

To: Howard Wilkinson

Freedom of Information  
Northern House  
9 Rougier Street  
York  
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FOI@northernrailway.co.uk

2<sup>nd</sup> July 2020

Dear Howard

## Freedom of Information Request ref FOI055

We write in connection with your request for information which was received by Northern Trains on 22<sup>nd</sup> June 2020. Under Section 1 (1)(a) of the FOI act we can confirm that we hold some of this information which we have provided below in red:

*"When you took over from Arriva Rail North you updated your logo simply by removing the "By Arriva" part but you kept everything else the same. Now i see you have just decided to change your logo again but it seems that all you did was change the letters from lowers case letters to upper case letters but otherwise the logo is still very similar. So i just have a couple of questions in regards to these two changes. My questions are as follows below:*

- 1. How much did it cost (this should be the total cost for everything involved in updating your logo including changing signage and anything else) for your first logo change (where you simply removed the "By Arriva" part)? – We do not hold this information as the cost incurred to remove "by Arriva" from our logos was borne by Arriva Group.
- 2. Was any design company involved in your first logo change (where you simply removed the "By Arriva" part)? - No
- 3. If yes to Q2 then what is the name of the design company involved? – N/A
- 4. If yes to Q2 then how much did the design company charge for this? N/A
- 5. How much did it cost (this should be the total cost for everything involved in updating your logo including changing signage and anything else) for your second logo change (where you changed all of the letters from lower case letters to upper case letters)? - The costs to refresh our logo internally have been negligible to date. We intend to undertake a gradual implementation process to ensure that we control costs, whilst still raising awareness of the refresh to our customers, stakeholders and employees.
- 6. Was any design company involved in your second logo change (where you changed all of the letters from lower case letters to upper case letters)? – Yes

- 7. If yes to Q6 then what is the name of the design company involved? – **Brand Cooke**
- 8. If yes to Q6 then how much did the design company charge for this?" - **The design costs for the logo refresh to mark the change of ownership of Northern form part of the wider planning and preparation costs of the transfer undertaken by the Department of Transport's Operator of Last Resort. The total fee paid to Brand Cooke as part of this wider work was £26,375.**

We hope this information is of use to you.

Yours faithfully

## **Freedom of Information, Northern Trains Ltd**

### **Appeal Rights**

If you are unhappy with the way your request has been handled and wish to request a review of our decision, please contact us at [FOI@northernrail.co.uk](mailto:FOI@northernrail.co.uk)

Your request must be submitted within 40 working days of receipt of this letter.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF

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