

The Logo Consultation Analysis. – draft

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Summary

A total of 1,600 people accessed the campaign which ran from 6th July to 5th August 2022 of that 636 responded online, the rest were aware, informed but chose not to comment or rank the logos, at the peak of the consultation it got over 500 visits per day. A few people did duplicate entries these were identified and removed. The consultation include a survey with a question to rank your favourite from four of the chosen logos below.



The Seaside Pinwheel



The Modern Coat of Arms



The S with Pier and Pavilion



The Shell

There was a free text box asking for the reason of choice or for further comments.

The consultation was promoted across social media and was available on the Councils interactive consultation portal <https://yoursay.southend.gov.uk/> it was also made available in a hardcopy format if requested. We also engaged with schools in the areas and Heycroft Primary School sent in responses.

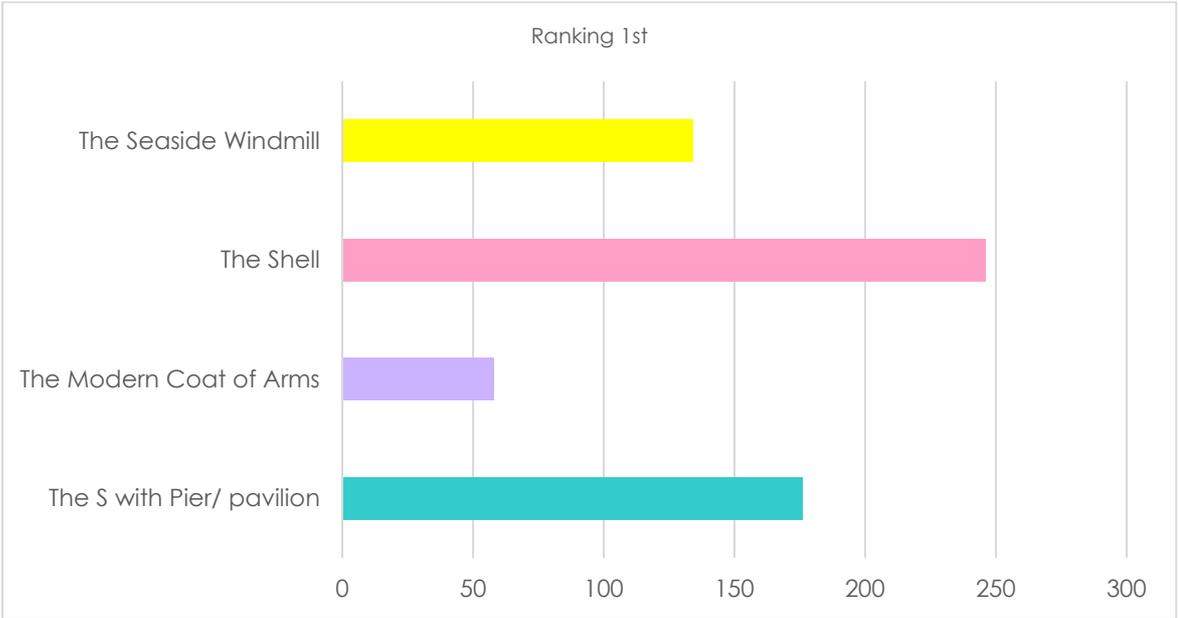
The overall consensus from those responding is that they there was a clear favourite from the four logos. Some of the individual comments received identified that the Pier represents Southend and the city's heritage and should be included in the logo. The City logo needs to reflect Southend's uniqueness, viability and its links to the sea, the Councils new logo should also be modern, simple and effective with a strong sense of brand identity.

