



Subject:	Belfast Branded Arterial Route Signage
Date:	13 February 2019
Reporting Officer:	Lisa Caldwell
Contact Officer:	Briege Finnegan, Alex Wright

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
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	To update members on arterial route signage across the city and request consideration to replace this in line with new city brand.
2.0	Recommendations
2.1	The Committee is recommended to: <ul style="list-style-type: none">• Agree to update the signage along arterial routes before the end of this financial year on the basis of Option 2 of the three options considered within this report.

3.0	Main report
3.1	The Marketing and Communications team has been working hard over the past year to promote the new city brand to stakeholders and embed it into council public facing channels, including city dressing.
3.2	The branding of the city’s arterial and street signage has been identified as a key priority within the overall Brand Implementation Plan. Signage is crucial in building brand equity and awareness in relation to the city’s identity among the public and private sector, citizens and target audiences (visitors, investors) etc.
3.3	Creating a consistent presentation of the city brand requires co-operation with key stakeholders and now that the Marketing & Brand Manager is in post, there will be a focus on brand implementation. However, it is important that the Council is seen to be taking an active lead where possible. Priority should be given to the re-branding of such visible and impactful signage as it will not only drive awareness of the new brand with stakeholders such as city partners, but it will encourage them to embrace and implement the brand.
3.4	<p>We are also addressing other signage throughout the city (including lamppost banners). Here we have been working with Place and Economy to identify council-owned sites and have designed new Belfast branded artwork for these areas, due to be installed (via Place & Economy budget) week commencing 18th February with a completion date of no later than the end of March. We’re also encouraging stakeholders to use the Belfast brand on the DfI-owned city centre lamppost sites.</p> <p>Why we need to update the signage?</p> <ul style="list-style-type: none"> • Updating the signage is a great opportunity to highlight the new brand (drives visible awareness and confidence) and is a key part of the wider brand implementation plan. • Stakeholders have queried why the old branding is still on display across the city so we need to address these concerns as a matter of urgency. • The arterial routes are in prime spots with high visibility so need to take priority. • Signage displaying the old brand counteracts the positive work we are doing around the new brand.
3.5	<p>What do we need to update?</p> <p>From previous correspondence with signage contractors, we’ve identified six sign types:</p> <ol style="list-style-type: none"> 1. Large motorway sign (M1 and M5)

2. Medium twin leg frame
3. Small twin leg frame
4. Large F post sign
5. Medium F post sign
6. Small F post sign

3.6

We've been advised that there are 17 of these signs spread out along the following areas: M5, M1, Sydenham Bypass, Holywood Road, Knocknagoney, Ballygowan Road, Rosepark, Ormeau Road, Lady Dixon.

How can we update them? Three options have been identified:

	PROS	CONS
1. Removing all the old signage and do not replace	<ul style="list-style-type: none"> • Least expensive option 	<ul style="list-style-type: none"> • Not using potential to highlight brand • Dilutes wider brand implementation • We would still have contractor and road closure costs for removal
2. Replace with new signage	<ul style="list-style-type: none"> • Good brand visibility, clean, simple approach, replacing old with new • Budget to do this now 	
3. Wrapping existing panels with new vinyls / repainting	<ul style="list-style-type: none"> • Good brand visibility • Slightly less expensive than replacing 	<ul style="list-style-type: none"> • Will not look as professional as new signs • B shape on some will make reskinning more challenging

3.7

Based on our evaluation of the three options, we are recommending option 2, where all 17 signs are replaced with new Belfast brand signage at the cost of £17,840. Marketing and Communications have identified this within their 2018/2019 budget so it is within existing budget.

3.8

Overall, the team feels strongly that it would be a wasted branding opportunity to go to the expense of removing the old signs and not replacing them. They are high visibility areas, and as such, it makes sense to promote the new city brand in these prominent locations.

3.9

The signage will be installed at the same time as lamppost banner updates and other activity within our Brand Implementation Plan. This multi-pronged approach will help strengthen the brand and increase interest and awareness opposite people who live and work in Belfast as

	<p>well as people who visit. It will also give our stakeholders and city partners confidence in the brand.</p>
3.10	<p>If we update the arterial route signage, it will also give us the opportunity ensure that all branded signs are in the right locations following Local Government Reform boundary changes.</p>
3.11	<p>In tandem with this work, we will investigate opportunities for dynamic advertising signage and advance this further down the line in with Road Service guidance.</p>
3.12	<p><u>Financial & Resource Implications</u></p> <ol style="list-style-type: none"> 1. Removing all the old signage and not replacing (leaving posts & frames in place) - £4,835 2. Replacing with new signage (including new panels which suit starburst brand) - £17,840 3. Wrapping existing panels with new vinyl only - £17,300 <p>In all cases the Marketing and Communications unit has identified this money within its 2018/2019 budget so there is no additional resource requirement.</p> <p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p>
3.13	<p>None</p>
4.0	<p>Appendices – Documents Attached</p>
	<p>None</p>