

Local Government Reorganisation Consultation toolkit

November 2025

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Introduction

Local Government Reorganisation (LGR) in Essex marks a significant moment for our county. While there are differing views among authorities on the number of new unitary councils, there is unanimous agreement that change is needed. This is a shared opportunity to reshape how local services are delivered, improve accountability, and ensure decisions are made closer to the communities they affect.

In total four proposals were submitted to government, all of which are included in the consultation for Greater Essex residents and businesses to share their views on. To support this process, councils across Greater Essex have committed to a joint approach to clearly and transparently explain what reorganisation means. This includes the potential benefits, the different business cases being developed, and how residents, businesses, and stakeholders can stay informed and involved.

This toolkit has been created to help partners across Greater Essex communicate consistently and effectively. It includes:

- a central website hosting all business cases and updates
- a short explainer video (60-second and 30-second edits)
- social media assets and suggested posts
- newsletter content for stakeholder and public updates
- messaging guidance to support clear and open communication
- links to the full government led consultation

The aim is to raise awareness, build understanding, ensure everyone in Greater Essex has access to the facts and to encourage participation in the government led consultation.

All councils in Greater Essex can maximise the reach and engagement by:

- co-ordinating social media posts on our own channels
- using the #EssexLGR hashtag on social media
- advocating within our local communities
- using the example content and assets provided in this toolkit on our own channels to ensure consistency

While this toolkit primarily covers content for your own external channels, you could consider adapting for other channels as needed.

Together, we can help Greater Essex residents and businesses share their views on the government consultation.

Key contacts

This toolkit has been created by the LGR editorial board, established by ELCE.

Members of the board are:

- Laura Hardisty (Chair), Colchester City Council
- Karen Yates, Essex County Council
- Michael Rynn, Southend-on-Sea City Council
- Paul Bates, Thurrock Council

Key messages

- Local government in Greater Essex is changing.
- The government wants to simplify how councils work, aiming to grow the economy and make sure communities are close to decision-making.
- Councils across the county are now engaging their communities to find out what people think about the proposed changes – and on what issues matter most to them.
- Visit essexlgrhub.org to view all submitted proposals and complete the government consultation

Audience journey

Audience group	Think	Feel	Do
Residents and seldom heard from groups and those with protected characteristics	I understand what LGR is and that the Government is looking for people to share their views on the options for how it might look in Greater Essex	Informed about the four proposals and Government's consultation, motivated to take part	Take part in the consultation, where appropriate and encourage others within their communities to do the same
Greater Essex MPs and Council Members	I understand the Government is consulting on the four LGR proposals for Greater Essex	Informed about the consultation and how to get involved	Take part in the consultation and encourage their local communities to do so
Council employees and public sector partners (employees)	I understand what is being proposed around LGR, the different proposals that have been submitted and what this could mean for my organisation	Informed and motivated to contribute to the consultation and know where to go to ask questions or find further information	Take part in the consultation (if living or working in Essex) and encourage others to do so, where appropriate
Businesses across Greater Essex and members of the Business Intermediary Forum (BIF)	I understand Government is consulting on the four LGR proposals for Greater Essex and this is my chance to help shape the future of local government in Greater Essex	Informed as to how LGR will impact business in Greater Essex and able to meaningfully contribute to the consultation.	Take part in the consultation as an organisation and able to encourage employees to do the same where appropriate.
Public sector partners: Police Fire and Crime Commissioner (PFCC), Essex Police, health and universities (leadership)	I understand the Government is consulting on the four LGR proposals for Greater Essex	Motivated to share their views as part of the consultation and encourage employees to do the same	Take part in the consultation on behalf of their organisation

Website

This website, essexlgrhub.org is a central hub for clear, accessible information about Local Government Reorganisation in Greater Essex. It contains:

- an overview of what reorganisation means and why it's happening
- all full proposals and summaries
- key timelines and next steps
- resources to help people understand the changes, including a 60 second animation and frequently asked questions
- opportunities to stay informed
- link to the government led consultation

LGR Hub logo

The campaign logo has been provided in png format in the following sizes:

- 1080 (w) x 1920 (h)
- 1350 (w) x 1080 (h)
- 1080 (w) x 1350 (w)
- 1600 (w) x 900 (h)

Website banner

There are two versions of a website banner, with and without copy. Pngs and jpegs have been provided, sized to:

- 640 (w) × 360 (h)
- 1990 (w) × 1120 (h)
- 1536 (w) × 1024 (h)
- 1930 (w) by 945 (h)

Social media content

Councils across Greater Essex are working to simplify local government. By 2028, local government will look different to today. Councils are engaging with their communities on the shape of local government in Essex and informing them of the government led consultation.

Social assets as pngs have been provided to accompany posts, sized to:

- 1080 (w) x 1920 (h) – png
- 1350 (w) x 1080 (h) – png
- 1080 (w) x 1350 (h) – png
- 1600 (w) x 900 (h) – png

Posts

Facebook, LinkedIn, Instagram and Nextdoor examples

Example 1

Have your say on Local Government Reorganisation (LGR) in Essex.

The Government is consulting on proposals to reorganise local government in Greater Essex, to simplify structures and deliver more efficient services.

Four proposals have been submitted to government for consideration and can be found on the LGR Hub, visit: <https://www.essexlgrhub.org/>

To take part in the consultation, visit: <https://consult.communities.gov.uk/local-government-reorganisation/essex-southend-on-sea-thurrock/>

The consultation will close on 11 January 2026 #EssexLGR

Example 2

It's now time to have your say on Local Government Reorganisation (LGR). LGR is a government process to decide how councils are structured in the future.

