

National Archives – Loss of OPSI Brand?

Submitted on 25 Oct 2009 by

I have taken the opportunity to prepare a further PSI Blog Topic as a direct result of information that has recently been [posted](#) on the ePSIplatform.

It is my understanding that The National Archives within the UK is currently reported to be engaged on a re-branding programme which may have ramifications impacting upon the PSI Re-use industry. The aim of the re-branding exercise is one of change management which will seek to present the National Archives as a single unified presence which can be identified by one effective trading title.

Whilst the National Archives are of course free to address change to their management structure in such fashion as they believe fit and whilst it is fairly obvious that there may well be downstream benefits deriving from a single unified brand and market presence, I personally, am a little concerned as to possible repercussions concerning the effective phasing out of the OPSI brand.

Anyone who is involved with the wider PSI Re-use agenda within the UK will be aware of the sheer amount of dedication and hard work that Carol Tullo and her small team at the Office of Public Sector Information (OPSI) have invested in creating a 'Brand' that is widely recognised and highly respected in its own marketplace.

The potential loss of the OPSI name in the brand transition being initiated by the National Archives will be regarded as a cause of some concern within the highly charged and vociferous PSI Re-use community, where a great deal of respect is vested not only in the brand itself, but also in the staff who have succeeded in creating and servicing same. It would indeed be true to state that the OPSI Brand has resonance not only within the UK but also within the Pan-European PSI re-use market, where the reputation of OPSI - precedes it.

Whilst I have no doubt that there will be a managed transition in terms of the brand unification programme, there will remain concern within the PSI community as to the loss of such a valued kite-marked presence.

Although there have been no formal announcements of which I am aware from within the National Archives, OPSI itself or the Advisory Panel on Public Sector Information (APPSI), I am given to understand that preparations for the re-branding exercise are well advanced.

My concerns may well be alleviated somewhat if there are clearly stated objectives and a well managed & signposted transition in which elements of the PSI community are recognised as stakeholders within the process encompassing the change management.