Full Breakdown of questions

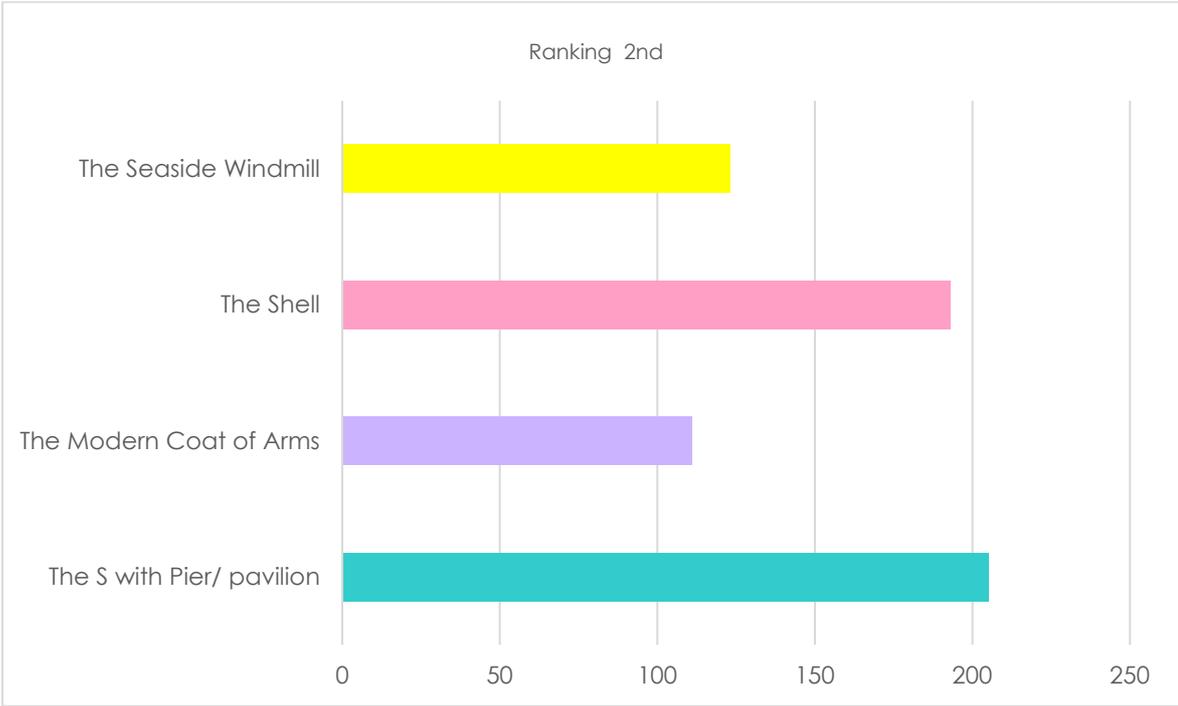
1. Please rank your preference - 1 being your first choice etc.

This was a question that requested you rank the logo choices in your preferred order, 665 people ranked them.

The majority of those responding 41% chose The Shell as their first preference with The S with Pier and Pavilion coming second at 29%. The schools also chose The Shell as their favourite but The S with Pier and Pavilion came in 2nd with a smaller margin. It was felt that The Shell was simple, modern and effective implying a strong brand identity and easy to reproduce.



The S with the Pier and Pavilion had 32% put this as their second choice, the responses included it represented Southend the best with the Pier. Many commented that the Pier is iconic and has strong links the Southend and should be present in the logo.



The chart below shows all the results in comparison with each other and the order of preference is

