







Subject:	Belfast Waterfront Brand
Date:	9 September 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 and supporting 1,500 additional jobs for Belfast.
1.2	As the Committee are aware to support this transformation, Belfast City Council appointed Heavenly to develop a new customer focused Brand Strategy for the Belfast Waterfront and Ulster Hall. To date members have received two presentations on the proposed Brand Strategy. Including a detailed presentation from Heavenly at the City Growth & Regeneration Committee Workshop on the 26 th August 2015.
2.0	Recommendations
2.1	To approve the Belfast Waterfront and Ulster Hall Brand Strategy.
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 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.
3.2	The Recommended Brand Strategy, as presented to Committee on 26 th August 2015 outlines the recommended approach in terms of the Belfast Waterfront and Ulster Hall's core brand values and behaviours, positioning statement and proposed names.
3.3	<p>Core Brand Values and Behaviours</p> <ul style="list-style-type: none"> • Authentic  Be Ourselves • Team Work  Work Together • Recognition  Make it Personal • Creative  Be Imaginative <p>Positioning: "For us its personal"</p> <p>Names:</p> <ul style="list-style-type: none"> • Belfast Waterfront • Ulster Hall
3.4	This brand will be used as the basis for further work on staff training, culture change, web presence, uniforms, fit out, communications and sales etc.
3.5	<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>
3.6	<p><u>Equality or Good Relations Implications</u></p> <p>None</p>
4.0	Appendices – Documents Attached
4.1	None