

IMPLEMENTATION EXECUTIVE  
26 FEBRUARY 2009

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**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 delivery of the 100 day campaign to raise awareness and increase understanding of the new council, the implementation of its new brand and identity, the Parishing of Salisbury and the staff appointments process.

**Proposal**

The Implementation Executive are asked to note the report.

**Reasons For Proposals**

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

**Laurie Bell**

Service Director Policy, Research and Communications

## **TOWARDS ONE COUNCIL – PROGRESS REPORT**

### **1. Introduction**

- 1.1. Overall progress towards the transition to the new Wiltshire Council remains good. The transition is at a critical stage and our communications campaign is approaching its final stage before 1 April via a series of road shows across the county.

### **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 34 days to the launch date of 1 April.
- 2.2. A key element of the campaign is a series of over twenty road shows, using the road show trailer and rebranded library vehicle, across the county. These commenced on the 9 February and will continue to 13 March.
- 2.3. Publicity has been produced to hand out at the road shows to inform local people about the new council. Information leaflets include Area Boards and how they will work, Planning, a new council newsletter and becoming a unitary councillor.
- 2.4. This year's Council Tax leaflet also incorporates information relating to the new council and the services it will provide. And a revised A-Z of services will also be published.
- 2.5. Information stands containing new council publicity are being placed in all main reception areas of all five councils.
- 2.6. We have significantly increased the number of press releases being issued, especially on the pilot area boards activities to promote increased public awareness.
- 2.7. From a staffing perspective, an internal staff magazine will be published in March to staff in the five councils.

### **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 10 December 2008.
- 3.2. A detailed implementation plan is in place and we are working with providers to ensure that all relevant signage, livery and vehicle changes, stationery and publicity, uniforms and reception/front facing areas are prioritised for 1 April.
- 3.3. The communications team is working on reviewing existing policies in relation to branding and publicity to ensure that the revised business process supports the consistent use of the branding and logo approved by the Implementation Executive and maximises value for money and efficiencies.

#### **4. Parishing of Salisbury**

4.1. Officers from both Wiltshire County Council and Salisbury District Council continue to progress the Parishing of Salisbury on behalf of the Implementation Executive. This project remains on track and an appointments panel, made up of IE members, is scheduled to meet to appoint an interim Chief Operating Officer.

#### **5. Staff Appointments Process**

5.1. There has been progression on the conversion of staff from 'don't knows' to 'knowns/not matched'. There are still around 200 jobs that have to be defined. 140-150 of these will be defined by the end of February. There will be some that will not be defined until after 1 April. The majority of the outstanding conversions lie within Economic Development, Planning and Housing with approximately 50 spread across the other service areas.