

## 7. PUBLIC TRANSPORT BRANDING PROJECT

<b>Officer responsible</b> Community Advocate, Beckenham	<b>Author</b> Elaine Greaves, Community Secretary, DDI 337-4505
Corporate Plan Output: Public Accountability	

The purpose of this report is to advise the Board of a reference group established (during the previous term of Council) as one of a variety of consultative groups to assist with the development of the Passenger Transport Branding project.

As the project is continuing, in order to keep to timelines already established for the project, it has been necessary to reconvene the group prior to Christmas (due to meet on 10 December 2001).

The Board had previously appointed Phil Clearwater and Lynda Carter as its representatives to this reference group, and as the Board is not due to meet until after the date set for the reference group meeting, Lynda Carter was invited to meet with the group in order to ensure representation of the Board's views.

- Recommendation:**
1. That the Board approve (retrospectively) the attendance of Lynda Carter at the 10 December 2001 meeting of the reference group on behalf of the Board.
  2. That the Board nominate two of its members to participate in the reference group established to consider the Passenger Transport Branding project.