

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

SOCIAL CARE, HEALTH & HOUSING CABINET BOARD

9 FEBRUARY 2017

**Urgent Report of the Head of Commissioning and Support
Services - A.Thomas**

Matter for Decision

Wards Affected: All Wards

**PROPOSAL TO CHANGE THE NAME OF NPT HOMES
LIMITED**

Purpose of the Report

1. The purpose of the report is to seek members' approval to the change of name of NPT Homes.

Executive Summary

2. During a development day with the Board in November 2016, a Council nominee suggested whilst going through a SWOT analysis and considering risk appetite that a name change was due as they were regularly asked about issues where constituents were not aware of the difference between the two organisations. This was confirmed by others at the event and the action to look to change the name was born.

Background

3. The Council set up a Programme Board in 2008 to develop and look at options appraisals to consider whether or not to give their housing tenants the opportunity to vote for transfer of their homes to a new organisation in order to bring the properties up

to the Welsh Government's Welsh Housing Quality Standard. Once the decision was reached to offer a ballot to tenants a Shadow Board was formed. The Board consisted of fifteen people made up of five Council nominees, five local independent people with appropriate skills and experience and five tenants.

4. In 2009 the Shadow Board consulted with a broader number of tenants to choose a name for the organisation that would in 2011 have the housing stock transferred to it. It was felt important to all that it was a name that reflected the Borough and did not depart too far from the Local Authority.
5. The unanimous choice of the Shadow Board was NPT Homes Ltd.
6. The name, NPT Homes has served the organisation well for the last eight years. However there are a few reasons why it has been suggested by the Board that a new name would now be appropriate.
7. There are many people within the Borough who still believe that NPT Homes is part of the Local Authority. Issues that arise from this include:
8. Phone calls to the Council switchboard relating to NPT Homes Ltd.
9. Phone calls to NPT Homes relating to Local Authority activities e.g. refuse collection
10. The name restricts the organisation from easily offering services beyond the boundaries of the Local Authority area.
11. The actions undertaken to date have been to consult with engaged tenants, held eight facilitated focus groups with staff and come up a list of suggested new names. The stipulations made so far are that any proposed names should:
12. Be Welsh
13. Be easy to say and spell

14. Should not be geographically limiting
15. Could be linked to what we do or our values
16. A shortlist of five names was drawn up and presented to the Board in January. Each had been checked to ensure that they were not already registered with Companies House and that the domain name (for internet use) had not been registered. The plan is for the Board to agree a shortlist and then to ask staff to vote for their preferred name. This was done when choosing the name of the headquarters building in Baglan and was well received by employees.
17. The Board was underwhelmed by the choices offered and have asked for a range of different ones, emphasising quite rightly that this needs to be right as we do not anticipate changing it again.
18. It is proposed that a new list will be put before Board on the 23rd February and, subject to agreement, staff will vote on a new name on St David's Day.
19. To keep the cost to a minimum, the current logo, as displayed on the building will not change and the new name will be introduced on uniforms and vehicles over a period of time.

Financial Impact

20. There are no financial impacts associated with this report.

Equality Impact Assessment

21. There are no equality impacts associated with this report.

Workforce Impacts

22. There are no workforce impacts associated with this report.

Legal Impacts

23. There are no legal impacts associated with this report".

Risk Management

24. There are no risk management issues associated with this report.

Consultation

25. This has been subject to external consultation.

Recommendations

26. The request is for the Local Authority to approve NPT Homes' seeking agreement of its share members to change the name of the Organisation.

Reasons for Proposed Decision

27. Within the Rules of NPT Homes a change of name requires a rule change. The process for that, as undertaken on a number of times in recent years, is to obtain approval from the Welsh Government, Neath Port Talbot County Borough Council, the funders and once it has been agreed at an AGM or as is proposed in this case an SGM, the FCA.

Implementation of Decision

28. The decision is an urgent one for immediate implementation, subject to the consent of the relevant Scrutiny Chair (and is therefore not subject to the call-in procedure.)

Appendices

29. None

List of Background Papers

30. None

Officer Contact

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