

Report to the Transport for South Hampshire Joint Committee

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Report by: Stephen Gee, Transport for South Hampshire Project Officer

tel: 01962 846787 **email:** stephen.gee@hants.gov.uk

Subject: Change of Name of Transport for South Hampshire

Purpose of the Report

The report details and provides recommendations on the investigations into the proposed change of name for Transport for South Hampshire (TfSH) following the Isle of Wight Council joining the partnership.

Recommendation

- (a) That the name of Transport for South Hampshire be changed to Transport for South Hampshire and Isle of Wight and the current Transport for South Hampshire logo and identity guidelines are retained, with the only change being the name.**

Introduction

1. TfSH was set up in 2007, following earlier work carried out by the Solent Travel Partnership, to plan transport improvements for the South Hampshire sub-national area.

Background

2. Whilst Isle of Wight Council was involved in the Solent Travel Partnership and has attended TfSH meetings in an informal capacity, the authority did not join TfSH until the May 2012 Joint Committee.
3. At the May Joint Committee it was agreed that the TfSH name had become slightly outdated following the membership of the Isle of Wight Council and it was agreed that officers would look at options for a new name.
4. The key concerns of retaining the existing name and brand identity is that it does not include the Isle of Wight who do not see themselves as part of South Hampshire.

5. At the TfSH Senior Management Board meeting on the 2 October 2012 a number of alternative names were discussed. Of these, two were identified as preferred options: “Transport for Solent” and “Solent Transport”. These options were chosen as they accurately reflect the geography of the partnership and also provide consistency with the Solent Local Enterprise Partnership (LEP). Solent Transport was the working name of the precursor to TfSH. However, “Transport for Solent” would seem more appropriate as it retains the *look* and *sound* of “Transport for South Hampshire” and so retains a link to the current brand identity.

Research undertaken

6. An assessment of the relevant merits of Transport for Solent and the existing name of Transport for South Hampshire have been included below. The views of key transport and media stakeholders on the proposals have also been detailed below
7. Table one below highlights the relative strength and weaknesses of the existing name and proposed option.

Table 1

Strengths	Weaknesses
Transport for South Hampshire	
<ul style="list-style-type: none"> • Successful track record. • Existing brand Identity. • Easily identifiable remit and location. 	<ul style="list-style-type: none"> • Does not include the Isle of Wight.
Transport for Solent	
<ul style="list-style-type: none"> • The name would provide a link to the name of the LEP. • The Solent links all four partners. • The name sounds similar to the existing name. • Easily identifiable remit. 	<ul style="list-style-type: none"> • Perceived limited national identity of Solent area. • The Solent maybe identified as just a body of water. • The Solent area maybe perceived as larger than the existing geography of the partnership (e.g. Lymington – Chichester).

8. Key TfSH stakeholders such as the Department for Transport, Network Rail, South Hampshire Bus Operators’ Association and the Highways Agency have all been consulted upon the name change. All partners welcome the inclusion of the Isle of Wight into the partnership and would be comfortable with a proposed change of name to better incorporate the Isle of Wight.
9. The Highways Agency wished to retain the South Hampshire element of the name as it indicates the geographical interest area of the partnership.

10. Concerns were raised by stakeholders about the cost of any changes but as considered in section 15 these are expected to be fairly small.
11. The Department for Transport have indicated that TfSH is a strong brand but given the similarities in the name 'TfSH and TfS' this would not result in a loss of brand identity.
12. The local media have also been consulted on the name change and comments have been received that the Solent is a body of water and does not create a shared identity, the simplicity of the prefix Transport for also received support.
13. Due to the research being undertaken shown above and the concerns of the scope of 'Solent' and the need to incorporate the Isle of Wight into the partnership it is suggested that an alternative option of Transport for South Hampshire and Isle of Wight is considered. Table 2 (below) considers the strengths and weaknesses of the name.

Table 2

Strengths	Weaknesses
Transport for South Hampshire and Isle of Wight	
<ul style="list-style-type: none"> • Retains successful track record. • Retains existing brand Identity. • Easily identifiable remit and location. • Is inclusive of the Isle of Wight. 	<ul style="list-style-type: none"> • Complex acronym may still be shortened to TfSH by some. • Long-winded.

14. Officers of all four highway authorities are supportive of this new proposal and have agreed to the change the partnerships name to Transport for South Hampshire and Isle of Wight.

Resource Implications

15. There will be minor resource implications in reworking the brand logo and developing a strategy to launch and incorporate the new identity into work activities.

Conclusion

16. Whilst there are both strengths and weaknesses of the proposed name change, on balance the need to better reflect the geography of the partnership of the group outweighs any negatives. It is therefore proposed that the name of Transport for South Hampshire is changed to Transport for South Hampshire and Isle of Wight.

Section 100 D - Local Government Act 1972 - background papers

The following documents disclose facts or matters on which this report, or an important part of it, is based and has been relied upon to a material extent in the preparation of this report.

NB the list excludes:

1. Published works.
2. Documents which disclose exempt or confidential information as defined in the Act.

TITLE

LOCATION

None.