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FOR IMMEDIATE RELEASE

## WILTSHIRE UNITARY COUNCIL: CALL FOR CONSULTATION ON NAME

### *Name of Unitary Council should not undermine Wiltshire identity of Swindonians*

The Association of British Counties (ABC), a body which promotes the importance of the historic counties of the UK to the culture and heritage of the nation, is calling for a proper consultation exercise to be undertaken to choose an appropriate name for the new Unitary Council which will shortly replace Wiltshire County Council and the 4 district councils within its area. From April 2009 local government in Wiltshire will be provided by 2 Unitary Councils: Swindon Borough Council which already serves 30% of Wiltshire people and the new Unitary Council which will serve the other 70%. The present county council is proposing that the new Unitary Council be called simply "Wiltshire Council". ABC believes that this name is geographically inaccurate and tantamount to saying to 180,000 Swindonians that they are not part of Wiltshire. Instead, ABC suggests that a name be found which reflects the fact that the new Unitary Council will be providing services throughout a large part of Wiltshire, but without undermining the Wiltshire identity of Swindonians. ABC would like to see local people given the chance to come up with ideas for the new name and is proposing that the present local authorities consult fully across the whole of the historic county. To start the ball rolling ABC is suggesting some possible names, including: 'Heart of Wiltshire Council', 'Wiltshire Heartlands Council', 'Wiltshire Plains & Downs Council' or 'Salisbury & Rural Wiltshire Council'.



**The relationship of the new Unitary Authority to the historic county of Wiltshire.**  
The historic county is shown as a colour filled area with black boundary lines. The new Unitary Council area is shown by a red boundary. A TIFF format version of this map can be obtained from [http://www.abcounties.co.uk/ABC\\_PR\\_Wiltshire\\_Nov07\\_Map.tif](http://www.abcounties.co.uk/ABC_PR_Wiltshire_Nov07_Map.tif)

# Association of British Counties

*“Celebrating Our County Heritage”*

[www.abcounties.co.uk](http://www.abcounties.co.uk)

Wiltshire County Council and the 4 District Councils were created on 1<sup>st</sup> April 1974. The Government recently announced that these councils will be replaced by a single Unitary Council from April 2009. The present County Council is proposing that the new Unitary Council be called “Wiltshire Council”.

ABC’s Chairman, Dr. Peter Boyce said:

*“The new Unitary Council will only serve 70% of Wiltshire’s people. It will not serve the 180,000 Wiltshire people who live in the Swindon Borough Council area. Every Wiltshire man and woman has the right to take pride in their county’s culture, heritage and history. If the new Unitary Council is called simply “Wiltshire Council” it is tantamount to saying to Swindonians that they are not part of Wiltshire.”*

*“The new Unitary Council needs a new name and corporate identity to signal a fresh start and to distinguish it from the present local authorities. Clearly, the name could reflect the fact that the new Unitary Council will be providing services throughout a large part of Wiltshire, but it should do this without undermining the Wiltshire identity of those people who live in the Swindon area.”*

*“We are calling on the present local authorities to consult fully across the whole of the historic county as to what will be a suitable name for the new Unitary Council. We are sure that local people can come up with many suitable names. To start the ball rolling we have several suggestions: ‘Heart of Wiltshire Council’, ‘Wiltshire Heartlands Council’, ‘Wiltshire Plains & Downs Council’ or ‘Salisbury & Rural Wiltshire Council’.”*

***The Association of British Counties is a society which promotes the continuing importance of the historic counties to the culture, geography and heritage of the UK. ABC believes that the establishment of an identity for local government which is distinct from that of the historic counties would be the advantage of both local government and the historic counties.***

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If you require more information about this topic then visit <http://www.abcounties.co.uk> or contact:

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