



Subject:	Place Positioning update – Belfast Brand
Date:	9 th August 2017
Reporting Officer:	Nuala Gallagher, Director, City Centre Development Donal Durkan, Director of Development
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Restricted Reports

Is this report restricted?

Yes

No

If Yes, when will the report become unrestricted?

After Committee Decision

After Council Decision

Some time in the future

Never

Call-in

Is the decision eligible for Call-in?

Yes

No

1.0	Purpose of Report
1.1	The purpose of the report is to update Committee on the roll out of the new Belfast visual identity.
2.0	Recommendations
2.1	The Committee is asked to; <ul style="list-style-type: none">• Note the roll out approach for the new Belfast visual identity
3.0	Main report

3.1	<p>Background</p> <p>Belfast is competing with cities across the world for visitors, students and investment. In 2015-16, Belfast City Council began the process to create a competitive positioning, narrative and strategy for the city. Throughout the process Belfast City Council has engaged with City partners through interviews and workshops. The brand idea for Belfast is ‘Belfast – Energy Unleashed’. This overarching brand idea is supported by propositions for key sectors – Business, Tourism and Education. This positioning and strategy set the foundation for the creation of a new visual identity for Belfast. This new visual identity will replace the current city identity – the Belfast B.</p>
3.2	<p>Visual identity</p> <p>Following approval in September 2016, Members will be aware that as part of the work on competitive positioning, a contract was awarded to McCadden to create a new visual identity for Belfast.</p>
3.3	<p>The visual identity is based on the previously agreed narrative and will be used to market Belfast, both locally and internationally, moving forward. It is a dynamic system which is adaptable and flexible to ensure relevance and encourage usage to a range of stakeholders, partners and audiences.</p>
3.4	<p>McCadden presented the visual identity design to CG&R Committee in May 2017 and received approval to move forward and continue consultation with the City’s partners. This has been facilitated through a series of stakeholder group meetings.</p>
3.5	<p>Roll out plans</p> <p>No formal “launch” event for the new brand identity is planned, rather it will be rolled out through a series of flagship projects involving City partners such as Visit Belfast, Titanic Belfast, The Waterfront, Translink and key developers in the City from the end of August 2017.</p>
3.6	<p>During the roll-out phase it will also be incorporated into key Belfast City Council projects, including hoardings around Andersonstown, Brook and Robsinson Leisure centres during their re-development phase, alongside advertisements promoting Belfast City Council organised events, such as Autumn Fair and Halloween Monster Mash. It will also replace the current city identity – the Belfast B.</p>

3.7	<p>The next phase of the roll-out will include incorporating the new visual identity into all council international marketing activities, including MIPIM 2018 and brochures promoting investment in Belfast and working with City partners to encourage and support them to integrate the new competitive positioning and visual identity into their marketing activities, both locally and internationally.</p> <p><u>Financial and resource implications</u></p>
3.8	<p>The cost for this work is accounted for in existing provisions.</p> <p><u>Equality or good relations implications</u></p>
3.9	<p>No specific equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	To be tabled