended to replace all signage within the County as a matter of course.	All these types of signs will be replaced on a case by case basis at an appropriate time, either when replaced or when it becomes damaged.				X
All Services - Other Miscellaneous Branding)	Printed Media	There will be other printed media information in circulation within each authority. Each Service will be asked to try and identify these and where necessary either replace or remove them.	With the vast amount of information provided by all authorities, it is understood that there will continue to be branded media which becomes known as we move forward. This will be replaced as part of Business As Usual				X
Property County Owned (No Public Access)	Signage	New Wiltshire Council signage to be replaced as part of Business As Usual	The accommodation strategy is being worked on and a number of existing buildings will no longer be used. Signs will be replaced as part of Business As usual to enable the strategy to be implemented and all office moves completed.				X
Property District Owned (No Public Access)	Signage	New Wiltshire Council signage to be replaced as part of Business As Usual	The accommodation strategy is being worked on and a number of existing buildings will no longer be used. Signs will be replaced as part of Business As usual to enable the strategy to be implemented and all office moves completed.				X
Property - Sewage Disposal & Pumping Stations	Signage	Put in place new Wiltshire Council signage	Replace existing signage to show the facilities are run by the new Council				X

Leisure & Amenities - Dustbins / Recycle Bins	Signage	Existing Dustbins & Recycling boxes are either branded with existing Council names. It is not feasible to replace these with new Wiltshire Council signage. Quotes have been taken for replacing branding on bins. Each will cost approximately £3 per bin, as it will involve cleaning each bin at every household, before new branding can be applied.	Replace existing stock over time with the new Wiltshire Council name. This will be a programme of replacement over a number of years. This is the most cost effective way to implement branding.					X
Leisure & Amenities - Cycle / Canal Routes	Signage	Put in place new Wiltshire Council signage	Replace existing signage where needed to enable users of the facility to know it is funded or maintained by the new Council					X
Leisure & Amenities - Litter Bins	Signage	Some litter bins within public open spaces owned by the new Council are branded with the existing authority logos	The branding on these bins will be replaced when the bins are replaced over a period of time.					X
Community Safety - Alcohol / Dispersal Orders	Signage	Public Signage indicating that there is either an alcohol exclusion or dispersal order to stop gathering in place. Some of these are time limited (normally 6 months).	For those signs which are not time limited. These will be replaced over a period of time. New signage will be branded with the new Councils branding.					X
Website - Sub Brand Websites	Website	Partnership or other sub brand websites. i.e. recycling for Wiltshire, Careshare, Tourism	There are a number of websites which were either created because they involved partnerships between the 5 authorities or was felt they should not form part of the existing Council websites. These will be reviewed moving forward to see if they should remain as separate sites, or incorporated into the new Wiltshire Council site					X
Leisure & Amenities - Sodexho Vehicles (Contractor)	Livery	Vehicle Branding	These vehicles are not branded currently. The previous contract was extended and because of the perceived short nature of the extension no branding was applied. This contract is due for negotiation in the future. The existing or new supplier, will then be required to brand accordingly					X
All Service Areas - Protective Clothing	Uniforms	Protecting Clothing for staff undertaking sites visits	This is generally limited to high visibility clothing. This will be replaced as and when with the new Wiltshire Council branding.					X
Leisure & Amenities - Leisure Cards	ID	There are a number of leisure schemes operating within the County. Until the service is harmonised we will continue to use the existing leisure cards scheme. New cards will be branded as stocks are replaced, but existing cards will continue to be used	Until clarity is given on the service operator and the Council determines if the service will be run in house or by contractors or a combination of the two, it would not be cost effective to replace the existing cards					X

Revs & Benefits - Payment Cards	ID	These are used for paying for a number of Council run services.	There are a number of existing cards in circulation. Most do not have any form of expiry on them and are therefore not replaced on a regular basis. New stock will be ordered with the new branding on, but existing payment cards will still continue to be used and replaced at appropriate times in the future as part of business as usual.				X
Transport - School Bus Passes	ID	School Bus Passes are used by Children to attend school using public transport.	These will be replaced as part of Business As Usual. New Stock will be ordered with the New Council Branding				X