



<b>Subject:</b>	Request to present - Place positioning - McCadden
<b>Date:</b>	12 April 2017
<b>Reporting Officer:</b>	Donal Durkan, Director of Development
<b>Contact Officer:</b>	Caroline Dixon, External Communications Manager

**Restricted Reports**

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

**Call-in**

<b>Is the decision eligible for Call-in?</b>	<b>Yes</b> <input checked="" type="checkbox"/>	<b>No</b> <input type="checkbox"/>
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<b>1.0</b>	<b>Purpose of Report</b>
1.1	The purpose of the report is to request Committee approval for representatives from McCadden to attend its May 2017 meeting to present the design concepts for the Belfast brand.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to; <ul style="list-style-type: none"><li>• Agree to receive a presentation from McCadden at its May 2017 meeting.</li></ul>

<b>3.0</b>	<b>Main report</b>
3.1	As part of the broader work on place positioning a contract was awarded to McCadden in February for the Belfast brand design. McCadden has commenced work on the brand identity development and now seeks to present their initial concepts and feedback from the CG&R Committee.
3.2	Following Committee and stakeholder input McCadden will continue to refine the concepts with a view to deliver a final visual identity for the city in Autumn 2017.
3.3	<p><u>Financial and resource implications</u></p> <p>The cost for this work is covered in the revenue estimates.</p>
3.4	<p><u>Equality or good relations implications</u></p> <p>Potential equality and good relations implications will be considered as part of the development process.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None