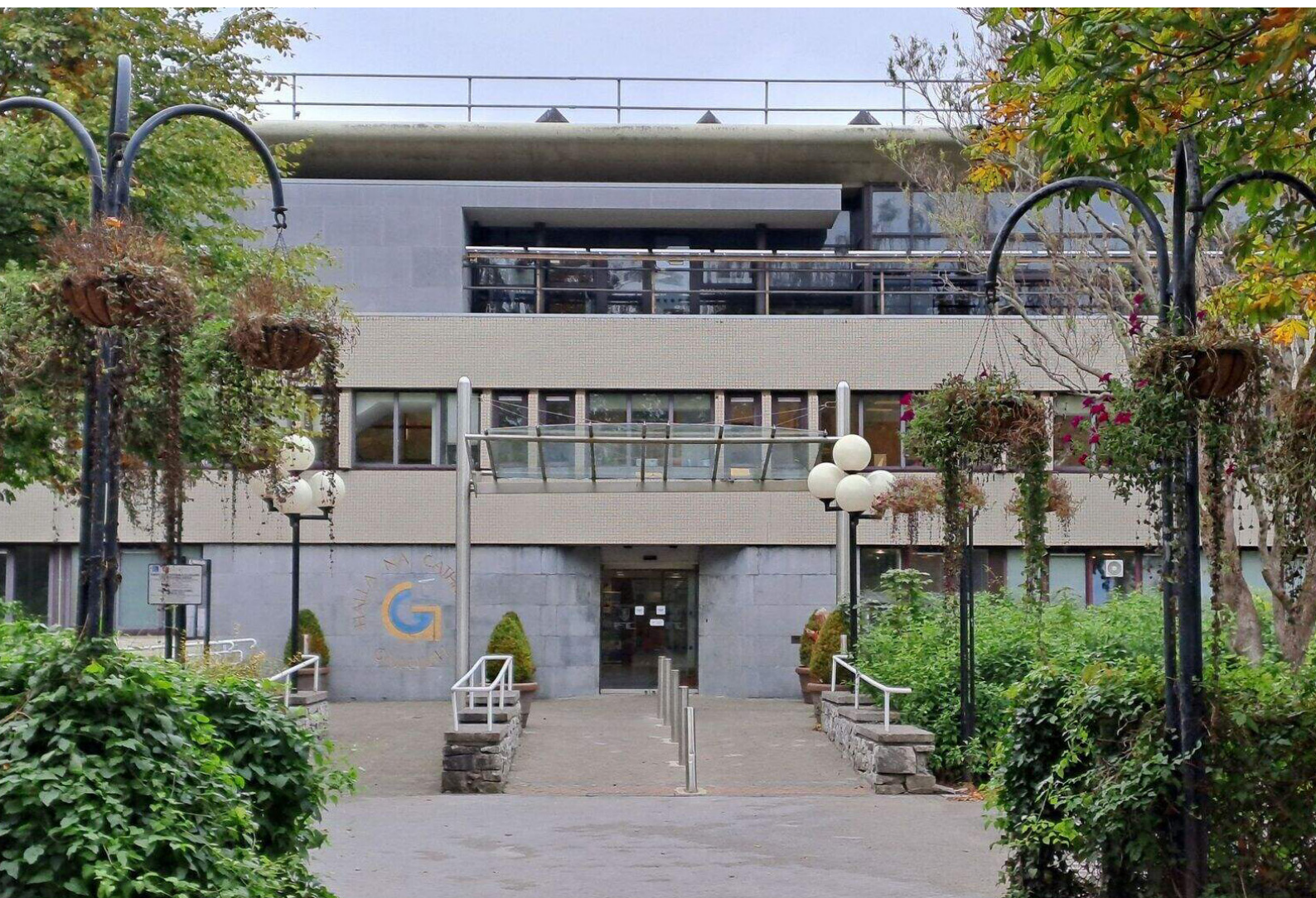




Galway City Council
Brand Evolution Project
Stakeholder Insights Report
Workshop O3: Senior Management



TurasBranda

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01. Executive Summary



Executive Summary



This stakeholder workshop brought together Galway City Council's Senior Management Team to explore the strategic role of the future organisational brand and its contribution to the Council's long-term ambitions.

