



## REPORT TO THE NORTH WALES ECONOMIC AMBITION BOARD

30<sup>th</sup> July 2021

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**TITLE:** *Brand and Website*

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### 1. PURPOSE OF THE REPORT

1.1. To update the Economic Ambition Board on the development of the new website and brand.

### 2. DECISION SOUGHT

2.1. To endorse the proposed new brand for the Economic Ambition Board and the North Wales Growth Deal.

### 3. REASONS FOR THE DECISION

3.1. As outlined in the report.

### 4. BACKGROUND AND RELEVANT CONSIDERATIONS

4.1. The Economic Ambition Board's current brand and website was developed during the early days of the Board's establishment. With the Final Deal Agreement signed, and the Portfolio Management Office moving to the delivery phase of the Growth Deal projects, it's timely to refresh and relaunch the brand and website.

4.2. The current logo has dated and does not reflect the aspirational nature of the Economic Ambition Board in terms of transforming the economy of North Wales. The current website is hosted by Business Wales and has proved confusing to navigate for the user, and again does not reflect our ambitions for the region.

4.3. Tinint were commissioned by the Portfolio Management Office to rebrand and develop a new website following a successful tender process on Sell2Wales. The brief specified the need for a fresh, innovative, ambitious and professional brand as well as a website that would provide a platform to promote the region, the work of the Economic Ambition Board and to share information and progress of the Growth Deal.

4.4. Tinint have worked alongside the Portfolio Management Office on the brand development since early March. This work has included reviewing the current logo, creating a brand (which includes colours, font, imagery and brand guidelines), understanding the needs and ambitions of the region, and considering various brand concepts and options.

4.5. The new brand name developed is 'Uchelgais Gogledd Cymru / Ambition North Wales'. The North Wales Economic Ambition Board will remain the name of the formal body responsible for the

North Wales Growth Deal. Whilst 'Uchelgais Gogledd Cymru / Ambition North Wales' will be the overarching name for the Growth Vision and what we aim to achieve for the region.

4.6. The proposed brand is included below:



The new brand aims to increase awareness and knowledge on the benefits and opportunities the Growth Deal will create for organisations and individuals across North Wales. It represents the connectedness of the region, with a focus on outward and inward investment and our regional landscape (mountains and sea).

4.7. The new brand has been presented to the Business Delivery Board, the Portfolio Board and a Partnership Session of the Economic Ambition Board for feedback.

4.8. Additionally the Portfolio Management Office have conducted market research on the new brand. This was carried out on Survey Monkey. The sample size included 160 individuals from the private sector, young people and the public sector. Below is a summary of the findings from the Market Research:

- We asked participants 'What they thought of the following brand names: Economi, Ambition North Wales and North Wales Growth Deal.' Ambition North Wales was the preferred brand name, rating high by the public sector (67%) and young people (65%).
- 3 logos were shared with participants for feedback, these included the following:

Image 1



Image 2



Image 3



Image 1 was preferred significantly by the Public Sector (78%) and Young People (77%) in comparison to Image 2; and Image 1 was also preferred by the Public Sector (89%) and the Private Sector (65%) when compared to Image 3. Overall image 1 was the preferred option.

- The survey asked for further feedback on the logo, font and colours. The font style received very positive responses, as did the colours.



- We asked participants to describe what words they would associate with the brand, the findings included:
  - The Public Sector used the following adjectives to describe the brand: Interesting (77%), Striking (54%), Energetic (54%), Modern (54%) and Corporate (39%).
  - Young People used the following adjectives to describe the brand: Modern (55%), Corporate (54%), Energetic (37%), Interesting (35%), Young (33%).
  - The Private Sector used the following adjectives to describe the brand: Corporate (53%), Modern (46%), Boring (32%), Energetic (25%), Political (20%).
- At the end of the survey we asked young people if they'd like to hear more about the company behind this brand, 60% agreed that they would like more information.

4.9. Once the brand is finalised, branding guidelines will be developed and shared to protect the application of the brand.

4.10. Work has commenced on developing the new website. The website will be the main platform to communicate and engage with the North Wales community. The Portfolio Management Office continue to work with Tinint to develop the contents for the website, with the aim of launching late summer.

## **5. FINANCIAL IMPLICATIONS**

5.1. None.

## **6. LEGAL IMPLICATIONS**

6.1. By adopting a branding of this nature it needs to be protected in relation to authorised use and application. It also needs to be ensured that the reputation of the Economic Ambition Board and it's status is maintained and enhanced by proper use of the brand and not undermined. The protocols for the use and application of the brand need to be clearly set out and managed.

## **7. STAFFING IMPLICATIONS**

7.1. None.

## **8. IMPACT ON EQUALITIES**

8.1. The website will be accessible and will comply with the latest EU accessibility requirements.

8.2. The brand guidelines also take into consideration accessibility.

## **9. CONSULTATIONS UNDERTAKEN**

9.1. Tinint have attended and presented to the Executive Officers Group on 12/03/2021, and to the Partnership Meeting of the Economic Ambition Board on 29/04/2021. The Portfolio Director has provided additional updates/presentations to the Business Delivery Board on 13/04/2021 and to the Executive Officers Group on 30/04/2021.

9.2. This report was endorsed by the Executive Officers Group on 16/07/2021.

9.3. As outlined above consultation was undertaken through Survey Monkey with the Private Sector, Young People and the Public Sector.

**STATUTORY OFFICERS RESPONSE:**

**i. Monitoring Officer – Host Authority:**

“My views are set out in the Legal Section of the report.”

**ii. Statutory Finance Officer (the Host Authority’s Section 151 Officer):**

“Nothing to add from a financial propriety perspective.”