

**West of England Partnership  
Transport Executive Member Meeting  
20 October 2008**

## **Transport Projects - Publication Style and Theme**

### **Purpose of Report**

1. To seek the views of Executive Members on the planned use of the style and theme for West of England transport projects.

### **Background**

2. Building on the Joint Local Transport Plan (JLTP), the four authorities are working together effectively to tackle congestion and address the area's other transport challenges through the delivery of a range of transport improvements across the sub-region.
3. It is considered that a single style and theme for West of England travel projects would support this joint working and is necessary to provide coherence and a linkage between all the various schemes and projects so that they are each seen as 'part of the whole' contributing to something greater than themselves.
4. A single theme and style will:
  - Allow promotion of a vision;
  - Identify parts of the package as building towards the vision of the JLTP (mode specific improvements within an integrated transport vision);
  - Quickly, easily and simply explain the reason for the scheme or project;
  - Allow various schemes to be separate but linked; and
  - Identify all schemes as part of the joint working (unity of purpose).

### **Recommendation**

5. That Executive Members provide views on the use of a style and theme for West of England transport projects as shown in Appendix One.

### **Appendix One**

Example leaflet showing the potential application of a style and theme.