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Residents invited to help shape New East and West Surrey council brands

10 July 2026



Residents from across Surrey are invited to get involved to help shape the brand identities of the new East and West Surrey councils.

These councils will need to create their own distinct brand identities, to help everyone recognise who is delivering local services from April 2027.

The new brands will be created at no cost by designers working in councils across Surrey. To help inform these designs, residents, businesses, council staff, partners and community groups across Surrey to have a say on the future visual identities of the new East Surrey and West Surrey councils.

This is the first phase of a wider programme of engagement to help shape the new councils.

A survey has been created for people to share their views. This will be available to complete in the 52 libraries across the county to ensure a broad range of voices are heard. We are asking residents to share your views on:

* What makes our area unique?
* What are you most proud of?
* What should your future council's look and feel reflect?

Insights gathered from the survey will be used to help create the new logos and brands for East Surrey and West Surrey Councils. This means that each brand will reflect the distinct views of the people in each area.

Residents have until **3 August** to complete a short survey, more information can be found on https://www.surreylgrhub.gov.uk/your-future-surrey

Councillor Steve Wotton, the Leader of East Surrey Shadow Authority said: "We are committed to making East Surrey a place where people thrive. There is a lot to do, but this is a real opportunity to take a new approach, designing a council that is open, transparent and genuinely focused on delivering outcomes for residents, businesses and communities. Creating a new brand identity for East Surrey is an important step as we move forward. This engagement is about understanding what people like about where they live and what makes their communities unique. I would encourage residents, businesses, partners, colleagues and community groups to take part and help shape a brand that truly reflects East Surrey."

Councillor Paul Follows, the Leader of West Surrey Shadow Authority added: "Our focus remains on creating a council that delivers high-quality services, provides value for money and meets the needs of residents, businesses and communities across west Surrey. This engagement is an opportunity for people across West Surrey to help define how we present ourselves as a new council. We're not asking for views on logos or designs, but on what really matters to our communities – the character, feel and identity of the area. By taking part, residents can shape the new West Surrey brand and ensure this is a people's brand. We are also committed to keeping costs to a minimum, so I am delighted that the new brand will be created in-house, with designers working in all councils."

Surrey County Council

SURREY COUNTY COUNCIL

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