While previous workshops focused on Galway's identity and public perception, this discussion centred on organisational leadership, implementation and ensuring the new brand becomes a practical asset that supports the Council's future direction.

Participants strongly supported the objective of creating a single, unified identity across Council services, recognising that a consistent design system would strengthen communication, improve public recognition and provide a flexible platform for future initiatives including placemaking, tourism and economic development.

The workshop also highlighted the importance of balancing modernisation with authenticity. Participants agreed the future identity should remain rooted in Galway's heritage while presenting the Council as a progressive, ambitious and future-focused organisation.

Overall, the discussion demonstrated strong leadership support for the Brand Evolution Project and reinforced the importance of developing a brand that is strategically grounded, future-proof and capable of growing alongside Galway City.



02. Workshop Objectives



Workshop Objectives

The Senior Management Team Workshop formed part of the stakeholder engagement phase of the Galway City Council Brand Evolution Project. Its purpose was to gather strategic leadership perspectives on the future organisational brand, ensuring that the Brand Strategy aligns with the Council’s long-term vision, corporate objectives and future development plans.

The discussion explored how the brand can support organisational leadership, strengthen public confidence, improve consistency across Council services and provide a platform for future initiatives including placemaking, tourism, economic development and civic communications.

Unlike previous workshops, this session also examined governance, implementation and organisational readiness, recognising that a successful brand extends beyond visual identity and requires clear leadership, internal engagement and long-term commitment.

The insights gathered will be considered alongside the Brand Audit Report, Galway City Identity & Context Review and the findings from the wider stakeholder engagement programme to inform the development of the Galway City Council Brand Strategy.

WORKSHOP DETAILS

Workshop	Senior Management Team
Date	7th July 2026
Duration	1.5 Hours
Participants	Senior Management Team of Galway City Council
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:

Leadership supports a unified organisational identity

Participants strongly supported the principle of creating one recognisable identity across Council departments, facilities and future initiatives.

The discussion focused less on redesigning a logo and more on creating a complete design system capable of bringing consistency to every public touchpoint.



Theme 02:

The future brand must support organisational growth

Senior Management viewed the brand as infrastructure rather than marketing.

It should provide a framework capable of supporting future developments including tourism, placemaking, economic development, cultural initiatives and future Council services.



Theme 03:

Great work deserves greater visibility

Participants acknowledged that much of the Council's contribution remains invisible to residents.

Improving storytelling, celebrating success and communicating the breadth of services delivered were seen as major opportunities for the future brand.



Theme 04

Authenticity must remain central

While participants supported a more contemporary identity, they consistently stressed that Galway's heritage, culture, bilingual identity and authenticity should remain at the heart of the brand.

Modernisation should enhance these qualities rather than replace them.



Theme 05:

Implementation is as important as design

Unlike previous workshops, significant discussion focused on rollout, governance, staff engagement, approvals and long-term adoption.

Participants recognised that successful branding depends on organisational commitment as much as visual identity.



Theme 06:

The brand should prepare Galway for the future

Future housing, transport, climate resilience, tourism, population growth and economic development all featured prominently.

Participants viewed the organisational brand as an important tool for communicating confidence during this period of transformation.



04. Workshop Common Words



Describe Galway City

- Creative
- Diverse
- Friendly
- Safe
- Bilingual
- Multicultural
- Authentic
- Vibrant
- Walkable
- Cultural
- Coastal
- Welcoming
- Regional Capital
- Arty

Describe Galway City Council

- Hardworking
- People-focused
- Service-driven
- Professional
- Responsive
- Community-centred
- Ambitious
- Collaborative
- Trusted
- All-encompassing
- Progressive
- Leadership
- Values

05. Key Strategic Insights



Key Strategic Insights



STRATEGIC INSIGHT 01

The organisational brand should become a strategic leadership tool rather than simply a visual identity.

Participants consistently viewed branding as a means of aligning services, strengthening organisational cohesion and communicating the Council's wider ambitions.



STRATEGIC INSIGHT 02

Galway's authenticity remains its greatest strategic asset.

Future growth should enhance, not dilute, the city's unique culture, heritage, diversity and distinctive sense of place.



STRATEGIC INSIGHT 03

The Council has a stronger story to tell than the public currently recognises.

