

Forest Heath District Council St Edmundsbury Borough Council

**WEST SUFFOLK WASTE
AND STREET SCENE
SERVICES JOINT
COMMITTEE**

14 JANUARY 2011

JWC11/037

**Report of the Strategic Director (Services) (FHDC)
and the Corporate Director (Economy & Environment)
(SEBC)**

JOINT BRANDING

Synopsis:

A common branding to reflect the shared services partnership between Forest Heath District Council (FHDC) and St Edmundsbury Borough Council (SEBC) has been considered by the wider shared services project team. Given the upcoming vehicle replacement programme it is important to consider a common vehicle livery that will complement the joint branding chosen. This report recommends a common vehicle livery for refuse vehicles which will allow the joint procurement of these assets to proceed.

Background

1. On the 19 November 2010 the Shared Services Steering Group considered report B305 which outlined a potential approach for the Branding of Shared Services. This report detailed the importance of presenting a single 'face' to the public to help avoid confusion as to who is delivering their services.
2. The report went on to state that this is not a rebranding of the two councils and that joint branding will only be used where services are shared (with waste management being stated as a current example).
3. Appendix 1 to report B305 provided examples of the joint branding and how it might be used in practice. This included an example image of a waste collection vehicle and someone wearing personal protective clothing.
4. With a number of vehicles at FHDC and SEBC due for replacement over the next year it is important that a joint livery is chosen to allow procurement to begin.
5. Options for taking a common approach to staff uniforms and personal protective equipment are still being considered and these will come forward in a separate report at a later date.

Considerations

6. The chosen livery should be:
 - a. Aesthetically pleasing
 - b. Promoting a positive corporate image
 - c. Safe
 - d. Complimentary to the wider joint branding accepted by both Councils
 - e. Cost effective

Aesthetics

7. It is important that the livery of the vehicles is kept in a pleasing and tidy manner and the choice of livery and colour is therefore important as some colours are easier to keep clean and, more importantly, easier to maintain for the 8 year life expectancy of the vehicles. In general, colours with more pigment will fade less than pale or pastel colours and will be easier (therefore less expensive) to repair following scratches and dents.

Corporate image

8. The developing Waste and Street Scene Services partnership arrangements between FHDC and SEBC would be enhanced by adopting a common livery. This would more readily facilitate the sharing of resources and avoid confusing our customers or giving them the wrong impression. Common colour schemes, supplemented with the joint West Suffolk logo would enable this sharing and may result in fewer resources, in terms of vehicle assets, being required across the partnership. It is equally important that a colour/livery scheme that is chosen is relatively unique, different from that currently used by both Councils and is instantly recognisable as a vehicle under the operation of the joint waste partnership.

Safety

9. Few in depth studies into the safety aspects of vehicle livery have been undertaken. However, a study in 2007 by the Monash University of Australia concluded that the vehicle colour could increase crash risk. The study found that, compared to white cars, a number of colours were associated with higher crash risk. These colours are generally those lower on the visibility index and include black (12%), blue, grey (11%) and green, red and silver (10%). When driving at dawn and dusk, results show that the crash risk is marginally increased for black and silver vehicles. Black vehicles were found to have a 47% higher crash risk relative to white, silver 15% and grey 25%.¹
10. In the Monash study a table is produced which shows the percentage representation of each colour in the crash data. An extract of the complete table is shown overleaf.

Vehicle Colour	Proportion in crashed vehicle fleet (%)
Blue	13.5
Green	7.6
Grey	3.2
Yellow	1.9
Maroon	1.3
Orange	0.2

