

CITY OF
WOLVERHAMPTON
COUNCIL

Response to Request for Information

Reference FOI 001535
Date 27 September 2017

Cost of New Branding

Request:

I saw this being launched today:

https://twitter.com/kharrison_star/status/912965571326726144

I wish to request the following pieces of information under the FOI Act:

1. The reasoning behind the change?
2. The total money spent rebranding, that is to say, consultation or consultants, communication, legal fees staff time, print media, art assets, physical signage, and any other changes necessary.

Partners from across the City of Wolverhampton – including the university and prominent local businesses – were united in wanting to develop a new positive, strong and consistent brand to enhance the reputation of the city. This is not a city council brand, but rather one which will be used by all partners representing the City of Wolverhampton.

The city council, acting on the wishes of partners, commissioned consultants to carry out an extensive piece of research to look at what makes the city unique and special. The company undertook very thorough research over a number of months, speaking with Wolverhampton residents as well as a range of partners, stakeholders, investors and businesses. They attended matches at Wolverhampton Wanderers to speak to fans and went on taxi rides speaking with the drivers to really get a feel for the essence of the city.

The overall cost of this research was £19,000 and part of the project involved using the research findings to develop a logo. It is not possible to separate out the cost for purely the logo design element as the research project and logo development were one project.

There have been no other costs associated with this project.