

Item:

6



Report to Partnership Meeting of 5 October 2007

FINANCE - Recognition of RTP Involvement in Capital Investment

Purpose of Report

To recommend a policy the Partnership should adopt to ensure appropriate recognition is given to the Partnership in our Capital Investment.

Introduction

The issue of the level of recognition given to HITRANS when the partnership has provided a significant contribution to a project's funding has been raised at recent Partnership Meetings. It has been observed by members that little or no recognition is given to HITRANS input in the financing of several large capital projects and that HITRANS branding should be more prominent where we have grant funded bus purchase.

Recognition of HITRANS Funding in Large Capital Projects

HITRANS does not currently apply any conditions to Capital Grant funding to ensure our role in the delivery of schemes is recognised. To ensure this is addressed all future applications and approaches to HITRANS for funding should include specific details of how HITRANS funding is to be acknowledged in the completed project.

Local authority permanent advisers should also provide details of how HITRANS funding will be recognised on completion of the Capital Projects being funded in 2007/08.

To aid scheme promoters in their development of proposals to distinguish HITRANS role in project funding the Programme Manager will develop a set of options to be considered by Permanent Advisers. The Permanent Advisers will agree a suitable method and when they are acting as the link to HITRANS for a particular project their remit will include ensuring the promotion of HITRANS role in the scheme meets this standard.

Proposal for HITRANS Bus Branding

The current conditions of HITRANS funding for accessible buses only requires the operator to include the HITRANS logo in a position above the passenger door. This does not make it clear that the bus has been purchased with support from HITRANS and it does not make a statement of why the Partnership has made this grant available. In supporting modern low floor buses HITRANS has made a positive intervention which has ensured public transport can be accessed by the community as a whole and there are environmental benefits as a result of replacing old vehicles with modern buses which meet the latest European environmental standards.

To improve recognition of HITRANS role in securing a major improvement in bus service provision and to get a positive message across to the communities served the leading bus livery design agency Best Impressions has been asked to develop a brand that will give prominent recognition of HITRANS role in the service improvement while complimenting the existing operator livery and brand. This will aim to send a message says who HITRANS are and what our role and remit has been in the bus service improvement.

It is hoped that some initial options will be available in time for the Partnership meeting to let members decide on the branding option we adopt. If options are available Members will be asked to agree a preference and bus operators will be asked to add this to HITRANS funded vehicles retrospectively.

Recommendation

1. Members are asked to approve that HITRANS make it a condition of grant applications that details of how HITRANS funding will be acknowledged on completion.
2. Members are asked to approve the recommendation that local authority permanent advisers to send details to the Programme Manager of how they propose to distinguish HITRANS role in funding 2007/08 projects.
3. Members are asked to approve the recommendation that a standard be agreed with Permanent Advisers in respect of recognising HITRANS input into a projects. Once agreed Permanent Advisers will ensure this standard is met in all projects they promote.
4. Members are asked to approve their preferred design of the HITRANS external bus branding.

Report by: Ranald Robertson
Designation: Programme Manager
Date: 17 September 2007