11. Most studies tend to agree that the marginally less safe colours are black and dark blue which, in a Swedish study, were five times more likely than average to be involved in a crash. The Swedish study found that Pink was the safest colour and other Scandinavian studies have favoured Orange and Yellow.
12. In another report on vehicle conspicuity produced by the University of Loughborough for the DETR² the subject of colour contrast was covered thus: "This is best achieved through the use of colours which are not commonly found in the environment in which the vehicle will be viewed.....It is also important to use colours to which the human eye is most sensitive. The Spectral Luminosity Curve, which represents the sensitivity of the human eye to light of different wavelengths, shows that photopic (day) vision is most sensitive to yellow-green hues, whilst scotopic (night) vision is most sensitive to green. Therefore colours in this region are likely to most benefit vehicle conspicuity and is the rationale behind high visibility clothing."
13. The Loughborough University report was commissioned by the DETR as part of the research into vehicle conspicuity markings (retro-reflective tape) which will become mandatory for all new trucks in 2011. As such the night time visibility of vehicles equipped with conspicuity markings will be greatly enhanced and benefit scotopic vision issues.
14. From a driver/crew comfort perspective the most efficient and practical colour for truck cabs is white. Each square metre of the top of a vehicle is exposed to about one kilowatt of heat from the sun on a summers day. A white paint finish will reflect up to 90% of this heat meaning only about 100 watts of heat is absorbed. During cold weather white is also a better colour to retain heat as a dark finish will cause heat loss by radiation.

1 Newsted, S & D'Elia, A. An investigation into the relationship between vehicle colour and crash risk, report No. 263, (2007). Monash University Accident Research Centre, Melbourne, Australia.

2 Motor Vehicle Conspicuity – An assessment of the contribution of retro-reflective and fluorescent materials. Sharon Cook, Claire Quigley and Laurence Clift, Loughborough University, October 1999

Complimentary to Branding

15. A white cab is the best background colour onto which joint branding logos and messages can be fixed. The intention is that this logo will be fixed to vehicle doors as is the current convention. The panels at the side of the body of refuse vehicles are reserved for other waste and street scene messages promoting, for example; recycling, anti-littering and commercial trade waste services.

Cost Effectiveness

16. The most cost effective colour to choose for a refuse vehicle is a white cab. This is the standard colour that vehicle chassis are provided in. The choice of body colour has a lesser impact on cost and is provided by the company specialising in the refuse equipment mounted to the chassis (e.g. Haller).
17. There will not be a programme of re-painting existing vehicles. The new livery will be gradually rolled-in as new vehicles are purchased.

Conclusion

18. In coming to a decision about a joint vehicle livery it is important to take full account of the five factors of aesthetics, corporate image, safety, complimenting branding and cost effectiveness detailed herein. To some degree, a choice of colour comes down to personal taste. However, looking at the factors objectively suggests that a white cab with a strong luminously coloured body (orange is proposed) is the correct choice.
19. Waste and Street Scene Services operate a variety of vehicles other than waste refuse collection vehicles including; sweepers, vans, tippers and trucks. Livery for these vehicles may need to differ slightly dependant on shape or size but will, wherever practicable, follow the same 'rules' as for refuse collection vehicles combining white and orange colourings.

Finance/Budget/Resource Implications

20. A common vehicle livery will make vehicles more cost effective to procure and will promote greater sharing of vehicle assets thereby potentially reducing fleet numbers. A white cab is also the most cost effective choice. There is also some evidence to suggest that a more luminous vehicle colour could reduce accidents and therefore costs to both Councils.

Environmental Impact and Sustainability

21. Positively aiding a potential reduction in the number of vehicles used will have a positive impact on the environment. Brightly coloured vehicles will be easier to see and therefore safer in the community environment.

Policy Compliance/Power

22. There are no known policy compliance / power issues.

Performance Management Implications

23. There are no known performance management issues.

Legal Implications

24. Currently there are no known legal implications as all vehicles will be procured in accordance with local Contract Procedure Rules.

Human Rights Act and Diversity Implications

25. A common vehicle livery will make a shared waste and street scene service more easily recognisable and less confusing to our residents.

Crosscutting Implications

26. There may be crosscutting implications resulting from this project in terms of working with partners or impacting upon them through any changes to our cleansing regime we adopt. These will be monitored and reported to members if it is necessary.

Risk Assessment

27. Studies outlined in this report suggest that there is a marginally reduced risk of accidents by choosing a colour scheme that is more luminous.

Council Priorities

28. Forest Heath

Community engagement and communication; and
Street scene and environment.

St Edmundsbury

Raise standards and corporate efficiency; and
Secure a sustainable and attractive environment.

Recommendation:

29. It is recommended that Members:

- 1. Note the information outlined in this report.**
- 2. Approve the adoption of a white cab and orange body for refuse vehicles.**

DOCUMENTS ATTACHED

None

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6 January 2011

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