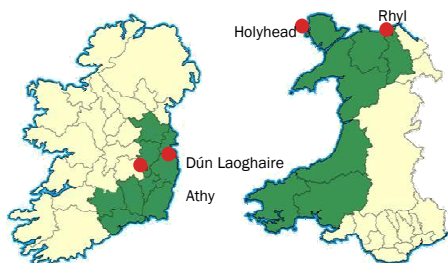


The Project



The BRAND Project brings together 4 partners from across Wales and Ireland with the aim of addressing the problems of poor / limited self image experienced within the towns of Rhyl, Holyhead,

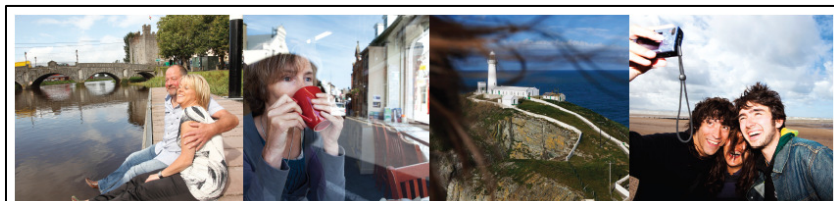
Athy, and Dún Laoghaire. The Project is 75% funded by the European Regional Development Fund (ERDF) through the EU's [Ireland-Wales Interreg IVA programme](#) and runs until September 2012.

Come Along to the BRAND Conference

The BRAND Project conference will be held in **Dun Laoghaire** on the **21st June** this year. Come along to find out how the towns have worked to engage and re-energise local communities and reposition themselves as positive places to be.

Over the last 3 years work has been taking place to help strengthen the identity and improve the reputation of these towns—helping to create a strong place brand. Our project partners will share with you their methodology and lessons learnt—an experience we hope can benefit your city, town or area too.

This will be a FREE event but places are strictly limited so if you would like to attend please complete the online booking form on our website (www.brand-project.eu) to secure your place.



Partners

Denbighshire County Council
Isle of Anglesey County Council
Dun Laoghaire-Rathdown CC
Kildare County Council

Total Funding

1.9 million Euros

EU Intervention

75% funded by the European Regional Development Fund (ERDF)

Duration

Three years - 2009-2012

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'BRAND Project'



There are now more ways to keep in touch with us and up to date with the BRAND project. We've just launched a project [Facebook](#) page. Simply 'like' our page to receive the most up to date news and events from the project.

BRAND Workshop for Bangor University Students

On February 22nd the Holyhead and Rhyl BRAND Project Officers held a seminar with Bangor University students. The third year Geography undergraduates participated in an interactive workshop with the BRAND Officers following presentations from each town highlighting the town re-branding model used for both Holyhead and Rhyl. Felicity Roberts, Holyhead BRAND Project Officer said "It was a great opportunity to explain the model that we are following and to share our experiences with a captive audience – many of whom are not familiar with our towns. The workshop activities were particularly enlightening to see that the application of our model could be applied in principal to other towns/cities".



Holyhead in the Media Spotlight

The town of Holyhead has been heavily featured on BBC News Wales lately with a radio report entitled "Rebirth of a High Street" airing and an article entitled "Holyhead, A high street Phoenix?" being published. The BRAND project features positively in both reports. (Web Links: <http://www.bbc.co.uk/news/uk-wales-15993183> and <http://www.bbc.co.uk/news/uk-wales-16072929>)

Destination Creation in Dun Laoghaire

In March, Dun Laoghaire hosted an exciting two day conference on Destination Creation focusing on the thinking and practice related to Place Making and Branding. The programme included examples of Place Making activity from across Ireland and presentations by New York Based 'Project for Public Spaces' President Fred Kent and PPS Director of Transportation Initiatives Gary Toth.



On day one, Wessel Badenhorst, Dun Laoghaire BRAND Project Manager and George Pye from thinkingplace showcased the successes of the BRAND Project and the delivery in Dun Laoghaire. Targeting at decision makers and actors at a local level the Conference was a great opportunity to expand and share knowledge about the Project.

All the speakers' presentations are now available to download from the conference website (www.destinationcreation2012.com), both as audio podcasts and visual presentations.

Showcasing Rhyl's New Image

The Brand project is arranging for a number of the new Rhyl images commissioned as part of the branding process to be displayed around the town at various locations to raise awareness of the project and to show Rhyl in a positive light. The new collection of high quality photography was commissioned in a style that is distinctive and sets the standard for future place related imagery

The exhibition will be promoted in the local press to inform the public of the exhibition and to promote the new image library which is available on the new town website (www.rhyl-wales.co.uk).



Twinning Holyhead Across the Irish Sea

The town of Holyhead was twinned recently with Greystones, Co. Wicklow. The ceremony, which took place in Holyhead in January, was supported by the BRAND project.

Both towns hope to benefit from the arrangement by holding conferences on both sides of the Irish Sea to create links between local organisations. Said Cliff Everett, the clerk of Holyhead Town Council "We want to try to get businesses to link up with each other as well as organisations such as the drama group, sea scouts and girl guides. There are also plans to bid for a European citizens programme grant to hold a week-long event in both places next year".



Athy's Community Mural Unveiled

Athy celebrated the display of the community mural organised by Brand Athy on the Tegral tower in the heart of the Town. The colourful mural was created by local people who took the opportunity to paint pictures of themselves around the design incorporating the new visual identity with teenagers from the youth project taking the lead. It was a fantastic opportunity for local residents to get involved with the new thinking for Athy.



Developing Marketing Tools for Rhyl

The Brand project in Rhyl has created a number of new marketing materials to help promote Rhyl. The Rhyl **Storybook** tells the new story of Rhyl and will initially be aimed at investors and developers who are interested in the town. The storybook fits nicely in new presentation folders, both use the new images and visual language in their design.

A showreel has also been produced in both English and Welsh. The showreel will be played on various screens in the town as well as on the new Rhyl website- www.rhyl-wales.co.uk



Holyhead Business Seminar

The Holyhead BRAND project organised a free 'Cruise Business Seminar' for businesses who were interested in benefiting from this lucrative sector. "We wanted to hear local people's knowledge of the island and encourage them to become an active part of our tourism sector and an Ambassador for Holyhead & Holy Island".



As well as an idea sharing session on how to market what the town has to offer, participants took part in and completed the approved training accreditation World Host.

Christmas is A Festival in Dún Laoghaire

Thousands turned out in Dun Laoghaire for the official opening of the inaugural Dún Laoghaire Christmas Festival where Dublin's only festive fireworks display illuminated the town and harbour, visitors sampled the food and gift offering at the Christmas Market and families enjoyed the Ice Rinks, the kids amusements at the Winter Wonderland and the blessing of the Live Crib.

The Christmas Festival was organised by the Dún Laoghaire Business Association in conjunction with the Dún Laoghaire Town BRAND Project, Dún Laoghaire Harbour Company, ALA Events and Dún Laoghaire-Rathdown County Council who estimate the Christmas Festival has created approximately 100 jobs and is only one of several enterprising initiatives to attract footfall, boost business and enhance the leisure offering in the town. It is estimated the Festival attracted 250,000 visitors and generate in the region of €12m for the local economy over its four week duration.

Don McManus, Chairman, Dún Laoghaire Business Association, said, "We've never seen crowds like it in Dún Laoghaire. There was a fantastic buzzing atmosphere all over the town for the opening weekend."

