



- Wiltshire Council's Big Pledge idea is to get groups, residents and businesses across Wiltshire to make one pledge in 2014 to improve something personally or for their community.
- The remit is being kept wide and communications team are being asked to help with branding and promotion
- The main themes for pledging are:
 - Changing an unhealthy lifestyle
 - Personal development
 - Being useful / making things better / contributing
 - Big challenge
- Big Pledge to launch on 2nd April
- Timescale is 12 weeks
- Maggie Rae is keen for Wiltshire Council to lead by example and so the legacy board have been actioned with choosing a pledge, plus Cllr Jon Hubbard is encouraging a pledge from elected members.
- Cllr Keith Humphries is the portfolio lead for this project.
- Presentations have been given to Area Board Chairs, CAMs and YAGs to get them on board.
- The website is in progress, blogsites will be used and social media promotion will start prior to Christmas with a bigger push in February before the launch
- There will be engagement with the JSA events in early 2014