

SEStran Brand

1. INTRODUCTION

- 1.1 At the Partnership Board meeting in August 2017 a review of the current issues with the SEStran identity and name was presented for consultation. Some examples of potential routes and directions were presented.
- 1.2 It was further agreed that a key point of confusion existed between SEStran and SUSTRANS. There was agreement that the current name and identity should be reviewed with less emphasis on region and geography

2. Further Development

- 2.1 A survey of Board Members, Chief Officers and staff was recommended and developed. The survey results summary as of 15th September, are as follows:
 - 30 Responses were received.
 - 'GO' was the most popular response as a descriptor for 'movement' and 'transport'
 - The chevron or arrow picture was the most popular for depicting 'movement' and also was equally popular for depicting 'transport'.
 - The 'links' picture was seen as a very positive indicator of 'partnership'
 - There were also several references to the use of an 'arrow'.
- 2.2 The full results of the survey will be presented prior to the September Board meeting at a brand workshop to further explore potential new approaches with the members, officers and staff. The Chair & Vice Chairs wish for a broad consensus to be reached at the workshop & thereafter to be considered by the Partnership Board.

3. Workshop Content

- 3.1 The format for the morning's workshop will be that the survey results will be presented. Followed by exploring a recent example of re-branding for the Scottish Disability Equality Forum. The workshop will then split up into groups to work on two key areas: 1) the profile of RTP stakeholders & users and 2) the positioning statement for the RTP. Each of the groups will present to the meeting on their findings. Key insights and potential approaches will be summarised verbally to the Board after the workshop. Insights will be collated and broad direction of travel developed.

4. RECOMMENDATIONS

- 4.1 Following the conclusion of the workshop the Board is asked to agree to delegate the Partnership Director to develop and implement a new brand and identity in consultation with the Chair and Vice Chairs.

Keith Fisken

Business Partner

15th September 2017

Policy Implications	A more visible brand will increase clarity of policy
Financial Implications	Contained in existing budget and will deliver better value for marketing activities.
Equalities Implications	None
Climate Change Implications	None