

## **Report to the Transport for South Hampshire Joint Committee**

**Date:** 20 April 2011

**Report by:** John Osborne, Project Director, South East Hampshire Bus Rapid Transit

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**Subject:** Bus Rapid Transit Brand

### **1. Summary**

A new brand has been created for the South East Hampshire Bus Rapid Transit scheme. This report seeks the approval of the Joint Committee for that brand.

#### **1.1 The following decision is sought:**

That the proposed Bus Rapid Transit brand name and the associated device/logo (image available as confidential appendix) are accepted as the brand for South East Hampshire Bus Rapid Transit, Phase 1 and wider.

### **2. Reason**

**2.1** South East Hampshire Bus Rapid Transit (BRT) is part of Transport for South Hampshire's vision for an integrated transport solution for South Hampshire that will meet the future needs of the region, while helping to maintain a high quality of life for all in a way that is sustainable in the long term – economic prosperity without harm to the environment.

**2.2** BRT needs a strong, clear brand identity in order to differentiate it from other bus services in the region and create associations that will successfully position it as an attractive and viable alternative to car travel.

**2.3** The right brand, properly marketed, will help the Joint Committee achieve public acceptance and enthusiasm for BRT, encourage modal shift and engender the necessary support from funding organisations and other stakeholders.

3. **Other Options Considered and Rejected**
  - 3.1 The option of not developing a brand for BRT was considered and rejected, as it is accepted that effective marketing of BRT is essential if we are to raise the profile of public transport in the region and encourage modal shift. Other proposed brand designs were also considered and rejected, as it was felt that the proposed logo was the strongest option.
4. **Conflicts of Interest Declared by the Decision Maker or Other Executive Member Consulted – None.**
5. **Dispensation granted by the Standards Committee – None.**
6. **Reason(s) for the Matter being dealt with if Urgent – None.**

**Approved by:** ..... **Date:** .....

**Councillor M J Kendal - Chairman  
Transport for South Hampshire Joint Committee**