

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

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Subject: Bus Rapid Transit Brand

Purpose of the Report

The report provides background on the process by which the proposed brand was arrived at.

Recommendation

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

Introduction

1. Bus Rapid Transit is a high profile form of rapid transit with the cost and flexibility of a bus. The long term wider BRT strategy for South East Hampshire involves the development of an extensive, high quality bus rapid transit network that will connect key towns and destinations in South East Hampshire including Gosport, Fareham and Portsmouth, The Queen Alexandra Hospital, Port Solent, and ultimately Havant, Waterlooville, Segensworth and Whiteley. The scheme will also be designed to connect with proposed major new development sites, including Tipner, Dunsbury Hill Farm and the North Fareham Strategic Development Area. Key interchanges will be developed along the route, linking with rail stations and the ferry terminals. In total, 19 segments have been identified and these will be developed as funding streams become available. The Development of a wider BRT Network is covered in a separate but linked report to this Committee at agenda item 5.
2. Ultimately the wider BRT network will directly benefit 100,000 households (around 230,000 people will live within 1 kilometre of the proposed scheme), giving them a viable alternative to car travel.
3. In order to support the anticipated growth in housing planned for the region, it is vital that an appropriate transport infrastructure is put in

place now, to meet increased travel needs for work, education, health and social purposes. The South East Hampshire Bus Rapid Transit system will be a key element in the delivery of a viable public transport solution for the region. However, in order to successfully communicate the benefits of BRT to the travelling public, and to achieve the desired modal shift, it is essential to create an 'aspirational' image for BRT, with associations of reliability, modernity, comfort, security and desirability – particularly among people whose current perception of bus travel is negative. This is why BRT needs a strong brand identity.

What is a brand?

4. In marketing terms, to brand a product is to differentiate it from similar offerings. The first step in the marketing process, a brand is a name, term, symbol or design that encompasses the values that you wish customers and prospects to associate with your product. Successfully marketed (and provided the product lives up to the image projected by the brand), it will come to represent the sum total of your customers' experiences and perceptions of your product. It can also help you form relationships with customers and prospects that can be beneficial for future marketing activities and the introduction of new products and services.
5. A successful brand:
 - (i) encompasses a product's personality and identity;
 - (ii) appeals to people's emotions;
 - (iii) generates trust;
 - (iv) positions a product as the ideal solution to a particular consumer need;
 - (v) engenders loyalty and encourages recommendation; and
 - (vi) is a 'lifestyle choice' with which customers are proud to be associated.

Developing a brand for BRT

6. The aim for BRT was to develop a brand that is associated with reliability, high quality and modernity – i.e. a viable alternative to the car. The process was led by Hampshire County Council and started in summer 2009, when a brief was developed and three Hampshire based design agencies were invited to pitch for design of the brand. The team that steered this process and evaluated the pitches included representatives from Hampshire County Council's Environment Departmental Management Team, Passenger Transport and Corporate Communications; Transport for South Hampshire; Portsmouth City Council and South Hampshire Bus Operators' Association.
7. From the three pitches, the preferred agency (The Escape, based in Basingstoke, which delivered the award-winning Village 30 campaign

and has also received an award for the design of Hampshire Now magazine), was selected to run a workshop during which images, brand names and colours were discussed in more detail. Following this, each member of the group was asked to select names that they preferred. The proposed brand name was agreed upon following the identification of an emerging trend towards names associated with the sky – stars, planets and generally ‘uplifting’ or ‘higher’ concepts. All agreed that the visual image for the brand should be one that was associated with a premium quality product/service – thus single-word brand names, dark colours with metallic or white accents were deemed preferable.

8. Item 13 on the Agenda is an image of the proposed brand mark or logo (confidential Appendix 3), together with an example of how the branding might look on a First bus (confidential Appendix 2).
9. These images were presented to the Executive Member for Environment, Councillor Kendal, on 17 February 2010 and both he and the Director of Environment for Hampshire County Council, Stuart Jarvis, gave their in-principle agreement to the suggested brand. They have also been well received by SHBOA members.
10. The next step was to take the proposed brand to a series of consumer focus groups. Six focus groups took place in early November across the wider BRT region: three consisted of non-bus users and three of bus users. A summary of the research findings is included in item 13 on the Agenda (confidential Appendix 1). In brief, the general feedback was that the brand, when associated with the proposed premium bus service, denoted a step change in public transport, evoking emotions and associations such as high quality, something different, safe, reliable, fast and upmarket.

How the brand will be used

11. The brand will be applied to:
 - (i) the buses that run on BRT Phase 1 and future sections of the wider BRT network; and
 - (ii) all street furniture, including bus shelters and poles, information pillars, way-finding signs and bus timetable cases.
12. The brand will also be used as the basis for the marketing activity to support the launch of Phase 1, due to start in Autumn 2011 with a teaser campaign, to be followed by a launch campaign in Winter/Spring 2011/12.
13. The logo will be registered as a Trade Mark by Hampshire County Council and will be shared with partners for the purposes of marketing and publicity.

Financial implications

14. The cost for designing the brand was £13,400, which was included within approved budgets.

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