

Dear [REDACTED]

I refer to your Freedom of Information request received on 23rd July 2018
Please see the information you requested set out below.

1. Is there a business case for the rebrand, if so, could you please provide it.

Movement for Growth which is the 10 year delivery plan for the Transport for West Midlands refers to an Integrated Transport Network and the regional branding is the first stage in defining this network. Movement for Growth can be found on www.wmca.org.uk

2. What is the breakdown of expected costs to (a) WMCA (b) other parties.

The actual costs are still being defined however the costs are expected to be low and in many cases costs that would have been incurred as part of the life cycle renewal of assets.

The new rail franchisee would have changed the livery to signal the change of ownership and responsibilities but the West Midlands franchise terms include an obligation to provide regional branding.

The regional branding was agreed in partnership with the West Midlands Rail Executive.

The tram is now operated by Midlands Metro Limited and was previously operated by Altram Ltd under a PFI concession. The new branding signals change for the people who use the service and the staff who deliver the services. The new branding will now be used as the further extensions to the tram are delivered and new rolling stock procured. The costs for rebranding the existing assets is still being defined as they are subject to a procurement exercise.

Bus is the predominant public transport mode in the West Midlands and there are several operators. Apart from superficial vinyls the roll out of the brand will be planned as part of the refurbishment of vehicles and the procurement of new vehicles. The 42 and 43 routes will be the first to be rebranded with the costs of rebranding fully covered by the two operators.

3. What are the exact colours being used for each WMT mode.

- Metro – Pantone 3005c
- Bus – Pantone 185C
- Railway – Pantone 151C

4. Who decided that buses should be red, trams blue, etc.

The original concept for the regional brand was developed by an agency who then created some options for how this could be used as part of an integrated transport system.

As part of this work 6 focus groups were conducted around the region and the question was asked as to what colours they associated with the region and the following answers were the most popular:

- Red
- Blue
- Gunmetal

5. Was there a competition for the design of the rebrand?

No there was not a competition for the design of the rebrand. The initial design work supported the commitment by the new rail franchisee to provide a regional identity and this work was then continued to include the other modes. The agency created some options which were then used in the focus groups.

6. Who designed the rebrand, and what is the value of the contract.

The original rail branding development work was undertaken by McCann Erickson at a cost of c£50K. Freelancers are now being used as part of our in house team to do undertake the next steps.

7. Is the shade of red for WMT branded buses different to the shades of red currently used on National Express West Midlands buses?

Yes, different shades of red are being used.

8. "TfWM recently took over the Metro so we would have needed to rebrand this in any case." Since the magenta colour of the trams was chosen by Centro (i.e. TfWM), not National Express, why would 'we have needed to rebrand in any case'?

The tram is now operated by Midlands Metro Limited and was previously operated by Altram Ltd under a PFI concession. The new branding signals change for the people who use the service and the staff who deliver the services and offered an opportunity to demonstrate a new era for public transport in the West Midlands.

9. "We will be rebranding bus stops and stations in the months and years to come as part of the normal process of replacing them, meaning while this will be gradual, it will mostly be natural." What is the service life of a bus stop? Please define "the normal process of replacing them", and explain what "it will mostly be natural" means.

We have an asset renewal and refurbishment programme for bus stops and bus stations and this offers a gradual way of rolling out the new brand. Bus stop information is regularly updated as part of changes to bus services and this is also an ideal opportunity to introduce the new branding.

The Commonwealth Games will be hosted by Birmingham in 2022 with events taking place across the West Midlands and everyone who attends will be expected to use public transport. Over 1.5 million people are expected to visit the region. Having an integrated clearly defined transport system will be essential to maximising the opportunity to showcase the region and to leverage the enormous potential this

gives us to promote public transport to existing and future users.

If you have a complaint about the way in which your request for information has been dealt with you should write to Tim Martin, Head of Governance at West Midlands Combined Authority, 16 Summer Lane, Birmingham, B19 3SD, e-mail Tim.Martin@wmca.org.uk. He will undertake a full re-evaluation of your case.

If, following review of the matter by the Head of Governance, you remain dissatisfied with the handling of your request you have the right under section 50 of the Freedom of Information Act 2000 to apply directly to the Information Commissioner for a decision. Generally, the Information Commissioner cannot make a decision unless you have exhausted our complaints procedure. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely,