WILTSHIRE COUNCIL **AGENDA ITEM NO. 7**

IMPLEMENTATION EXECUTIVE
28 JANUARY 2009

TOWARDS ONE COUNCIL – PROGRESS REPORT

Executive Summary

This report updates on work in progress regarding the transition towards the new Wiltshire Council. It includes an update on the Parishing of Salisbury, the delivery of the 100 day campaign to raise awareness and increase understanding of the new council and the implementation of its new brand and identity.

A separate report on the staffing appointments process is tabled on the Implementation Executive agenda.

Proposal

The following report is to update on progress and provide information regarding the forthcoming public awareness road shows.

Reasons For Proposals

To provide an update to the Implementation Executive on progress towards One Council.

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1. Introduction

1.1. Overall progress towards the Transition to One Council is good. The transition is reaching a critical stage in delivering its transition to Day1 plan and its communication strategy. Awareness and understanding of the new council could make or break its reputation.

2. 100 Day Campaign – progress Update

2.1. The campaign towards one council was launched on 22 December – which marked 100 days to the start of the new Wiltshire Council. There are currently 63 days to the launch date of 1 April.

2.2. The campaign, which includes a competition, asked would-be photographers to come up with for images of numbers from 100 down to one to mark the 100 day transition. Almost 300 entries have been submitted including door signs, bus destinations, licence plates, football shirts, crop circles and Great Fergus Bustard. The competition will have three winners receiving iPods funded by Chippenham company Fleet Support Group.

2.3. The competition is just a small part of raising awareness of the new council across the county. Public Road shows will take place throughout February and March in community areas and main towns across Wiltshire. The schedule for the road shows is attached as Appendix 1.

2.4. Awareness raising posters, leaflets and a DVD has been produced to convey information regarding the new council, its services and how local people can influence what happens in their local area.

3. Branding and Identity

3.1. The Implementation Executive approved the new style guide and brand priorities for the new council at its meeting on 10th December 2008.

3.2. The main focus between now and 1 April to implement the new brand relates to stationary, uniforms, signage and livery (vehicle graphics).

3.3. A project team is currently working on the design and implementation programme including communication with all managers and a point of contact to answer queries or concerns.

3.4. Signage and livery will be completed for county council owned buildings and equipment by 1 April. District Council buildings and livery is scheduled to take place from 28th March - 5th April.

3.5. A pragmatic approach to branding is being adopted and all vehicles are now being ordered in white, and any new equipment, or uniforms, are being ordered unbranded.

3.6. The implementation of the new brand has been prioritised in customer facing and highly visible areas for 1 April. Other areas will be branded as part of business as usual to maximise the use of the available budget for customer focused areas and to minimise costs and potential wastage.

3.7. It is vital that opportunities are maximised for branding the new council so that local people are aware of the council as the service provider or funder.

4. Parishing of Salisbury

4.1. Attached to this report is the final Public Notice (Appendix 2) in relation to the public consultation required to support the Parishing of Salisbury. This will appear in the Salisbury Journal on Thursday 22nd January. A final order creating the Parish as a legal entity will be brought to the Implementation Executive in February 2009.

4.2. Work continues to finalise the detailed property and asset list for the new Parish and staff consultation will begin shortly to support the transfer of staff to the new Parish on 1st April 2009."