**Paper Proposal to change organisation name**

**from ‘3VA’ to ‘Community Action Wealden Eastbourne Lewes’**

**1 Background**

There have been discussions about changing the organisation’s name between Trustees and Senior Management Team for some years but action hasn’t been taken until now. As our work grows in our three areas of Wealden, Eastbourne and Lewes, and we engage with new communities and organisations, it’s apparent that the ‘3VA’ name doesn’t help us to communicate what we do.

We’re repeatedly mistaken for U3A (University of the Third Age’. Often it becomes clear that people think we’re the organisation representing all three ‘VAs’ in East Sussex. Colleagues new to working with us ask ‘Why are you called 3VA, what does it mean?’ whilst with people we’re introducing ourselves and our work to, we have to explain the name before we can start talking about our work, our community development and our deep engagement in our three areas.

So for reasons of clarity and understandability, trustees are proposing a change to the organisation’s name. A new name which more accurately represents our work in and with communities across Wealden, Eastbourne and Lewes, where we support community groups, community leaders, volunteers and leaders.

We work with District, Borough and County councils, supporting and developing communities and community groups. We work with and for the NHS in East Sussex, developing and supporting the work of Integrated Care Teams and the Integrated Care Board – and our current name doesn’t help us when we’re building trust and relationships between communities and statutory bodies.

**2 Consulting with members**

Following agreement at Board meeting earlier this year, a new visual identity was developed – you can see it here <https://xd.adobe.com/view/8cbdb6b4-043b-4c87-823a-460edee6c599-d9ee/>

In a mock-up on our website.

**Do you agree with the proposed name change?**

*Yes = 33*

* Great idea!
* Excellent idea – far more relatable and easily understood
* Yes, says on the tin what you do!
* Much better with the new name – as many people don’t know what 3VA means
* Great idea to change from ‘3VA’ as no-one knows what it means
* YES
* Good Idea!

*No = 3*

* Lewes District!
* Don’t like CAWEL

*Free text feedback*

* Love the logo!
* Welcome brighter, more engaging branding that speaks to the community (strapline is good)
* Keep full new name don’t abbreviate
* Helps with confusion re 3VA as it isn’t 3 VAs!
* Much clearer than 3VA but is maybe still not 100% clear
* Very clear ♥ I know that 3VA gets confused with U3A
* Great new Branding makes the brand stand out more
* The name is good – makes it clear what you do
* More identifiable
* Maybe Engagement or Connection is a better word for 3VA?

**3 Other considerations**

The other two Voluntary Actions in East Sussex are happy with the proposal, as are commissioning and funding partners. We hold the accredited Quality Mark from the National Association of Voluntary Actions (NAVCA). NAVCA has 195 members of which 52 have ‘Community’ and 80+ have ‘Action’ in their name.

Locally, Brighton’s VCS is called ‘Community Works’, Crawley’s is ‘Crawley Community Action’ and MSVA (Mid Sussex Voluntary Action’ has recently renamed itself ‘Community People’.