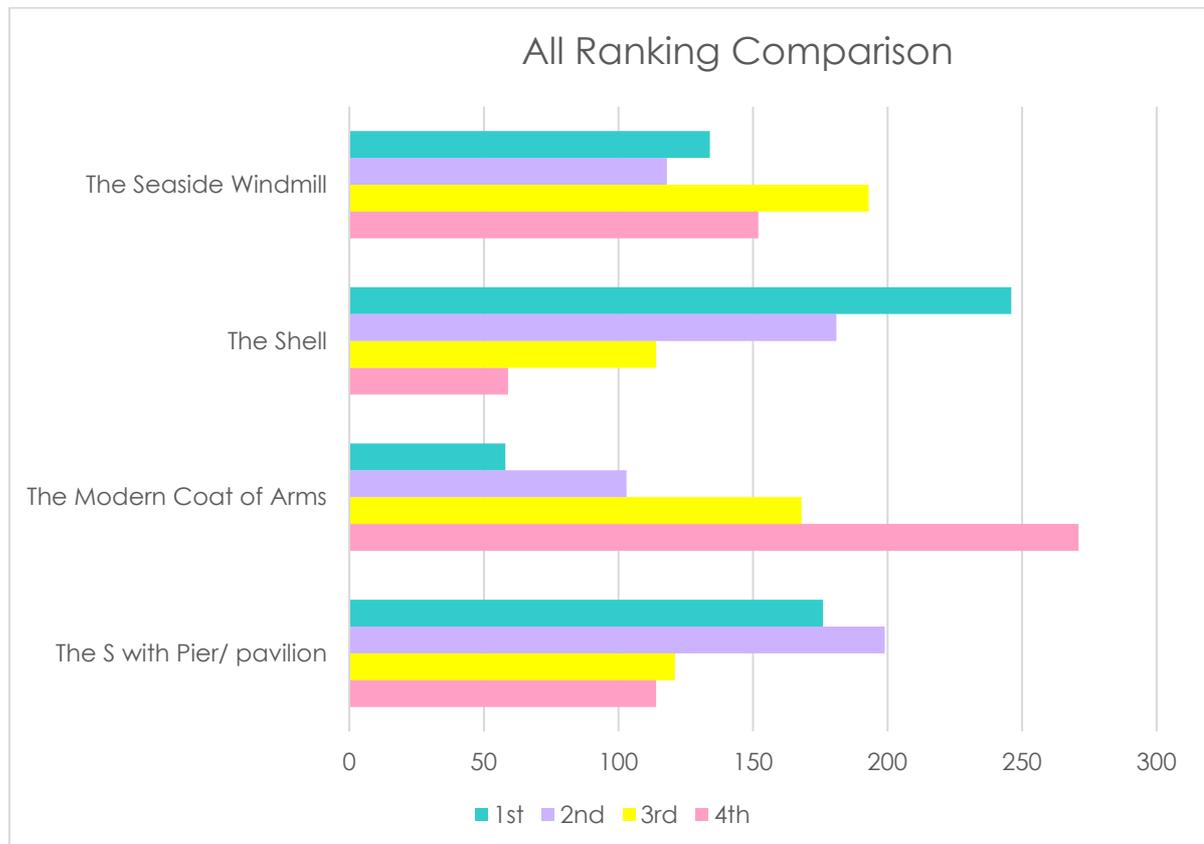
1. The Shell
2. The S with Pier and Pavilion
3. The Seaside Windmill
4. The Modern Coat of Arms

The Modern Coat of Arms was identified as least favourite, with 46% placing it in last place, the children mainly commented that they did not understand what the symbols meant. The online survey highlighted that the symbols were not clear or distinguishable

- The iron grate looks like a Christmas present.
- The trefoil looks like St Patrick's Day.
- Fussy with no clear message
- Dated imagery

