

## Mayoral Combined Authority Board

07 June 2021

### Rebranding of the Sheffield City Region Mayoral Combined Authority (MCA)

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<b>Is the paper exempt from the press and public?</b>	No
<b><i>Reason why exempt:</i></b>	Not applicable
<b>Purpose of this report:</b>	Policy Decision
<b>Funding Stream:</b>	Not applicable
<b>Is this a Key Decision?</b>	No
<b>Has it been included on the Forward Plan?</b>	Not a key decision

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#### **Director Approving Submission of the Report:**

Stephen Batey, Director of Mayoral Office

#### **Report Author(s):**

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#### **Executive Summary:**

The MCA agreed at its meeting on January 25 to the principle of a name change and rebrand to reflect its South Yorkshire decision-making geography. This paper presents options for the name change.

#### **What does this mean for businesses, people and places in South Yorkshire?**

Leaders agreed renaming the MCA away from the Sheffield City Region to South Yorkshire would reflect better the identification people, places and businesses have with South Yorkshire as a region. The name changes and associated branding provides an opportunity to ensure the MCA's work and the support it provides is better understood by the people, partners and organisations it serves.

**Recommendations:**

That Members agree the proposed rebrand to the South Yorkshire Mayoral Combined Authority.

That members agree to change the legal name of the MCA from the Barnsley, Doncaster, Rotherham and Sheffield Combined Authority to the South Yorkshire Mayoral Combined Authority to reflect its new identity.

That Members agree the legal name change and live date ahead of July MCA Board, followed by a phased roll out and transition to the new brand.

**Consideration by any other Board, Committee, Assurance or Advisory Panel**

N/A

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**1. Background**

- 1.1 At January's MCA Board, Members agreed the principle of rebranding the MCA to reflect the organisation's core business, decision making that primarily affects South Yorkshire.
- 1.2 It was recognised that the existing Sheffield City Region brand was developed to represent a wider economic footprint taking in the geography of the non-constituent Council areas. As this no longer applies to the LEP or the Mayor, and as described above no longer relates to the core business of the MCA, it was considered appropriate to change the name and rebrand.
- 1.3 Members agreed costed rebranding proposals would be worked up and presented to the MCA.

**2. Key Issues**

- 2.1 The integration of the MCA with the South Yorkshire Passenger Transport Executive (SYPTTE), the use of devolved powers and funding from the Devolution Deal and approval for the Strategic Economic Plan (SEP), provide a timely opportunity to refresh the MCA's brand, purpose and narrative, and demonstrate its impact among residents and the business community. A strong brand should reflect how the MCA improves the region by being here.
- 2.2 The MCA Executive has researched how mayoral combined authorities and combined authorities across the country are branded to find common ground and inform recommendations to Members.
- 2.3 Options for a decision on the name change are presented below. Following Members' approval on the name change, the new identity will be developed and circulated. If content, the final decision will be taken by the Mayor in consultation with Members.

- 2.4 It is proposed the legal name change and go live date for the new identity will be 16 July, to coincide with papers for July MCA Board and allowing the next meeting to take place under the new identity. The date reflects the need to write to the Secretary of State to agree the legal name change and allow for arrangements to be made to change the identity in the public domain, ranging from the websites, logo, documents, contracts and communications with suppliers.
- 2.4 Some of this work will take place following the go live date and be rolled out in phases over the summer. Further work will be undertaken to refresh the MCA's brand guidelines and communications and marketing strategy.

### **3. Options Considered and Recommended Proposal**

#### **3.1 Option 1**

##### **Change to South Yorkshire**

It is recommended Members approve the South Yorkshire Mayoral Combined Authority and Mayor of South Yorkshire as its new identity, including a change to the legal name of the authority to South Yorkshire Mayoral Combined Authority. This will ensure naming is clear and consistent, helping public understanding for the Mayoral election in May 2022.

