

**Date:** 21 September 2023

**Item:** Purpose and Branding

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## **This paper will be considered in public**

### **1 Summary**

- 1.1 On 28 June 2023, the Committee was updated on the progress TTL Properties Limited (TTLP), as it was called at the time, had made to develop its brand and visual identity in line with the purpose and principles established at previous committee meetings. Committee Members have previously taken part in a workshop to help develop the brand strategy and shared their perspective as the workstream has progressed.
- 1.2 This paper provides an update on that activity.
- 1.3 A paper is included on Part 2 of the agenda which contains exempt supplemental information that is exempt from publication by virtue of paragraph 3 of Schedule 12A of the Local Government Act 1972 in that it contains information relating to the business affairs of Transport for London (TfL). Any discussion of that exempt information must take place after the press and public have been excluded from this meeting.

### **2 Recommendation**

- 2.1 **The Committee is asked to note the paper and the supplementary information on part 2 of the agenda.**

### **3 Programme background**

- 3.1 The need to review the TTLP name and brand was established when the organisation was established. Since then, interviews and workshops have taken place to determine how closely aligned the new company brand should be to Transport for London (TfL) and the Greater London Authority (GLA).
- 3.2 The core team running the programme is made up of members of the TTLP Communications and Marketing team and representatives from TfL's central Customer and Insights team, supported directly by the TfL Head of Design.
- 3.3 The workstream had two significant components. The first was to develop a new name for TTLP, and the second was to develop the Brand Strategy, including visual guidelines before introducing the brand in September 2023.

## 4 Name

- 4.1 Following extensive research, which included internal and external workshops, focus groups with Londoners, existing small business customers and potential businesses we would like to attract to the estate, alongside engagement with our people and this Committee, a new name was identified.
- 4.2 In March 2023, the name was considered further, including at a session with Committee members, leading to the decision that an endorsement line should be included. The endorsement line is the roundel and 'The TfL Property Company'.
- 4.3 The name *Places for London* has been selected as the preferred name. It is a name and a mission which creates a clear link to our purpose to move London forward with thriving, connected places. It also maintains close links to the parent company name of Transport for London.
- 4.4 On 3 July 2023, the company name was successfully changed at Companies House to *Places for London Limited*, and we have notified relevant parties of the change.
- 4.5 Website Uniform Resource Locators (URLs) have been purchased, and legal colleagues instructed to register word marks and trademarks with the Intellectual Property Office and European Union Intellectual Property Office.

## 5 Brand Strategy

- 5.1 Interviews and workshops have taken place with our teams, TfL Executive Committee and GLA colleagues to inform the brand position. The core approach is that TfL provides Places for London with credibility and therefore the brand should have some close alignment, whilst also creating a distinct identity.
- 5.2 The Brand Strategy consists of a brand position, tone of voice and verbal identity, and visual identity and is supported by a set of brand values we want to demonstrate when we present Places for London.
- 5.3 The brand position helps guide decisions when building the brand further. The brand position, confirmed at the previous Committee in June 2023 is:
  - (a) Places for London is here to raise money to reinvest in London's transport and in doing so, meet London's wider needs, including affordable housing, workspace and decarbonisation;
  - (b) we are an organisation that is both public-spirited and sustainable, while we are also agile, ambitious and commercial;
  - (c) our approach is focused on partnership, diversity and inclusion and localness; and
  - (d) defining characteristics are scale, being next to transport, a company that both develops and manages property, and that takes the role of a long-term steward.

5.4 The key messages are:

- (a) Places for London is here for every part of London and every kind of Londoner;
- (b) We are moving from being one of London's biggest landowners to one of its most impactful place-makers; and
- (c) We are a commercial company, with a public spirit – we reinvest our profits to enable a future London that is decentralised, decarbonised and accessible to all.

## **6 Visual Identity**

6.1 Following agreement by this Committee, TfL and the GLA, a sole visual concept was agreed in summer 2023. The Places for London logo is endorsed by the roundel alongside the words "The TfL Property Company".

6.2 Further work has been conducted to refine the design, including the colour palette, typography, guidelines and iconography.

6.3 A full suite of brand guidelines and branded documents is being prepared ahead of the formal launch later this month.

## **7 Launch and Activation**

7.1 We have also been working on a phased launch and implementation plan. This will include the development of a new website and social media channels as well as collateral and content to support launch events and media activities from September onwards.

7.2 The official launch of Places for London into the market will be at the London Real Estate Forum (LREF) on 27 September 2023, where we are hosting a breakfast briefing. We will have a display at LREF, and Places for London representatives will attend the event, with colleagues speaking on panels throughout the day to showcase the new brand, who we are and what we do.

7.3 It will take a while to fully transition all assets into the new brand design, so a prioritisation plan is being worked on alongside ongoing marketing and plans to support development schemes, the retail and arch estates, and recruitment. This will provide us with platforms to continuously promote Places for London services and help to embed the new brand.

7.4 Marketing plans will be drawn up annually thereafter and we will continue to monitor brand awareness and reputational trackers to refine and adapt plans as needed. These will be shared with the Committee.

**List of appendices to this report:**

Supplementary information on part 2 of the agenda.

**List of Background Papers:**

Previous meetings of the Committee.

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