

Report on	External Signage: Boundary Gateway & Leisure Facilities
Reporting Officer	Ursula Mezza
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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 shows draft designs for external signs proposed for Mid Ulster boundary or 'Gateway' signs and for the Council's main leisure facilities, as part of the Council's brand implementation process.
2.0	Background
2.1	Brand implementation to date has focussed on main council office buildings and vehicle livery.
2.2	The next phase of the implementation will focus on external signage across 2017-2018 and 2018-2019.
3.0	Main Report
3.1	There are an identified 24 boundary signage points in the Mid Ulster District, 12 Class A road locations and 12 Class B entry locations. The locations are listed in appendix 1 together with a map.
3.2	The draft design for gateway signage at each location is also at Appendix 1. The design follows a standardised approach, featuring the Council's logo and text stating 'welcome to Mid Ulster'.
3.3	The Council agreed a new identity system for its leisure facilities in June 2017 which has since been rolled out across print and digital platforms. At that time, a basic design for external signage was produced and this has now been updated to show the information which it is proposed to include on each sign.
3.4	The leisure facility designs show a totem style. This is subject to formal site survey.
3.5	In line with Guiding Principle 7 (Visibility of Irish) of the Council's Irish Language Policy, the proposed signage designs are in dual language.
3.6	If agreed, the designs will pass to the Council's technical teams for specification, procurement and installation.
3.7	The implementation will begin with boundary signage and is likely to take 8-10 weeks to procure and install. The leisure signage is likely to require planning permission and will follow boundary signage.

3.8	Draft designs for other key facility signage and for recycling and waste facilities will follow.
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: The cost of boundary signage is estimated to be in the region of £24K. The cost of replacement signage at leisure facilities is estimated to be £16K.</p> <p>Human: N/A</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>N/A</p>
4.3	<p><u>Risk Management Implications</u></p> <p>None</p>
5.0	Recommendation(s)
5.1	That the Committee considers the draft designs for approval.
6.0	Documents Attached & References
	District boundary locations and draft signage designs.