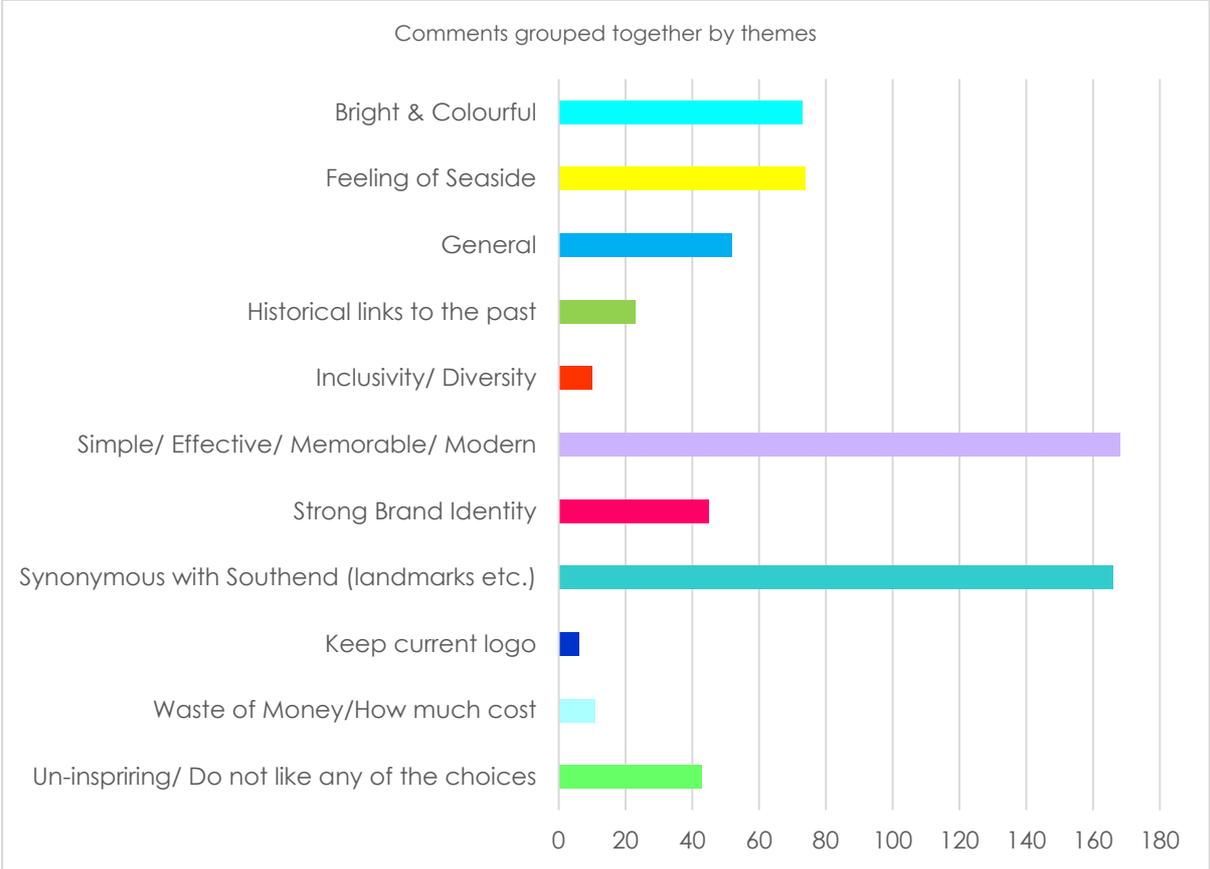
Only 9% made it their first choice giving the reasons of preserving the links to our historical past, traditional emblems.

The Seaside Windmill only 22% made this their first choice, with many commenting on the colours, its seaside feeling and its link to diversity and inclusion. Comments also identified that it looked rather childlike and was too generic and could identify or reflect many other cities and towns.



2. Please give your reasons for your choice*

This was an open text response following on from the ranking above with 575 individuals responding, the comments were linked together by themes and most people commented that the logos needed to be 'simple, memorable and modern, closing followed by it being synonymous with Southend with many quoting that we are famous for the Pier and it should be included in the logo somewhere.



General comments – included responses that included

- Southend was more than just a seaside town
- I think none of the options reflect the diversity of the city and are a little too 'kiss me quick' for my taste. However, if I was forced to pick one I believe the shell has the better appearance.
- The windmill has no relevance and the coat of arms is not distinctive.

**The full comments received from the online element of the consultation can be found in Appendix 1a, the responses from the school children can be found in Appendix 1b both at the end of this document.*