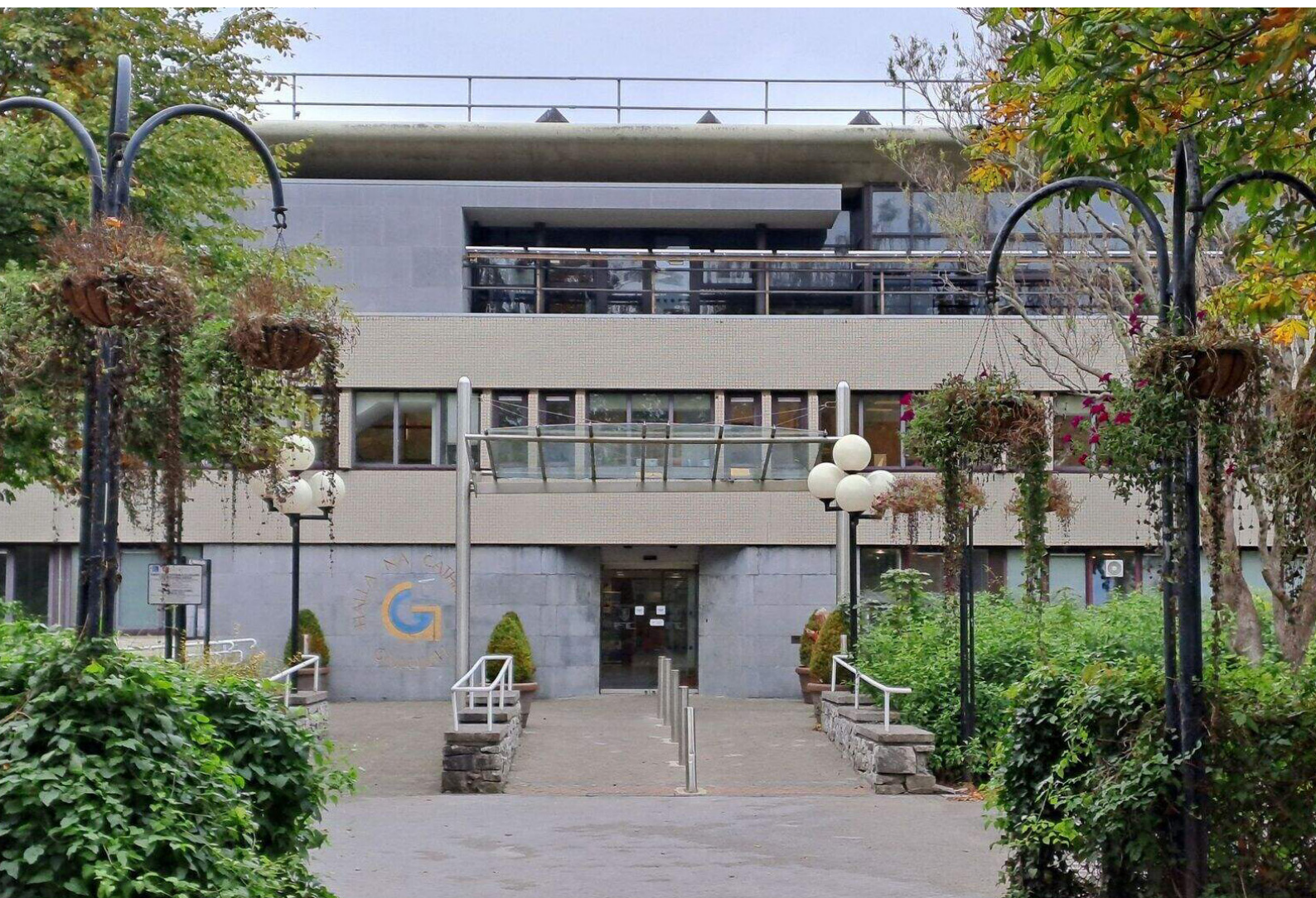




Galway City Council
Brand Evolution Project
Stakeholder Insights Report
Workshop 02: City Councillors



TurasBranda

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01. Executive Summary



Executive Summary



This stakeholder workshop brought together Galway City Councillors to explore perceptions of Galway City, Galway City Council and the role a future organisational brand should play in supporting the city's long-term ambitions.

While the discussion began with visual identity and brand consistency, it quickly evolved into a broader conversation about Galway's character, the challenges facing the city and the Council's responsibility to lead positive change.

Participants consistently emphasised the importance of protecting Galway's unique identity while embracing future growth. Themes including culture, community, tourism, environmental quality, public communication and civic pride emerged throughout the discussion.

The workshop also reinforced the importance of creating a brand that extends beyond visual identity. Participants viewed the future brand as an opportunity to better communicate the Council's contribution to the city, strengthen public confidence and create a more unified identity across Council services, facilities and future initiatives.

Overall, the session demonstrated strong support for a brand that reflects Galway's distinctive character while positioning the Council as a modern, ambitious and community-focused organisation.



02. Workshop Objectives



Workshop Objectives

The City Councillors 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 elected members, ensuring that the future brand is informed by the perspectives of those who represent Galway's communities and play a key role in shaping the city's future direction.

The workshop explored participants' views on Galway's identity, Galway City Council's current reputation, the opportunities and challenges facing the city over the coming decade, and the role the organisation should play in supporting Galway's continued social, cultural, environmental and economic development. While the discussion included the future visual identity, the conversation quickly broadened to focus on civic pride, public perception, community engagement and the characteristics of a strong, unified city 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	City Councillors
Date	6th July 2026
Duration	1.5 Hours
Participants	City Councillors representing different parts of Galway City
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.



