

## Senedd Signage

09 September 2020

### Request for Information.

Thank you for your request received on 17 August in which you asked:

*To ask under the Freedom of Information Act:*

- 1. The cost of removing signage from around the Senedd Estate which read 'National Assembly for Wales' and Replacing it with signage saying 'Senedd Cymru / Welsh Parliament' or similar; the cost of the new signage; the installation cost (plant hire, labour etc) and the disposal costs of the old signage?*
- 2. The name of the manufacturer of the signage used on the side and main entrance of Ty Hywel; The Senedd; and The Pierhead.*
- 3. The same information (cost of production, disposal and manufacturer) of signs for Colwyn Bay office.*
- 4. How much stationary, envelopes and business cards were printed during the calendar year of 2020 (to date) displaying the new name and how much old stock was destroyed?*
- 5. The staffing hours spent on the rebrand and an approximate cost for salaries for the number of hours estimated (I gather there is/was a team lead by a Mr R Thomas) so a figure of staff and a ball park figure of salaries should easily be calculable.*
- 6. The cost of re-livering the Assembly/Senedd's educational bus following the renaming?*

Please see response below.

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Caerdydd, CF99 1SN

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Cardiff Bay  
Cardiff, CF99 1SN  
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All the estimated costs for work associated with the change of name were set out in the **Explanatory Memorandum** that accompanied the introduction of the Senedd and Elections (Wales) Bill. This information along with in-depth information about the **Act** is available on the Senedd website. The Senedd Commission worked to minimise the cost of carrying out the name change. For example, the decision was taken to avoid rebranding or a change to the logo. The total cost for work associated with the change of name, excluding staff time, is less than £50,000.

1. The total cost of replacing external signage around the Senedd Estate (including removal and disposal of old signage and the design, manufacture, and installation of new signage) was £14,502.83.
2. The external contractor used for all external signage on the Senedd estate and Colwyn Bay was the Cardiff based firm, Morgans Consult.
3. The total cost of replacing external signage at the Colwyn Bay office (including removal and disposal of old signage and the manufacture, and installation of new signage) was £2,179.12
4. Staff were advised in the months leading to name change to limit the amount of surplus, out-of-date stock when ordering printed materials containing terminology that would change on 6 May. During the year leading up to the change of name, the Senedd Commission was mindful of the amount of stock purchased, for example only ordering envelopes with the logo and no name. Where there are pre-paid envelopes containing the old name, they are being used up to avoid wasted postage costs. As a result, the Senedd Commission has not needed to destroy any stock. Since May 2020, 5,000 letterheads, 4 notepads, and 600 compliment slips have been printed with the new name at a cost of £424. It should be noted that small as this figure is, it includes 'business as usual' printing that would have been necessary even without a name change.
5. No figure is available for staff time spent on name change since a disproportionate amount of time (and therefore cost) would have been required to record such information. Staff time spent on name change did not present an additional cost but a reprioritisation of existing workloads.
6. No such cost was incurred. The bus referred to is no longer in use and was sold in August 2018.

Yours sincerely,

**Freedom of Information Manager**  
**Senedd Cymru**

Your request has been considered according to the principles set out in the **Code of Practice on Public Access to Information**. If you have any questions regarding this response please contact me. If you feel you have cause for complaint, please follow the guidance below.

Cause for concern or complaint with your FOI response?

If you are dissatisfied with the Senedd's handling of your request, you can request an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Freedom of Information Manager at:

**Information-request@senedd.wales** or in writing to

Senedd Cymru  
Governance and Assurance  
Cardiff Bay  
Cardiff  
CF99 1SN

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