



Action: 4 To devise a County Brand focussed on People, Place, Prosperity and Heritage.

Rationale There is no existing county brand, only a FCC corporate brand. There is a need for a county flag.
 There is a tourism brand for overseas visitors.
 A heritage brand is being planned.
 There is a pressing need to brand Fingal food.
 FCC has a role in protecting the County brand.
 Too many brands using different concepts confuse the public.
 Fingal will require a county economic brand.

Roles of Contributing Partners					
	€ Finance	☺ Co-ordinate	⌚ Implement	📄 Integrate into Plans	💬 Comment and Observe
FCC ⁴	√	√	√	√	
FDB	√		√		
RDL √		√	√		
FCEB				√	√
Fingal Tourism				√	√

Key Steps Set up a group to form terms of reference for the design of the County Brand.
 Write an issues paper on what needs to be considered in the new brand.
 Hire experts on branding to carry out the full exercise and devise protocols and manual for how the brand will be used/protected.
 Agree a plan to roll out the brand prioritising organisations with Fingal in the title.

Timeframe												
	2006				2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Pre-Planning												
Implementation	√	√	√	√	√	√	√	√				
Evaluation				√				√				√

Indicators	Process	Administrative	Global
	Agreement on Brand concept by all parties.	Brand management policy and roll out.	Higher level of public recognition/affiliation with Fingal.

Commitment to Costs Rural Dublin LEADER Company (LEADER Fund) and FCC (Programme Group 8, Miscellaneous Service).

⁴Corporate Affairs Department, Arts Office and Heritage Office