03. Key Themes



Key Themes



Theme 01:

Galway's greatest strength is its unique sense of place

Councillors consistently described Galway through its culture, waterways, festivals, people and coastal setting rather than physical infrastructure.

The city's personality was viewed as its greatest competitive advantage.



Theme 02:

Future growth must protect Galway's character

While participants acknowledged significant development over the coming decade, there was strong consensus that future growth should never come at the expense of the city's authenticity, heritage or community feel.



Theme 03:

Galway City Council's contribution deserves greater recognition

Participants repeatedly highlighted the breadth of services delivered by the Council, noting that much of this work remains invisible to the public.

The discussion reinforced the need to communicate achievements more proactively rather than reactively.



Theme 04:

Better communication extends beyond social media

Councillors discussed the importance of improving how the Council communicates with residents through physical signage, wayfinding, public spaces, digital platforms and community engagement.

Communication was viewed as both a digital and physical experience.



Theme 05:

A unified identity can strengthen civic pride

Participants supported the principle of one consistent identity connecting Council departments, public facilities, parks, community centres and future initiatives.

A stronger visual identity was seen as a means of creating greater public recognition and civic pride.



Theme 06:

The next decade presents significant opportunities and challenges

Housing, transport, retail, tourism, climate resilience, regeneration and investment were identified as defining issues for Galway's future.

Participants believed the future brand should communicate confidence while remaining rooted in Galway's distinctive identity.



04. Workshop Common Words



Describe Galway City

- Creative
- Welcoming
- Vibrant
- Friendly
- Compact
- Walkable
- Safe
- Coastal
- Festival City
- Cultural
- Young
- Diverse
- Beautiful
- Authentic

Describe Galway City Council

- People-focused
- Responsive
- Professional
- Community-driven
- Reliable
- Ambitious
- Service-focused
- Collaborative
- Hard-working
- Trusted
- Supportive
- Progressive



05. Key Strategic Insights



Key Strategic Insights



STRATEGIC INSIGHT 01

Galway's strongest asset is its distinctive sense of place, culture and community.

Participants consistently described Galway through its atmosphere, people and cultural identity rather than individual attractions. The future brand should express these emotional characteristics as strongly as its physical environment.



STRATEGIC INSIGHT 02

The future brand should strengthen civic pride by connecting the Council more visibly with the city it serves.

Participants recognised that many public assets, events and facilities are delivered or supported by Galway City Council but are not widely recognised as such.

A stronger organisational identity presents an opportunity to improve public awareness.



STRATEGIC INSIGHT 03

Public communication should become more visible, proactive and place-based.

The discussion highlighted opportunities to improve signage, digital communications, storytelling and public information to create a more connected experience across the city.



STRATEGIC INSIGHT 04

Organisational branding should support the city's wider ambitions.

Participants viewed the brand as an enabler of future initiatives including tourism, placemaking, regeneration and economic development rather than simply a visual refresh.



STRATEGIC INSIGHT 05

Galway's future success depends on balancing ambition with authenticity.

Growth, investment and transformation were welcomed, provided they continue to celebrate the city's heritage, culture and unique character.



06. Implications for Brand Strategy



Implications for Brand Strategy

The workshop findings suggest the emerging brand strategy should:

Celebrate Galway's distinctive character, culture and sense of place.

Create one recognisable identity across Council services, facilities and future initiatives.

Improve public understanding of the Council's contribution through stronger storytelling.

Strengthen physical and digital communication across the city.

Support future tourism, placemaking and economic development.

Balance innovation with authenticity as Galway continues to evolve.



07. What We Heard



What We Heard

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



Galway's personality is what makes it different.



People don't always realise everything the Council does.



Growth should never come at the expense of Galway's character.



Communication needs to happen on the streets as well as online.



Galway feels compact, welcoming and connected.



We should be telling our story before others tell it for us.



The future brand should be ambitious but authentic.



The Council is more than a service provider.



08. Looking Ahead



Looking Ahead

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	City Councillors
Participants	6 Councillors
Duration	1.5 Hours
Themes Identified	6
Strategic Insights	5
Overall Sentiment	Positive, Ambitious and Community Focused

The workshop demonstrated a high level of engagement and a strong commitment to protecting Galway’s unique identity while embracing the opportunities and challenges of the future. Participants consistently recognised the importance of creating a more unified organisational identity that strengthens civic pride, improves public understanding of the Council’s role and supports Galway’s continued growth as a vibrant, progressive and internationally recognised city.



Turas Branda Reflection

Our Reflection

The City Councillors Workshop reinforced the importance of viewing Galway City Council's future brand within the wider context of Galway's identity and long-term development.

While discussions included visual identity, participants consistently returned to broader themes of civic pride, community, communication and the future of the city itself.

Perhaps the strongest insight to emerge was that the Council's organisational brand has the potential to become a visible expression of Galway's ambition, helping strengthen public understanding, celebrate the city's unique identity and create greater unity across services, places and future initiatives.

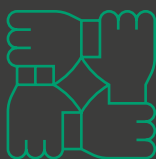
These insights provide an important strategic perspective that will be considered alongside the findings from the remaining stakeholder workshops as the Brand Strategy continues to develop.

Key Points

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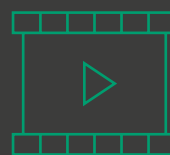
IDENTITY

Protect what makes Galway City unique.



UNITY

One Council. One City.
One Identity.



STORYTELLING

Make the Council's impact more visible.



PLACE

Celebrate Galway's unique sense of place.



AMBITION

A city preparing for its next chapter.



COMMUNITY

People remain at the heart of every decision.





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