

Report on	Brand Implementation Update
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

1.0	Purpose of Report
1.1	The report updates the Committee on brand implementation to date and outlines work planned for the future.
2.0	Background
2.1	The Council agreed a new brand and interim arrangements in March 2015, following which a brand implementation process began.
3.0	Main Report
3.1	From April 2015 the Council's brand implementation concentrated on the introduction of the brand itself, development and use of brand guidelines, re-branding of externally and internally printed material. Replacement signs at the site entrances of the 3 main council office buildings and on the Dungannon offices were added and a limited number of other facilities also had new signage (e.g. Northland Row offices, Maghera Walled Garden).
3.2	In year 2 (2016-2017) brand implementation concentrated on vehicle livery and more than 70 vehicles in the Council's fleet were re-branded. New internal branding was applied to the council chambers in Dungannon and in Magherafelt and external signage was also erected on the front of the Cookstown and Magherafelt offices.
3.3	In year 3 (2017-2018) boundary signage has been agreed for 24 locations across the district and is currently being finalised for production and installation.
3.4	Designs for new external signage at leisure facilities has also been agreed and will proceed once planning permission has been received.
3.5	Internal signage designs for facilities are also being finalised and internal branding is to be applied to the Cookstown chamber also.
3.6	Draft designs for external signage at recycling centres, depots, Dungannon Park and Ballyronan Marina will be brought to the December meeting of the Policy & Resources Committee.
3.7	A further 10 new vehicles (RCV, vans, tipper and sweeper) will be branded in early 2018 and the identification of any remaining vehicles in the fleet which require brand application is currently underway.

4.0	Other Considerations
4.1	<u>Financial & Human Resources Implications</u> Financial: N/A Human: N/A
4.2	<u>Equality and Good Relations Implications</u> N/A
4.3	<u>Risk Management Implications</u> None
5.0	Recommendation(s)
5.1	That the Committee notes the update.
6.0	Documents Attached & References
	None