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FOR IMMEDIATE RELEASE

SHROPSHIRE UNITARY COUNCIL: CALL FOR NEW NAME

'Heart of Shropshire Council' or 'Shropshire Heartlands Council' proposed names for new Unitary Authority

The Association of British Counties (ABC), a body which promotes the importance of the historic counties to the culture and heritage of the UK, is calling on local councillors to choose a new name for the Unitary Council which will shortly replace Shropshire County Council and the 5 district councils within its area. ABC is claiming that the unqualified name 'Shropshire Council' would be inappropriate since, although the Council will serve 90% of the area of the historic county of Shropshire, it will only serve 64% of the county's population. It excludes the 160,000 Shropshire people who live in the Telford & Wrekin Council area. ABC is proposing that a new name such as '**Shropshire Heartlands Council**' or '**Heart of Shropshire Council**' would better reflect the fact that the new Council will serve the heart of historic Shropshire, but without undermining the Shropshire identity of those people who live in the Telford & Wrekin area.



The relationship of the new Unitary Authority to the historic county of Shropshire.
The historic county is shown as a colour filled area with black boundary lines. The new Unitary Council area is show by a red boundary. A TIFF format version of this map can be obtained from http://www.abcounties.co.uk/ABC_PR_Shropshire_Nov07_Map.tif

Association of British Counties

“Celebrating Our County Heritage”

www.abcounties.co.uk

Shropshire County Council and the 5 District Councils were created on 1st April 1974. The Government recently announced that these councils will be replaced by a single Unitary Council from April 2009.

ABC's Chairman, Dr. Peter Boyce said:

“From our perspective, the name of the current Shropshire County Council is not ideal. Although this local authority area includes 90% of the area of the historic county of Shropshire, it only includes 64% of the county's population: it excludes the 160,000 Shropshire people who live in the Telford and Wrekin area. The creation of the new Unitary Council is an opportunity to choose a new name which better reflects the communities served by the Unitary Council.”

“The historic counties are a key part of our cultural heritage and an important source of identity and affection to many people. Local authorities should not choose names which undermine historic county identities. The new Unitary Council can avoid this by choosing a name which reflects the fact that this council will serve the heart of historic Shropshire, but without undermining the Shropshire identity of those people who live in the Telford & Wrekin area. Possible names include ‘Shropshire Heartlands Council’, ‘Heart of Shropshire Council’ or ‘Shrewsbury & Rural Shropshire 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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