



Subject:	Belfast Waterfront Brand
Date:	12 August 2015
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Susie McCullough, Head of Marketing & Commercial Development

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The Belfast Waterfront is currently undergoing a £30m investment programme that will see the venue transformed into a new world leading conference venue, attracting 50,000 delegates per year, resulting in an economic impact of £45m per year to the city.
1.2	To support this transformation, Belfast City Council has appointed Heavenly, an internationally renowned brand consultancy, to develop a new customer focused Brand Strategy for the Belfast Waterfront. Committee will be given an update by the Chief Executive and Head of Marketing & Commercial Development on this key strategic project.
2.0	Recommendations
2.1	To note the update on the Belfast Waterfront Brand Strategy. Heavenly will present the proposed new Brand Strategy to Committee as part of the City & Growth Workshop on 26 August 2015.
3.0	Main report
3.1	<u>Key Issues</u> Heavenly have been tasked to develop an engaging Brand Strategy that; works across the organisation, effectively portrays our culture and ethos and is owned by staff and

	<p>stakeholders. The new brand will support the changes taking place within the Waterfront and Ulster Hall and will play a key role in both embedding these changes as well as supporting the delivery of the business plan targets.</p> <p>3.2 The project will address the Waterfront as a stand alone brand, look at how it co-exists with the Ulster Hall brand and how it interacts and plays a part of the wider Belfast City and the Northern Ireland brands.</p> <p>3.3 The desired outcome is to have a defined brand for the new Waterfront which outlines our values and behaviours and a positioning statement that shapes all our communications and marketing. The brand will shape everything the Waterfront does, with a number of key projects steaming from the brand including for example a new website, uniforms and internal fit out. In this regard the time frame for the development of the Brand Strategy is extremely challenging, with the work being completed by end August 2015.</p> <p><u>Financial & Resource Implications</u></p> <p>The costs associated with this are included in the previously agreed budget for the Waterfront project.</p> <p><u>Equality or Good Relations Implications</u></p> <p>None</p>
4.0	Appendices – Documents Attached
4.1	None