

## Notes of meeting on 25 January 2020 to consider Wheelrights name change.

Proposed New Identity 2020 – initial meeting, Ripples Café.

This group has been convened by Nick Guy, Chris Connick and David Judd, as agreed at the AGM, to progress a discussion and consultation about a proposed rebrand to better reflect and support the organisation's aims and priorities as it approaches its 25<sup>th</sup> anniversary. The group is open to all interested members.

Present:

Chris Connick

David Judd

Nick Guy

Dennis Dwyer

Simon Bailey

Claudine Conway

Apologies:

Christine Haigh

### Rationale for a New Identity

The group agreed that 'Wheelrights' was an appropriate and intelligent name for the group at the time of its formation, and that the organisation can be proud of the name and of the achievements to date under the Wheelrights banner. It is, however, felt that the identity and branding no longer functions effectively to support all the aims of a 21<sup>st</sup>-century cycling advocacy, support and campaigning organisation for Wales's second city – especially an organisation that wishes to grow in influence and support, attract and represent a new generation and new constituencies of cyclists and potential cyclists, and rise to the challenges of social media and digital communications. It was stressed that the existing website has a lot of content of value which should be retained, in the form of an archive where appropriate.

The aims of the organisation as stated in its constitution are:

- Encourage more people to cycle regularly for everyday journeys.
- Secure improved cycling provision in the Swansea Bay area.
- Support and organise events to promote these aims.

Wheelrights was formed in 1995 by David Judd, Veronica Wood and the late Bob Burn. We sometimes use the strapline 'The Swansea Bay Cycle Campaign Group' alongside the name. The name reflects the campaigning purpose of the group and is a play on the word 'wheelwright' – a craftsman who makes wheels (originally wooden cart/coach wheels). Whilst all at the meeting liked the name and felt attachment to it, it was felt that it was somewhat opaque to newcomers and did not offer much of a clue about what we do. In addition, it was agreed that the word 'wheelwright' is obviously archaic and is not universally recognised, especially by younger people. Where it is known, it has old-fashioned connotations. The 'rights' element conveys the campaigning aim of the group, but not the first aim of encouraging everyday cycling. The name doesn't explicitly mention cycling at all. Anecdotal evidence suggests the organisation is not widely known about or recognised in Swansea, even amongst some regular cyclists.

The group felt that it was important that our public facing identity should explicitly reference cycling and should include the name of the city. The words 'cycle' and 'cycling' were considered preferable to 'bike/bicycle' because they include tricycles and adapted cycles. There was some discussion about whether 'Swansea Bay' should be referenced instead of just 'Swansea', in keeping with current regional nomenclature and echoing the usage of larger brands and organisations such as Swansea Bay University Health Board, Enjoy Swansea Bay etc. We looked at some other cycling organisations and campaign groups that had more up-to-date branding and better online visibility for ideas and inspiration. We also felt that it was also important to maintain distinctiveness and independence. We also discussed the relative merits of a broad, open term such

as 'Cycle Swansea' versus a specific identifier of purpose such as 'Swansea Cycling Campaign' and felt that wider input from the membership was required on this.

The following names/variations were discussed. The group felt that its remit was limited to progressing the discussion and timetable and proposing alternatives, and that these (and any others suggested by members) should then be put out for further consultation with the membership, supporters and cyclists.

- CYCLE SWANSEA
- CYCLE SWANSEA BAY
- SWANSEA CYCLING CAMPAIGN
- SWANSEA BAY CYCLING CAMPAIGN
- SWANSEA CYCLE CITY

#### **PROPOSED TIMETABLE:**

End of January – Circulate this summary of the discussion amongst the membership and supporters' email lists and request comments, feedback and further suggestions.

February/March – Investigate any clashes/confusion with existing brands/orgs and test alternatives with cyclists and the public.

End of March – alternatives to be discussed and voted on at Wheelrights meeting

April/May – design new logo and develop website

June 13 – Launch new identity (during Bike Week)

Our Current Website

<https://www.wheelrights.org.uk/>

A few different ideas:

Cardiff Cycle City <http://cardiffcyclecity.org/>

An attractive, simple, user-friendly modern website with strong imagery. It explicitly appeals to a broad constituency and is geared towards getting people to sign up.

London Cycling Campaign <https://lcc.org.uk/>

A comprehensive and wide-ranging site for a very large campaigning member organisation. Combines positive imagery with resources, information, and highlighted campaigns.

Chesterfield Cycling Campaign <https://chesterfieldcc.org.uk/>

Combining a simple, clean look with a group vibe and a good amount of information.

Bristol Cycling <https://bristolcycling.org.uk/>

Campaign group website for a comparable size city. They have simplified their brand to 'Bristol Cycling'.

Prepared by Claudine Conway