

This Report will be made public on 9 January 2017

Folkestone

Hythe & Romney Marsh
Shepway District Council



www.shepway.gov.uk

Report Number **A/17/17**

To: Extraordinary council
Date: 17 January 2018
Status: Non – Executive decision
Leader of the council: Cllr. David Monk

SUBJECT: PROPOSAL TO CHANGE THE NAME OF THE DISTRICT

SUMMARY: This report sets out a proposal to change the name of the district from “Shepway to “Folkestone and Hythe”.

REASONS FOR RECOMMENDATIONS:

Council is asked to agree the recommendations to effect the name change.

RECOMMENDATIONS:

1. To receive and note report A/17/17
2. Pursuant to Section 74 Local Government Act 1974 (as amended) to change the name of the district from “Shepway ” to “Folkestone and Hythe” from 1 April 2018.

1. INTRODUCTION

- 1.1 The Local Government Act 1972 and regulations made under it divided the county of Kent into 14 districts. (With the formation of the Medway unitary authority out of the Borough of Gillingham and the City of Rochester upon Medway the number of districts is now 12). District 14 was subsequently named "Shepway" with the first meeting of the new council being held on 18 June 1973.
- 1.2 Although the name of the district was prescribed by the Secretary of State the council can under s74 Local Government Act 1972 resolve to change the name of the district. A change requires the council to pass a resolution at a specially convened meeting. The resolution must be passed by a majority of at least two – thirds of those present. This meeting has been convened in accordance with the legislative provisions to consider a change of name.

2. PROPOSAL

- 2.1 It is proposed to change the name of the district from "Shepway" to "Folkestone and Hythe".
- 2.2 If the name is changed the formal name of the council would be "The District Council of Folkestone and Hythe" though it will be usually rendered as "Folkestone and Hythe District Council".

3. REASONS FOR THE PROPOSAL

- 3.1 The name "Shepway" has been used for over forty years but still has no wider recognition; being often taken as a reference to a housing estate in Maidstone or an island off the north Kent coast.
- 3.2 The name "Folkestone and Hythe" will be meant that the location of the district will be easily understood. Other councils have taken the opportunity to change a name to one that is more recognisable, for example, the borough of Thamesdown when it became a unitary council adopted the more familiar name of "Swindon".

4. COST

- 4.1 In order to keep costs as low as possible it is suggested that an incremental approach be taken to rebranding the council. It is not intended to alter the council's logo substantially; the only difference will be the replacement of "Shepway District Council" by "Folkestone and Hythe District Council". Consequently from afar there will be little to distinguish between the old and new logos. There is a government monitored process to approve the necessary change in the domain name used for the website, and, therefore, the email address. Letterhead, signs, uniforms, vehicles and other items will only be rebranded on replacement.

- 4.2 It is considered therefore that the cost can be contained to within a budget of £10,000.00

5. IMPLEMENTATION

- 5.1 In order to enable preparatory work to be undertaken and existing materials run down the change of name, it is suggested, should take effect on 1 April 2018.

6. RISK MANAGEMENT ISSUES

- 6.1 None identified.

7. LEGAL/FINANCIAL AND OTHER CONTROLS/POLICY MATTERS

7.1 Legal Officer's Comments (AK)

In order to change the name of the District Council a resolution will need to be passed by not less than two-thirds of the members voting at an extraordinary meeting of the council. In addition, notice of any change of name will need to be given to the Secretary of State. Notice of any name change will need to be published in such manner as the Secretary of State may direct.

7.2 Finance Officer's Comments (TM)

These are incorporated within the report. The main costs associated with any rebranding will be absorbed as and when items are replaced e.g. vehicles. The estimated budget of £10,000 is expected to be sufficient for those items which will need immediate change.

7.3 Diversities and Equalities Implications (AK)

None

8. CONTACT OFFICERS AND BACKGROUND DOCUMENTS

Councillors with any questions arising out of this report should contact the leader of the council prior to the meeting

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The following background documents have been relied upon in the preparation of this report:

None