Participants identified significant opportunities to improve awareness of the breadth of services, facilities and community investment delivered by Galway City Council.



STRATEGIC INSIGHT 04

A successful brand requires organisational commitment beyond design.

Governance, staff engagement, implementation planning and long-term consistency were recognised as essential to achieving lasting impact.



STRATEGIC INSIGHT 05

The future identity should provide a flexible platform for Galway's next chapter.

Rather than solving today's communication challenges alone, the new brand should be capable of supporting future tourism, placemaking, regeneration and economic development initiatives.



06. Implications for Brand Strategy



Implications for Brand Strategy

The workshop findings suggest the emerging brand strategy should:

Position the organisational brand as a strategic leadership asset rather than a visual exercise.

Create one flexible design system capable of supporting future Council services and city initiatives.

Celebrate Galway's authenticity while expressing ambition and innovation.

Increase visibility of the Council's contribution through stronger storytelling and communication.

Build internal ownership by supporting staff engagement throughout implementation.

Ensure the brand remains adaptable as Galway continues to evolve.



07. What We Heard



What We Heard

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



The brand should future-proof the organisation.



People don't realise everything the Council delivers.



Authenticity must never be lost.



GCC is part of everyone's whole life span, from birth to death through various interactions.



The story behind the brand is as important as the logo.



The Council's leadership should be more visible.



The challenge is how are you going to portray Galway's heritage and character in one identity



People experience individual services, but they should recognise one Galway City Council.



The Council delivers far more than people realise, we need to communicate that better.



08. Looking Ahead



Looking Ahead

From Insight to Strategy

The insights gathered through the Senior Management Team Workshop provide an important leadership perspective within the Brand Evolution Project.

Combined with the findings from the stakeholder workshops, Brand Audit Report and Galway City Identity & Context Review, these discussions reinforce the importance of creating a brand that extends beyond visual identity to become a strategic organisational asset.

The next phase of the project will translate these insights into a comprehensive Brand Strategy, providing the foundation for the new visual identity, messaging framework, brand architecture and implementation programme.

Workshop Summary

Workshop	Senior Management Team
Participants	6
Duration	1.5 Hours
Themes Identified	6
Strategic Insights	5
Overall Sentiment	Strategic, Supportive and Implementation Focused

The Senior Management Team demonstrated strong support for the Brand Evolution Project, recognising branding as a strategic investment in Galway City Council’s future rather than simply a visual refresh. Participants consistently emphasised the importance of creating a future-proof identity capable of strengthening organisational unity, improving public understanding and supporting Galway City’s continued growth and transformation.



Turas Branda Reflection

Our Reflection

The Senior Management Team Workshop provided valuable strategic leadership perspectives on the future of the Galway City Council brand. While previous workshops explored organisational identity and civic perception, this discussion focused on implementation, governance and the role of the brand in supporting the Council's long-term ambitions.

Participants consistently recognised that the project extends far beyond developing a new logo. Instead, the future brand was viewed as a strategic framework capable of creating organisational consistency, strengthening public confidence and supporting the delivery of Council services, future initiatives and long-term organisational transformation.

Perhaps the strongest insight to emerge was the importance of balancing ambition with authenticity. While there was widespread support for a modern, future-focused identity, participants agreed that it must remain firmly rooted in Galway's culture, heritage, bilingual identity and strong sense of place.

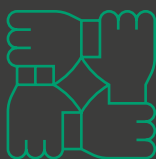
The workshop also reinforced the importance of leadership in ensuring the brand's long-term success. A consistent identity, supported by clear governance, staff engagement and thoughtful implementation, will be critical to creating a brand that not only endures, but strengthens organisational alignment and public confidence for years to come.

Key Points



LEADERSHIP

The brand should be championed through strong organisational leadership.



UNITY

One Council. One Identity.
One Vision.



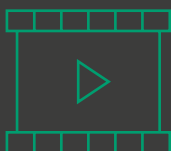
IMPLEMENTATION

Successful branding depends on consistent delivery, not just good design.



AUTHENTICITY

Celebrate Galway's heritage while embracing its future.



COMMUNICATION

Tell the Council's story with greater confidence and consistency.



FUTURE

Create a brand that grows alongside Galway City.





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