



## Belfast City Council

**Report to:** Development Committee

**Subject:** Belfast City Welcome Banners

**Date:** 11 August 2010

**Subject:** ~~DARD Letter of Offer "The Great Belfast Food Programme"~~

**Date:**

**Reporting Officer:** John McGrillen, Director of Development, ext [34703509](tel:34703509)

**Contact Officer:** Shirley McCay, Head of Economic Initiatives, ext 3459

### Relevant Background Information

Members were made aware at the Development Committee held on 10 December 2008 that the welcome to Belfast banners were produced as an integral part of the Cultural Tourism Visitor Management Plan (CTVMP) and it was agreed that the time had come for them to be replaced. Red Sky Group Ltd was awarded the 4 year tender in August 2007 to deliver the CTVMP Phase 2 to include the design, manufacture, delivery, installation, storage and subsequent maintenance.

The welcome banners are themed on a seasonal basis and are placed along the main streets on the way into the city centre to provide a bright welcome to citizens and Visitors. There are 100 welcome banner sites currently identified which are two-sided in structure.

Additional banner sites are located within the city centre and managed by other stakeholders including Department of Social Development Belfast Regeneration Office (DSDBRO), BCC Waterfront Hall (BCCWH) and Belfast City Centre Management (BCCM).

In 2009 the banners were flexible and able to incorporate one additional message on half of the banners each season e.g. to profile the Tall Ships visit to Belfast and the B Festive Christmas Campaign. The proposed next phase of banners will be reusable and a sustainable asset to the city.

The welcome banner sites create huge impact which enhances and animates the city, providing a highly visual communication platform for our major cultural tourism themes including music and festivals. The sites also provide BCC with a valuable opportunity to roll out the Belfast brand and ensure that it is fully embraced. Working in partnership with our stakeholders we are keen to create stronger animation by utilising their sites if

available.

### Resource Implications

£120,000 has been allocated in the City Development Fund. This budget will be used to:

1. Deliver Banner's Plan up to 2012 to ensure we build up exposure to Titanic and other related events and ensure a co-ordinated approach across all stakeholders.
2. Design and manufacture welcome banners at approximately 200 sites during 2010/11
3. Erect and store banners via existing contract with Red Sky.

**BCC to commit 75% to the project equalling £54,075**

### Recommendations

It is recommended that the Committee approves spend of £120,000 to design, manufacture and erect new banners

### Decision Tracking

Members will be updated on any changes to the project and if financial partners have been secured.

Time Frame: September 2010

Reporting Officer: Shirley McCay

### Key Abbreviations

BCC	Belfast City Council
BCCM	Belfast City Centre Management
DSD BRO	Department of Social Development Belfast Regeneration Office
BCCWH	Belfast City Council Waterfront Hall
CTVMP	Cultural Tourism Visitor Management Plan