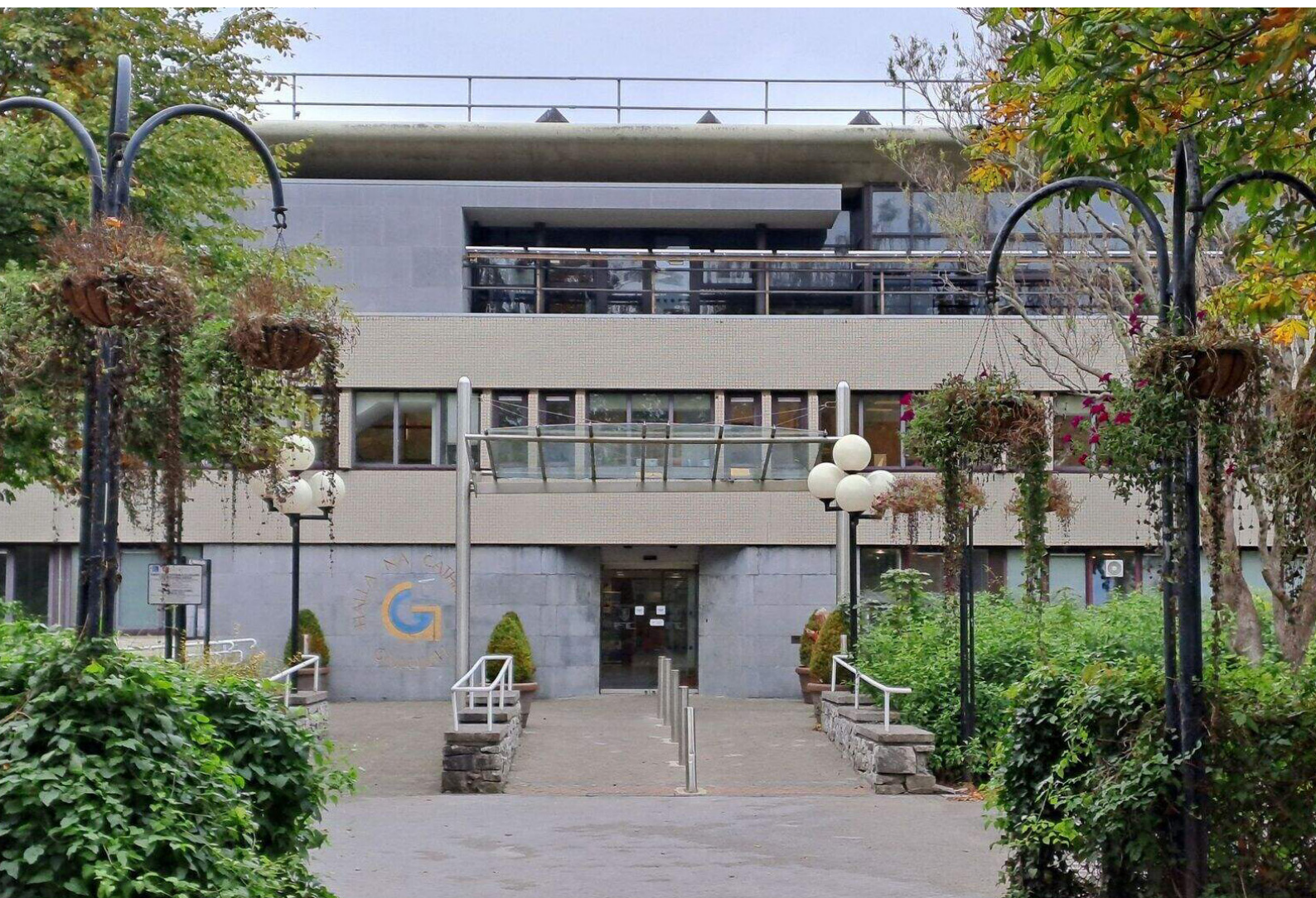




Galway City Council  
Brand Evolution Project  
Stakeholder Insights Report  
Workshop 01: Head of Functions



**TurasBranda**

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## 01. Executive Summary



## Executive Summary

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As part of the Galway City Council Brand Evolution Project, a stakeholder workshop was held with Heads of Function representing a broad cross-section of Council services.

The purpose of the session was to explore perceptions of Galway City, Galway City Council and the future role of the organisation. Rather than focusing on visual identity, the discussion centred on organisational purpose, civic identity, public perception and the opportunities facing Galway over the coming decade.

The workshop revealed a remarkable level of alignment across participants. While individual perspectives varied, several consistent themes emerged including the importance of creating a unified organisational identity, celebrating the breadth of work undertaken by the Council, strengthening public understanding of its role, and ensuring the future brand reflects Galway's creativity, culture, ambition and growing international profile.

Participants also highlighted significant opportunities to improve storytelling, increase consistency across communications and strengthen the visibility of Galway City Council across its many services, facilities and public assets.

