

Estimated Financial Implications of a Change of Name for Worplesdon Parish Council

| <u>Signage:</u> | Estimated Cost/£ |
|---|--|
| Cost for a graphic designer to redesign the logo (and the headers used for newsletters, headed paper, etc) [estimated] | £1,000.00 |
| Replacement sign at front of office | £895.00 |
| | £400.00 |
| Acrylic discs identifying all WPC assets and those maintained by us (bus shelters 11, dipping platforms 2, noticeboards 7, phone kiosks 2, village signs 5, and benches 37) | |
| Play area signage | £818.80 |
| Interpretation boards (currently have 2 but will soon have 4 with the existing logo on) | £1,750.00 |
| Signage at Wood Street Village Community Car Park | £204.70 |
| Signage at Wood Street Village Cricket Club Car Park | £102.35 |
| Header rails to 7 noticeboards | £2,200.44 |
| (Green Barnes: Each header is £82.32 and each engraved letter is £8.10 - estimate based on change of name to Worplesdon Community Council = 26 letters, plus delivery £150) | |
| Re-wrap the parish vehicle in new design/name | £320.00 |
| New honours boards | £1,300.00 |
| | £ 8,991.29 |
| | Total estimated cost to replace signage (excl VAT) |
| | |
| <u>Officer Time to:</u> | Time/hours |
| Notify all suppliers [686 suppliers on Scribe as at 23/8/23] - physical mailshot to all 686 and email to all [this excludes the amount of time which will be taken up with phonecalls from suppliers confirming our new details] | 30 |
| Notify all banking institutions [6 accounts held at 5 banks/building societies - between 5 and 6 months per institution to effect a signatory change] - we would have to close all the accounts and set up new accounts, and it's likely councillor signatories would have to re-present their identification for each account at each branch | 60 |
| Notify all relevant statutory authorities [Guildford Borough Council, Information Commissioner's Office, Natural England, Electoral Boundary Commission, SCC, NALC, SALC, ACAS, Surrey Pensions, etc - and each relevant department within the authority] | 12 |
| Update website and social media | 1 |
| | 20 |
| Change all details held in online accounts - eg. Canva, Amazon Business, etc. [118 - estimate of 10 minutes per account change to even out the easier sites with the less user friendly ones] | |
| Notify all utility companies [3 providers - 6 weeks to get one postcode changed] | 9 |
| Consult the community - community events, newsletter, website, direct mail to each household, social media, etc | 180 |
| | 312 estimate of hours necessary |
| | (VF's salary at this year's rate *This will be subject to a backdated increase - which has been taken as an average between Finance Officer and Clerk) |
| | £ 7,550.40 |
| Cost of printing a direct mail to each of the 3,600 parish properties (could be delivered at the same time as the newsletter for an additional fee) | £504.00 |
| Cost of postage, paper and envelopes for the mailshot to 686 suppliers (Paper = 1.28p/sheet, Envelope = 3p, Stamp = 75p) | £878.05 |
| | £ 8,932.45 |
| | Total estimated cost of officer time and office materials (excl printer toner) |
| | |
| <u>Groundsman Time to:</u> | Time/hours |
| Fit new signage to all locations (all previously fitted identification discs, 70 of, to be removed and replaced with new discs, and all existing signage to be removed and replaced) | 154.00 estimate of hours necessary |
| | £ 2,413.18 (PT's salary at this year's current rate *This will be subject to a backdated increase) |
| Cost to dispose of redundant signage because it can't be disposed of in the dumpy bin | £95.00 |
| | £ 2,508.18 |
| | Total cost of Groundsman time and disposal costs (excl any new equipment required to facilitate the change i.e. replacement circular cutters, and also the adhesive which will be required) |
| | |
| <u>Third Party Provider to:</u> | |
| Rebrand website plus officer time to update all links on website | £ 3,630.00 |
| | £ 24,061.92 |
| | Estimated Total Cost to Change the name of Worplesdon Parish Council |



Please note that the total amount does not allow for the knock on effect of the additional overtime work hours required by officers to complete their usual daily tasks in addition to this extra work

Clerk's Recommendation:

In light of the officer time and costs involved during a cost of living crisis, the Parish Council should not proceed with this proposal because the potential benefit is not perceived to be commensurate with the expenditure.