

Meeting	Community Development Committee
Date	7 th July 2026
Report Title	Potential Council Mascot
Agenda Reference	19
Author	Laura Cutter, Deputy Clerk, HR & Services Manager

Officer's Recommendation:

1. To note report and the consultation findings.
2. To consider the findings and agree to implement the Mascot at future events.
3. To agree the name of the Mascot to be "Wicky" as per the most popular suggestion on the survey.

Background

Following Full Council at 26th whereby the initial report for the mascot was presented. Council asked to conduct a short consultation with residents to assess the suitability and want for a mascot.

The consultation period ran from 24th June through 10.30am on 30th June 2026.

Findings

- **21** people responded, **18** in favour of the mascot.
- **71%** thought that the frog was a good idea and represented the local area.
- **Wicky** was the most popular name suggestion (other suggestions included Ribbet, Fisher, Haydon Hopps, Frogger).
- Appearances at children's events, school visits, as an Environmental Champion supporting the Council's biodiversity events and at general community events. There was no appetite for the mascot to be used on the Council's communications.
- Other parishes thought the initiative was a good idea and Stratton St Margaret Parish Council confirmed the success of Derek the Dragon at its events.

Next Steps

- A mascot rota could be drawn up for coverage at appropriate upcoming events.
- A press release to be written introducing the mascot and an embargo on any external announcements until midday on 9th July 2026.