- 3.2 The MCA retains the Travel South Yorkshire brand for passenger information. Travel South Yorkshire is well established and has strong recognition among the public, and retaining it is advised to avoid confusion and minimise costs. The existing SYPTE brand will be subsumed into the MCA brand, in concert with the integration process.

- 3.3 Members work with the Mayor and MCA Executive Team to agree an approach to promote South Yorkshire, using the rebrand as an opportunity to develop a marketing strategy which will help catalyse the region's recovery and support each district's ambitions.

#### **3.4 Option 1 Risks and Mitigations**

Without concerted effort to explain the change to residents and businesses, awareness of the MCA's work may decline during the transition. Building ambassadors for the new brand and clear guidelines to explain the shift to partners will help build understanding and support for the new identity.

#### **3.5 Option 2**

##### **Undertake further branding changes**

- 3.6 Members may wish to explore a more wholesale and ambitious approach to rebranding, including Travel South Yorkshire as its travel brand.

#### **3.7 Option 2 Risks and Mitigations**

It is felt the costs of renaming the travel brand would be prohibitive, at time of economic uncertainty for people and businesses. A phased roll out could be taken across the physical infrastructure to manage costs, but this may lead to confusion among the public.

#### **3.8 Option 3**

##### **Do nothing**

3.9 Members may wish to leave the MCA's name and brand unchanged.

**3.10 Option 3 Risks and Mitigations**

This would create a mismatch between the MCA's geographic and decision-making focus and its identity, causing confusion among residents and businesses.

Substantial work would be required to establish and promote such a brand, which has limited recognition.

**3.11 Recommended Option**

Option 1

**4. Consultation on Proposal**

4.1 Following the MCA's decision on the name, engagement will be held with Members, the LEP and key partners to build awareness and support for the brand. Engagement will be required to agree the branding for business support services.

**5. Timetable and Accountability for Implementing this Decision:**

5.1 The MCA will seek to implement the new naming ahead of the July Board. The change will be implemented in stages, starting with the MCA's websites and social channels. This will be followed by the roll out of revised brand guidelines and changes to documents, templates, stationary, and conclude with changes to physical collateral.

5.2 This will allow the necessary time for the changes to be applied across the MCA's channels, documents and buildings, and ensure stakeholders and partners are aware and engaged in the process. The MCA Executive Communications and Marketing directorate, led by Daniel Wright, will be accountable for the successful roll out of the new brand.

**6. Financial and Procurement Implications and Advice**

6.1 The adopted Business Plan and Budget for financial year 2021/22 provides resource for this activity.

**7. Legal Implications and Advice**

7.1 A Combined Authority may change the name by which it is known provided:  
(a) that the resolution is considered at a meeting which is specially convened for the purpose,  
(b) that particulars of the resolution were included in the notice of the meeting, and  
(c) that the resolution is passed at the meeting by not less than two-thirds of the members who vote on it.

Following the resolution to change the name the MCA must send notice of the change to the Secretary of State and publish the notice in such manner as the Secretary of State may direct.

**8. Human Resources Implications and Advice**

8.1 N/A

## **9. Equality and Diversity Implications and Advice**

- 9.1 It is expected the rebrand will have positive implications. The revised identity will be checked against Web Content Accessibility Guidelines (WCAG) to ensure the new brand is accessible to everyone using the MCA's website.

## **10. Climate Change Implications and Advice**

- 10.1 N/A

## **11. Information and Communication Technology Implications and Advice**

- 11.1 The rebrand will mean changing the MCA's website addresses and design to reflect the rebranded organisation.

## **12. Communications and Marketing Implications and Advice**

- 12.1 Substantial work will be required to build stakeholder awareness of the new brand, to ensure the MCA's work is well understood and applied successfully. A comprehensive plan will be developed to ensure a smooth roll out and transition to the new arrangements.

### **List of Appendices Included**

None

### **Background Papers**

None