



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Belfast Zoological Gardens' information regarding partnership with Deep River Rock and new suite of signage
Date:	13 January 2010
Reporting Officer:	Andrew Hassard, Director of Parks and Leisure
Contact Officer:	Mark Challis, Zoo Manager

1	Relevant Background Information
	<p>Successful communication with zoo visitors via appropriate signage around the zoo site is an essential element of the zoo's educational and marketing focus. During 2010, we updated all the animal information signs around the zoo. We have developed a plan for further suites of signage to illustrate key elements of the zoo, and thus to enhance our provision of information, to visitors. However, budgets for signage are small and we have been searching for suitable partners to help us implement our signage strategy.</p> <p>The zoo has been very successful in attracting corporate sponsorship, through its "corporate partnership" scheme, in at least 8 instances in recent years, each of a value of up to £3000.</p> <p>The Zoo has recently been approached by Deep River Rock, with an offer to pay for a new suite of seven 'Animal Olympic' signs around the zoo site. River Rock currently sponsor a similar suite of signage in Dublin Zoo.</p> <p>The signs will illustrate interesting facets of animal biology, and challenge visitors to compare their own abilities to those of the animals. For instance, one sign shows species in the zoo and their ability to jump, and challenges visitors to compare their own performance, on a measured track, to that of our animals.</p> <p>The signs are not Olympic Games themed or branded, though clearly, their title alludes to the Games.</p> <p>Given that our budget for 2010/11 is insufficient to allow for this new suite of signage, we have been searching for corporate partnership assistance to develop the new 'animal Olympic' signs since early summer 2010.</p> <p>A sum of £7000 has been agreed with Deep River Rock to develop 7 signs</p>

	<p>around the zoo site. The Deep River Rock brand will appear appropriately positioned, on each zoo sign. Deep River Rock has been made aware that its logo will have to in be partnership with BCC and zoo logos, and that the signs will be branded according to zoo brand guidelines. Based on last year's visitor figures, this represents a brand OTS (Opportunity to See) figure of over 2.1million.</p> <p>We have suggested to Deep River Rock that the signs will have a life span of at least two years. We hope that the signs will be in place for spring 2011, and, in consultation with Legal Services, we will draw up a legal agreement with Deep River Rock. Corporate Communications have been involved throughout this process.</p> <p>It is further suggested that this sponsorship proposal, being different to the Zoo's previous and established partnerships in corporate animal and enclosure sponsorship, might act as an accelerant for other companies hoping to be associated with the zoo and BCC brand, and demonstrate to these that the zoo is more than willing to consider a variety of sponsorship proposals to secure funding, where appropriate.</p> <p>Given the recent performance of the zoo, and the range of skills it displays as a business, it is envisaged that there might be considerable interest in sponsorship opportunities at the zoo in the future, particularly if the economic environment improves</p>
--	--

2	<p>Key Issues</p> <p>Key issues in this regard include:</p> <p>The zoo can generate £7000 of income to cover the cost of new themed animal signs around the site;</p> <p>Deep River Rock are prepared to pay for this as part of a new sponsorship arrangement;</p> <p>In addition to the standard corporate partnership scheme, the Zoo will seek to explore how it might identify further sponsorship opportunities in the Zoo on an ongoing basis.</p>
----------	--

3	<p>Resource Implications</p> <p><u>Financial</u> The partnership scheme will generate £7000 of income to the zoo. This will cover the cost of design, placement and additional items involved with the production of the signs.</p> <p><u>Human Resources</u> There are no human resources implications apparent at this time.</p> <p><u>Asset and Other Implications</u> The new suite of signs will further enhance the offering to zoo visitors, particularly as drivers for education and information regarding the zoo's animals and wider biodiversity and conservation issues.</p>
----------	--

	It is hoped that this scheme will act as an accelerant to other companies wishing to be associated with the zoo.
--	--

4	Equality and Good Relations Implications

4	Recommendations
	The Committee is asked to note the contents of this report.

	Decision Tracking

	Documents Attached
	None