Overall, the workshop confirmed that the future organisational brand should be viewed not simply as a visual identity, but as a strategic platform capable of supporting organisational transformation, improving public recognition and creating greater unity across the Council.



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## 02. Workshop Objectives



# Workshop Objectives

The Heads of Function Workshop formed part of the stakeholder engagement phase of the Galway City Council Brand Evolution Project. The purpose of the workshop was to gather strategic insight from senior representatives across the organisation, ensuring that the future brand is informed by the knowledge, experience and perspectives of those responsible for delivering key Council services.

The workshop explored participants' views on Galway's identity, Galway City Council's current reputation, future opportunities and challenges, and the role the organisation should play in supporting the city's continued development. Rather than focusing on visual identity alone, the discussion centred on organisational purpose, public perception and the characteristics of a strong, unified civic brand.

The insights captured during the session will be considered alongside the findings from the Brand Audit Report, Galway City Identity & Context Review and the remaining stakeholder workshops to inform the development of the Galway City Council Brand Strategy.

## WORKSHOP DETAILS

| Workshop        | Heads of Function                                                                |
|-----------------|----------------------------------------------------------------------------------|
| Date            | 6th July 2026                                                                    |
| Duration        | 2 Hours                                                                          |
| Participants    | Heads of Function representing key Galway City Council service areas             |
| Facilitator     | Clive Connaughton, Turas Branda                                                  |
| Workshop Format | Facilitated discussion, interactive exercises and collaborative group discussion |

## WORKSHOP OBJECTIVES

- To validate the findings emerging from the Discovery Phase.
- To understand perceptions of Galway City and Galway City Council.
- To identify the organisation's strengths, opportunities and future ambitions.
- To explore how GCC can continue to evolve as a modern, innovative and community-focused organisation.
- To gather strategic insights that will inform the development of the future Brand Strategy and organisational identity.



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## 03. Key Themes



## Key Themes

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### Theme 01:

**Galway possesses a distinctive identity that must remain authentic**

#### Participants consistently described Galway as:

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Cultural (Particularly Bohemian / Alternative)

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Creative

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Friendly

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Walkable

---

Coastal

---

Diverse

---

A Festival City

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An Educational City

---

Innovative

---

Community Driven

---

Human

---

People-Proud

One particularly interesting observation was that Galway feels more like a town than a city, with participants highlighting its accessibility, human scale and strong sense of belonging as defining characteristics.

### Theme 02:

**Protecting Galway's character is as important as shaping its future**

Participants acknowledged that significant change is inevitable over the next decade.

However, there was strong consensus that growth should never come at the expense of Galway's character.

#### Assets considered essential included:

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Heritage

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Waterways

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Public spaces

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Neighbourhoods

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Independent businesses

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Friendliness

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Cultural life

The challenge identified was balancing development with authenticity.



## Key Themes

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### Theme 03:

#### Galway City Council delivers more than the public realises

This was probably the strongest theme.

Participants repeatedly referred to the breadth and diversity of services delivered by Galway City Council.

Many felt the organisation is significantly undervalued because much of its work happens behind the scenes.

The discussion suggested that the Council's greatest communications challenge is not delivering services, but helping people understand the scale of those services.

**People don't realise the breadth of what Galway City Council does.**

### Theme 04

#### Public perception does not always reflect organisational reality

We found this quite fascinating.

Several participants acknowledged that public discourse, particularly online, can create an overly negative perception of the Council.

At the same time, participants recognised that community engagement, partnerships, environmental initiatives, festivals and city improvements often receive little recognition.

A recurring observation was that Galway City Council tends to be associated with challenges rather than achievements.

This presents a significant opportunity for the future brand.



# Key Themes

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## Theme 05:

### The future brand should create unity

This is your biggest finding.

Not logo.

Not colour.

Unity.

Participants supported the principle of developing one consistent organisational identity capable of bringing together departments, services and future initiatives under one coherent visual system.

Rather than limiting creativity, this was viewed as creating greater clarity and consistency for the public.

## Theme 06:

### The next decade will transform Galway

The future discussion became incredibly strategic.

Participants identified several transformational themes.

#### Participants identified several transformational themes

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Housing

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Sustainable transport

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Climate action

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Active travel

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Urban regeneration

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Public realm

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Innovation

---

Population growth

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Economic development

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Digital services

The emerging view was that Galway City Council's future brand should reflect this ambition while remaining grounded in the city's heritage and community values.



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## 04. Workshop Common Words



## Workshop Common Words

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### Describe Galway City

- Creative
- Friendly
- Welcoming
- Vibrant
- Cultural
- Coastal
- Innovative
- Walkable
- Diverse
- Safe
- Youthful
- Historic

### Describe Galway City Council

- Ambitious
- Collaborative
- Responsive
- Progressive
- Transformative
- Influential
- Hard-working
- Engaging
- Facilitator
- Leader
- Community-focused
- Caring



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## 05. Key Strategic Insights



## Key Strategic Insights

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### STRATEGIC INSIGHT 01

The future brand should be viewed as an opportunity to strengthen organisational alignment, not simply modernise the visual identity.

