

Vehicle Identity and Branding

Purpose of Report

1. To outline the current position with fleet branding and identity and to make recommendations to the Cabinet Member on the livery of City of York Council vehicles.

Introduction

2. In 1996 when City of York Council was formed, it adopted a strong set of Corporate Identity Policies which quickly established the new Council as an entity in the eyes of residents, staff and partners, who knew who we were and what we did. Over the years since 1996 these policies have become watered down, often ignored and, in some cases, become outdated.
3. The council provides a multitude of diverse and excellent services to the city and it is important for our reputation that the people we work for and with - including opinion formers both local and national - know what we do, know that we do it well and know that it is City of York Council that is doing it.
4. This perception of the council - working hard and performing well – establishes our reputation and can be greatly enhanced by the simple application and consistent use of our brand to identify all our services – it's our signature and says that this is our work or we're part of this project. We have services to be proud of, so why shouldn't we want people to know that they are getting that service from us? Using our brand identity on everything from printed information to vehicles and from front-line staff appearance to building signage will help greatly.

Vehicles

5. Most of the council vehicle fleet is managed and maintained, on behalf of Directorates, at the EcoDepot by CANS (although there are exceptions). The fleet consists of numerous vehicle types. The current state of the livery on the fleet is shabby and inconsistent in the application of branding. Over the years all manner of departmental, directorate and other decals have been applied to vehicles.
6. It is proposed to return to a 'clean' City of York Council identity for the entire fleet, with the removal of most additions unless they are safety related.
7. Work has already started to help achieve this clean look by removing all additional stickers from vehicles apart from City of York Council branding and necessary safety/operational information at major vehicle service intervals (although in some cases this has left unsightly 'ghost sticker' marks behind). New livery would come in as and when vehicle leases run out and vehicles are replaced.
8. To keep the 'clean' look of vehicles, to protect the corporate identity and for reasons of safety, policies will be developed relating to the cleanliness of vehicles and will include areas such as a clear dashboard and window policy as well as prohibiting items, such as cuddly toys, being fixed to vehicles. These policies will be developed and adopted in consultation with staff and trade unions.
9. Both CMT and the DMT of CANS have seen, and commented on, proposals for new fleet livery and branding. Some decisions were made at both management teams. These were;
 1. there must be consistent branding across the CoYC vehicle fleet
 2. the main fleet colour will be white
 3. the fleet should carry contact phone number and web site address along with prominent CoYC logos
 4. council vehicles would no longer carry advertising posters unless promoting council policy or initiatives
 5. refuse & recycling vehicles will still carry the important recycling messages

Proposals for New Vehicle Livery

10. Based on the decisions made by CMT and CANS DMT, it is recommended that the main colour for all the council's fleet will be white. Whilst white may not be the most practical colour to keep clean,

it does have a clear visual impact and the council's logos and branding stands out well on this colour background. White is also the most uniform colour shade offered by the various vehicle manufacturers.

11. All vehicles will carry the council's logo in prominent positions on the front, sides and rear. The council's main telephone number and web address will also be in prominent positions, usually on the side and rear but will depend on vehicle type and design.
12. Safety decals that relate directly to the safety of the vehicle and/or its load, or that are statutory for the type of vehicle, will be allowed. No other decals, departmental identity or posters will be allowed.
13. There will be some exceptions to this as follows:
 - a. Refuse & recycling collection vehicles: Additional decals and messages are used on these vehicles to promote important waste and recycling messages. These are on either side of the vehicles, using mounted decals, or complete vehicle wraps. We would recommend retaining these on existing and new vehicles, as these messages are vital in reducing landfill and associated landfill tax. These vehicles will display CoYC logos on the cab doors and we would strengthen the council branding on existing and future vehicles by placing a large CoYC logo on both sides and on the rear wings of the vehicles.
 - b. Heavy-duty vehicles such as hook lifts, cage vehicles and tipper trucks. These vehicles will have white cabs but with blue bodies and carry correct branding on the cab only. This combination works well as the dark blue bodies hide dirt, rust and damage associated with their type of work.
 - c. Gritting bodies. These have to remain as they are in yellow with reflective chevrons for safety reasons though the cabs will be in white as they are the same cabs used on existing highways vehicles (demountable and changeable bodies). They will carry the correct branding.
 - d. 'URBIE' buses - these are used to provide mobile youth clubs for hard to reach/engage with young people. They are painted purple with 'graffiti' type decals. They were designed by the young people themselves and do not carry CoYC branding as research has indicated this category of young person tends to shy away from CoYC contact. It is recommended to leave these alone for this

reason and the fact they are almost life expired and don't warrant the cost of a re-spray or re-branding.

- e. One off 'specialist' vehicles. It is recommended to look at these on an individual basis but ensure that the council branding is clearly identified (where possible). Some specialist vehicles are only available in certain colours, Smart cars for example, and the cost of spraying them white will either be impractical, for cost reasons, or impossible due to vehicle design.
- f. Passenger Transport Vehicles. The council provides various passenger transport services including school transport. Where possible, the corporate livery and branding will be used but it is likely that some service descriptor will be used on vehicles. In some cases vehicles are supplied by charity donation, school mini buses for example, and charity logos will have to be displayed.
- g. Pool & Lease Cars. The council currently uses a fleet of cars, managed from within businesses, to assist with staff travel. Further work is being done by the project to determine if this is the most beneficial travel option for some staff but it is recommended that any pool or lease car will adhere to the livery standards above. Some cars, used for investigative purposes in some areas or used in some aspects of social care, will need to remain unmarked. A decision is yet to be made on whether these vehicles form part of any pool fleet or are acquired as the need arises (short term hire etc).
- h. Posters advertising council services such as those promoting the 'fostering campaign'. Any such posters will need to be justified and permission for their use granted by Transport & Fleet Services¹ before they are applied. Any such posters must be funded by the sponsoring business and be designed to be removable without damage to the vehicle. They must be printed, affixed and removed only by approved suppliers and only be applied for an agreed fixed term.

¹ Currently the Transport & Fleet Board in the 'virtual service'

Implications

- **Financial** There will be no additional cost for vehicle livery if based on the recommendation being made.
- **Human Resources (HR)** There are no HR implications
- **Equalities** A review of the equalities impact assessment is being undertaken
- **Legal** There are no legal implications
- **Crime and Disorder** There are no crime and disorder implications
- **Information Technology (IT)** There are no IT implications
- **Property** There are no property implications
- **Other** There are no other implications

Recommendations

14. It is recommended that;

1. the vehicle livery and branding scheme, as outlined above including exceptions, is agreed by the cabinet member and used for all new vehicles from the date of the decision and
2. where possible, practical and affordable, existing vehicles with an expected future life of more than 12 months are aligned with the livery and branding policy.

Reason: To ensure a consistent use of the council's brand and to identify the services it provides.

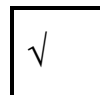
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Report
Approved



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