We intend to change our name to

North Gloucestershire Borough Council

Tewkesbury
Borough Council

We're running a consultation to explain why we want to make this change and the benefits the new name will bring - and to cover the concerns we've heard being discussed so far.

Most importantly, it will give you the chance to share whether there are any benefits or issues we haven't thought of.

This will play a crucial role in **shaping the identity of our borough** and helping to ensure that our **name reflects all of our communities**.

Let us know your views between 17 May and 28 June 2024

Printed copies of the consultation document will be available at the council offices, Tewkesbury Leisure Centre, Winchcombe and Churchdown advice and information centres, and the borough's libraries.
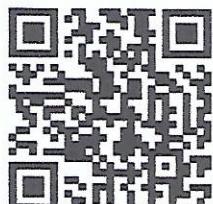
You can also phone us on 01684 295010 or comment online: tewkesbury.gov.uk/consultations or scan the QR code

Why North Gloucestershire Borough Council?

The council has chosen North Gloucestershire Borough Council as the preferred option for its new name, as it responds to the issues associated with our current name and offers several advantages.

- It provides **immediate geographic context** and could help to raise the borough's profile regionally and nationally.
- It has a **strong brand appeal** that could be benefit economic development and tourism, and help to attract investment.
- It **avoids prioritising one town (Tewkesbury) over others** within the borough, promoting a more inclusive identity.
- It **responds to concerns from businesses** and puts the borough on the map. A stronger identity would support a wider recruitment pool for both the council and local businesses.

The name is **inclusive, distinctive,** and **representative** of the whole borough.
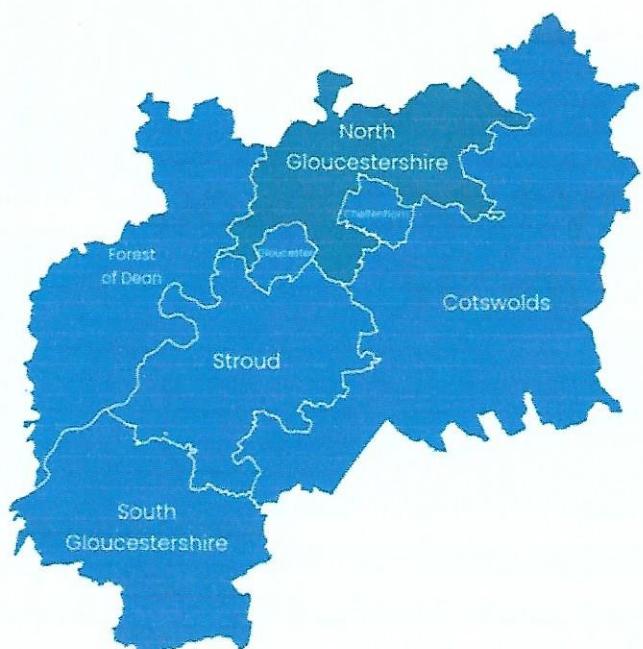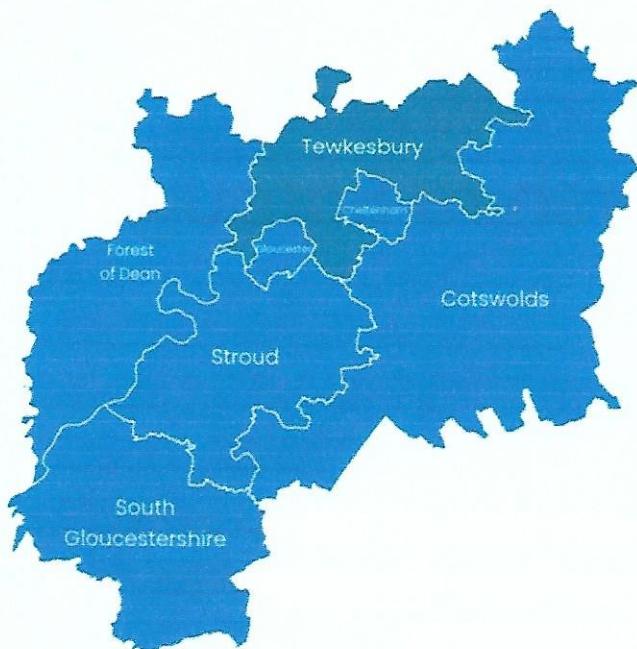
Severn Vale Borough Council
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