Participants consistently recognised that the project is about creating greater unity across Galway City Council's departments, services and communications. The visual identity will play an important role, but its greatest value lies in supporting a more cohesive and recognisable organisation.



### STRATEGIC INSIGHT 02

Galway City Council's greatest communications opportunity lies in making its impact more visible and better understood.

The workshop highlighted a widespread perception that the breadth and value of the Council's work is often overlooked. A more consistent approach to storytelling and communications will help strengthen public understanding, trust and appreciation of the organisation's contribution to the city.



### STRATEGIC INSIGHT 03

Galway's competitive advantage lies as much in its character and culture as in its physical environment.

Participants consistently described Galway through qualities such as creativity, community, culture and authenticity rather than individual landmarks or infrastructure. The future organisational brand should therefore express these emotional and cultural characteristics alongside the city's physical assets.



### STRATEGIC INSIGHT 04

A unified organisational identity will strengthen recognition, confidence and consistency across the Council.

The workshop reinforced the importance of creating a coherent identity system that connects departments, services and future initiatives. Greater consistency across communications and customer touchpoints will improve public recognition while reinforcing Galway City Council as one connected organisation.



### STRATEGIC INSIGHT 05

The future brand should project confidence in Galway's ambitions while remaining rooted in the city's unique identity.

Participants recognised that Galway will continue to evolve through investment, regeneration and population growth. The future brand should communicate this ambition while celebrating the heritage, culture and sense of place that make Galway distinctive.



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## 06. Implications for Brand Strategy



## Implications for Brand Strategy

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### The workshop findings suggest the emerging brand strategy should:

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Create a unified visual identity across all Council services.

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Better communicate the breadth and impact of Council activity.

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Strengthen public recognition through consistent branding and storytelling.

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Reflect Galway's creativity, ambition and civic pride.

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Provide a flexible identity capable of supporting future place branding, tourism and city initiatives.

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Balance innovation with heritage, ensuring the city continues to evolve without losing its distinctive character.

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## 07. What We Heard



## What We Heard

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A selection of recurring themes and comments captured during the workshop.



People don't realise the sheer breadth of what Galway City Council does.



The Council is often judged by its challenges rather than its achievements.



Galway has a unique personality that should never be lost as the city grows.



We need one consistent identity that brings everything together.



The future of Galway must balance growth with heritage.



Our greatest opportunity is telling our story better.



People interact with individual departments, but they should experience one Galway City Council.



The next ten years will transform Galway, and the brand should reflect that ambition.



Galway feels like home.



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## 08. Looking Ahead



# Looking Ahead

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## From Insight to Strategy

The insights gathered through this workshop will be considered alongside the findings from the other stakeholder workshops, the Brand Audit Report and the Galway City Identity & Context Review.

Collectively, these findings will inform the development of the Galway City Council Brand Strategy, ensuring the future organisational identity is grounded in evidence, stakeholder perspectives and the long-term ambitions of the Council.

The next phase of the project will synthesise these insights into a clear strategic framework that will guide the development of the visual identity, messaging, brand architecture and implementation programme.

## Workshop Summary

| Workshop           | Heads of Function           |
|--------------------|-----------------------------|
| Participants       | 16                          |
| Duration           | 2 Hours                     |
| Themes Identified  | 6                           |
| Strategic Insights | 5                           |
| Overall Sentiment  | Positive and Future Focused |

The workshop demonstrated a high level of engagement and a shared ambition to create a stronger, more unified and future-focused Galway City Council.



## Turas Branda Reflection

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### Our Reflection

The Heads of Function Workshop demonstrated a strong level of alignment across participants, particularly around the need to create greater organisational consistency while protecting Galway's unique identity.

Perhaps the most significant insight emerging from the session was that stakeholders viewed the future brand not as a design exercise, but as an opportunity to strengthen how Galway City Council communicates its purpose, demonstrates its impact and creates a more unified experience across every department and service.

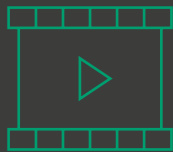
These findings provide a strong strategic foundation for the next phase of the project.

### Key Points



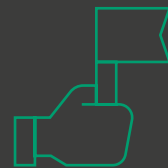
#### UNITY

One Council. One City. One Identity.



#### STORYTELLING

Communicating impact.



#### LEADERSHIP

Future-focused organisation. Leading the community while setting the benchmark for modern local government.



#### COMMUNITY

People first.



#### AMBITION

Growing city.



#### AUTHENTICITY

Protect and express what makes Galway special.





**TurasBranda**

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