



WEST MIDLANDS
COMBINED AUTHORITY

Board Meeting

Date	17 March 2017
Report title	Review of Swift Brand
Cabinet Member Portfolio Lead	Councillor Roger Lawrence – Transport
Accountable Chief Executive	Keith Ireland, Managing Director, City of Wolverhampton & WMCA Regional Transport lead Email: keith.ireland@wolverhampton.gov.uk Tel: 01902 554500
Accountable Employee	Chris Perry, Head of Transport Innovation Email: chris.perry@tfwm.org.uk Tel: 0121 214 7183
Report has been considered by	Smart Programme Board 9 March 2017

Recommendation(s) for action or decision:

The Combined Authority Board is recommended to:

1. To approve and welcome the introduction of a refreshed branding for WMCA's Swift Smartcard from week commencing 20 March 2017. To welcome the expansion of the Swift Smartcard scheme to cover the 12000 customers who purchase nTrain season tickets through WMCA's Direct Debit scheme.

1.0 Purpose

1.1 The purpose of this report is to approve the introduction of a refreshed look and feel to WMCA's Swift Smartcard scheme to advise that Councillor Roger Lawrence will launch the refreshed branding at a photocall to be held on Friday 17th March which will lead a media and marketing. The report also asks WMCA to welcome the continued expansion of Swift on the local rail network.

2.0 Background

2.1 Swift is the current brand used for Smart Ticketing in the West Midlands. The Swift name and brand/colourways has been in use since 2012, when Smart Ticketing was first rolled out across the West Midlands.

2.3 The current design of the current Swift card is as set out below; cards with photographs on them are used for season tickets, cards without photos are used for Pay-as-you-Go (PAYG).



2.4 The Swift name and current brand/colours with the stylised Swift bird were introduced in late 2012, and has been used without any changes to the brand since this time. The design and typeface are perceived by stakeholders to be old fashioned and not on trend in terms of design, colour and typeface. WMCA's design team were therefore asked by WMCA Smart programme Board to undertake a review of current brand and design trends to propose a refreshed look and feel to the current Swift Smartcard brand.

2.5 The next phase of the roll out of Swift to the local rail network will commence on Monday 20th March 2017, when TfWM will commence the transfer of approximately 12,000 customers who purchase nTrain season ticket by Direct Debit from cardboard, magnetic stripe tickets onto Swift Smartcards. On the same date, TfWM will introduce the nBus multi-day ticket, which will allow customer to bulk-purchase in advance nBus one-day tickets, be held on a bespoke Swift Smartcard – in the same way that National Express eDaysavers operate. The Smart Programme Board have therefore requested that these three workstreams were aligned, in order to allow the refreshed Swift brand to be issued to the 12,000 nTrain customers who will be receiving a Swift card for the first time and the nBus Multiday Swiftcard.

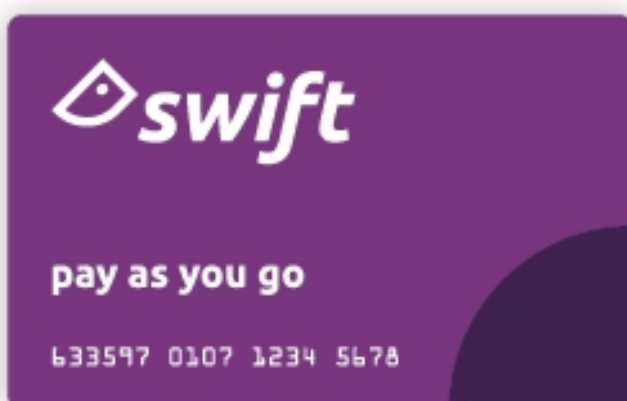
3.0 Refreshed Swift Branding

3.1 Following consultation with the Smart Programme Board, WMCA's Design Team have developed refreshed Swift cards designs which are submitted to WMCA Board for approval. The new Swift card designs are set out below;

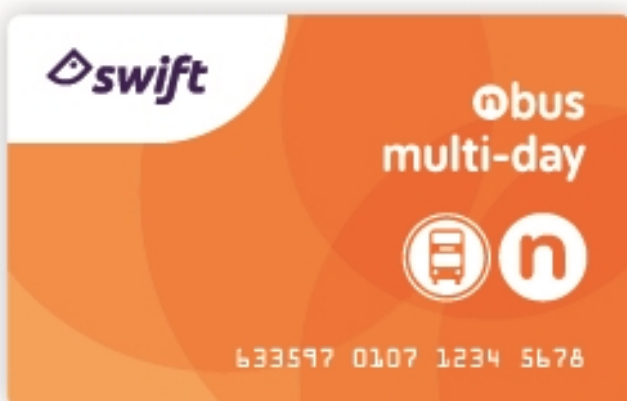
Swift card – season tickets



Swift card – Pay-as-you-Go



Swift card – nBus Multi-day



Swift Card – child ticket



Reverse side of all Swift cards



4.0 Implementation of refreshed Swift branding

4.1 Subject to WMCA Board approval, a detailed plan for implementation of the refreshed Swift brand has been developed. The plan has identified those elements of the Swift brand that will need immediate update, which are set out below;

- Finalise brand design
- Test production of revised cards
- Prepare trademark application for revised brand
- Complete redevelopment of refreshed swift website
- Revise marketing Material
- Update key outdoor Swift branding at bus stations, on bus and on tram
- Briefing documentation for staff and partners

4.2 The current Swift brand will run concurrently with the refreshed brand for a period of time. The following elements will be refreshed later during 2017 or whenever existing stock levels are depleted. These items are set out below;

- Payzone outlet Point-of-Sale material
- Swift branding at bus stations
- Pre-printed Swift cards held in stock

4.3 A detailed project plan has been developed and will be implemented by TfWM's Smart ticketing team. Successful implementation of the Project Plan will be monitored by Transport Delivery Committee.

5.0 Swift rebrand launch event

5.1 A photocall to launch the refreshed Swift brand and to both welcome the roll out of Swift to 12,000 nTrain Direct Debit customers and the introduction of the nBus MultiDay Swift card will be held with Councillor Roger Lawrence on Friday 17th March. This photocall will then lead a press and marketing campaign to continue to raise awareness of Swift Smart ticketing across the West Midlands Combined Authority Area.

6.0 Legal Comments

6.1 Legal Services are currently in the process of submitting the trademark application to the Intellectual Property Office for consideration.

7.0 Finance Comments

7.1 The costs of the brand refresh will be accommodated within existing marketing budgets. Where possible, rebranded cards, card paraphernalia and marketing material will be rolled out when stock would naturally need to be replenished to minimise any additional costs.

8.0 Equalities Comments

8.1 No equality implications envisaged in relation to this report. The swift rebranding will have a neutral impact on the protected characteristics.