For Greater Essex, four proposals have been submitted, which can be found on the LGR Hub, visit: <https://www.essexlgrhub.org/>

Your feedback matters. To take part in the government consultation, which closes on 11 January 2026, visit:
<https://consult.communities.gov.uk/local-government-reorganisation/essex-southend-on-sea-thurrock/>

#EssexLGR

X examples

Example 1

It's now time to have your say on what councils we will have in Essex.

For Greater Essex, four proposals have been submitted to government for consideration and can be found here:
<https://www.essexlgrhub.org/>

To take part in the government consultation visit: <https://consult.communities.gov.uk/local-government-reorganisation/essex-southend-on-sea-thurrock/>

#EssexLGR

Example 2

Have your say on what councils we will have in Essex.

The government is consulting on submitted proposals for Local Government Reorganisation, which aim to simplify structures and deliver more efficient services.

View all proposals here: <https://www.essexlgrhub.org/>

Have your say, visit: <https://consult.communities.gov.uk/local-government-reorganisation/essex-southend-on-sea-thurrock/>

#EssexLGR

Newsletter content

Short form copy

Have your say on Local Government Reorganisation (LGR) in Greater Essex

The government is consulting on proposals submitted for LGR. The proposals aim to simplify council structures and deliver more efficient services across Greater Essex. View all the proposals and find out how to [have your say in the government consultation on the LGR hub](https://consult.communities.gov.uk/local-government-reorganisation/essex-southend-on-sea-thurrock/).

Longer form copy

Have your say on Local Government Reorganisation (LGR) in Greater Essex

The government launched the Greater Essex LGR consultation on Wednesday 19 November. The consultation seeks views on several proposals submitted by councils in Greater Essex. [All LGR proposals can be found on the LGR hub](https://consult.communities.gov.uk/local-government-reorganisation/essex-southend-on-sea-thurrock/). The different proposals aim to simplify council structures and deliver more efficient services across Greater Essex.

The consultation invites those who live and work across Greater Essex to share their views on the proposals submitted.

Have your say on the governments LGR consultation (<https://consult.communities.gov.uk/local-government-reorganisation/essex-southend-on-sea-thurrock/>) before it closes on Sunday 11 January 2026.

Internal/Partner Comms

Draft internal and partner communications to help you share information about Local Government Reorganisation. Please review and adapt these messages as needed to ensure they are relevant and appropriate for your teams and audiences.

Partner Comms

Dear XXXX,

I am pleased to share some important news regarding the proposals for Local Government Reorganisation (LGR) in Greater Essex.

Today the Government has announced a public consultation on proposals for new unitary councils in Greater Essex.

This is a significant moment for all of Greater Essex. The fact that all four proposals which were submitted to the Government earlier this year are going out to public consultation shows the confidence the Government has in our collective ability to deliver real, positive change.

It's also testament to the close collaboration between councils during the development of the proposals and the shared commitment to creating a more effective, responsive and empowered local government. We're now one step closer to making the vision of more effective local government a reality, with the voices of our communities at the heart of it.

The Government's consultation on all four proposals opens on 19 November and will run until Sunday 11 January 2026. Details about how to take part are available on the LGR Hub: <https://www.essexlgrhub.org/stronger-greater-essex.>

We encourage you to take part. Government is expected to decide on the final model for Greater Essex in the Spring of 2026.

Yours,

Employee Comms

Dear colleague

We're pleased to share that the government has launched a public consultation on proposals for new unitary councils in Greater Essex.

This is another significant milestone on the journey to Local Government Reorganisation (LGR). The consultation will run from today (Wednesday 19 November) until Sunday 11 January 2026, with a final decision due in the Spring.

All four sets of proposals submitted by councils across Greater Essex are included in the consultation. You can explore all the submissions, including summaries, on the [joint LGR hub](#).

The consultation can be completed by anyone that lives or works in Essex. Please do take part.

Keeping informed

We know you will have many questions about Local Government Reorganisation and its implications. (councils to add details of where how employees can access information).

As we move forward, we'll keep you informed every step of the way. Your contribution matters - together we're helping shape a better future for everyone in Greater Essex.

Animation

Old LGR explainer animations can still be used and accessed for explaining LGR and have previously been provided in the following sizes:

- 1080 (w) x 1920 (h)
- 1920 (w) x 1080 (h)
- 1350 (w) x 1080 (h)
- 1080 (w) x 1350 (h)
- 1600 (w) x 900 (h)

The animations can be used on your social platforms or website, as required.

We have created a new youtube account called [Local Government Reorganisation in Greater Essex](#). This hosts:

30 sec version 1: <https://youtu.be/d9qqsmh04Y4>

30 sec version 1 with caps: <https://youtu.be/5BnxVBsB4r4>

30 sec version 2: <https://youtu.be/3YEID4ZeWyc>

30 sec version 2 with caps: <https://youtu.be/p9pRUY6aklo>

60 second: <https://www.youtube.com/watch?v=AIG-FcGPji4>

Animation script for 60 second version

Local government in Essex could be changing.

By 2028, the number and shape of councils across Essex, Southend and Thurrock may look very different.

The government wants to simplify how councils work, aiming to grow the economy and improve local services.

This could mean replacing all 15 existing councils with fewer, larger unitary authorities, each responsible for all local services in their area.

NHS and town or parish councils won't be affected.

The government wants councils that:

- make good use of public money
- reflect local identity and culture
- deliver high quality services
- cover sensible areas
- involve and empower communities

Visit essexlgrhub.org to find out more.

Content

Local Government Reorganisation consultation content should be shared throughout the 8 weeks of the consultation period with reminders at stages 2 weeks to go and last week to have your say.



This information is issued by:
The LGR editorial board.

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