



## Belfast City Council

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| <b>Report To:</b>         | Development Committee                                 |
| <b>Subject:</b>           | City Presentation/Banners                             |
| <b>Date:</b>              | 13 April 2011   |
| <b>Reporting Officer:</b> | John McGrillen, Director of Development, ext 3470     |
| <b>Contact Officer:</b>   | Shirley McCay, Head of Economic Initiatives, ext 3459 |

| <b>1</b> | <b>Relevant Background Information</b>  |
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| 1.1      | In August, 2007, Red Sky (RS) was issued a four year contract to deliver the Cultural Tourism Visitor Management Plan Phase II to include the design, manufacture, delivery, installation, storage and subsequent maintenance of the Belfast Welcome Banners.   |
| 1.2      | The Welcome Banners have been themed on a seasonal basis and erected on main arterial routes. Additional banner sites are located within the city centre and managed by other stakeholders, including the Department for Social Development Belfast Regeneration Office, the Belfast Waterfront Hall and the Belfast City Centre Management. City Centre banner locations are managed under a Service Level Agreement with BCCM and DRD Roads Services which grants BCCM permission to sell these to promoters / organisations at a cost. |
| 1.3      | The new city brand, launched in 2008, necessitated the need to redesign the Belfast Welcome Banners. An integrated approach to banner sites across all stakeholders was reached for Tall Ships 2009 and Christmas 2009 utilising the B Brand. These were one off initiatives and there was no agreed plan/strategy for City Dressing beyond this point.   |
| 1.4      | In July 2010 Development Committee approved the sum of £120,000 towards: <ol style="list-style-type: none"><li>1. Developing a City Dressing plan 2010 -2012 to ensure a strategic approach to city dressing in the run up to Titanic 2012</li><li>2. Designing and manufacturing welcome banners at approximately 200 sites during 2010/11; and</li><li>3. Erecting and storing banners through the existing contract with Red Sky Limited.</li></ol>  |
| 1.5      | To fully inform the 2010-2012 City Dressing plan and to ensure a co-ordinated approach a Steering Group was established including Belfast City Council  |



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|     | (Tourism, Culture and Arts and Corporate Communications), Belfast Visitor and Convention Bureau and Belfast City Centre Management. The Steering Group's first meeting was on October 2010. A wider consultative group was also established to include NITB, DSD, DRD as well as specific units within Council including Events and Parks & Leisure, the Waterfront Hall to make comment.   |
| 1.6 | Following procurement TTC International were commissioned, in September 2010 to produce the City Dressing Plan. They are currently finalising the report however in the interim they have recommended short term actions for City Dressing in 2011. The short term recommendations include extending the current coverage of banners across the city (see Appendix 2 for map) and to run with two sets of banner designs; one to cover the period May – October and the other to cover November – January. These are to be based on the Belfast Brand and linked to BVCB campaigns. |

| 2   | Key Issues  |
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| 2.1 | Corporate Communications with BVCB have taken the lead in developing the design brief for the banners and McCadden Design were commissioned to support this work. McCadden have presented their design concepts (see Appendix 1) to the Steering Group on Wednesday 23 February 2011 and in principle the concepts have been endorsed. The themes are based on patterns of the City. The banners will be linked to a section on the gotobelfast website, encouraging visitors to find out more information whilst being presented with discounts and offers when on line. |
| 2.2 | The Tourism, Culture and Arts team has initiated a community outreach programme to engage with young people from across the city to identify what patterns they feel best reflect their area. In total 12 patterns are required; through the community engagement programme banners will be co-designed with the community. If this process is successful it will be rolled out in future years to build on this campaign.  |
| 2.3 | It should be noted that BCCM have confirmed their commitment to maintenance of sites under DSD and BCCM jurisdiction identified on the map - colour coded yellow and blue.  |
| 2.4 | We have negotiated with DSD to include the sites previously managed under Laganside (coded green on the map – Appendix 2). DSD are keen that Council include the 8 masts on Donegall Place within the scheme at a later stage.  |
| 2.5 | The banner concepts and designs are easily adaptable to fit in with key messages, festivals and events – through graphics and patterns. NITB have indicated that they are keen to integrate with the concepts developed into their 2012 campaign and have welcomed the collaboration work lead by BCC to deliver an integrated strategic approach to banner dressing going forward.   |
| 2.6 | Members will be aware that in order to progress the project it was agreed to hold a special working group to include 8 Members of Committee as well as members of Events 2012 and the Tourism Forum. The Tourism, Culture and Arts Unit along with McCadden Design gave a presentation on the origin of the Banner Designs concepts and overview of the entire project. Councillors Mulligan and Rodgers attended this meeting on Thursday 7 April.   |



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| 2.7 | The banners are due to be erected after May 2011.  |
| 2.8 | Contribution which other partners e.g. BCCM, DSD, BVCB will lever future funding or in kind support to BCC. Commercial opportunities are highlighted in the City Dressing Plan however these need to be explored further with both DRD and DSD. The current designs can easily be refreshed through replacing intermittent banners (with new patterns linked to further community engagement) and therefore the life will be 4-5 years. Overall the initial high investment will be offset with lower investment in the future, although Council may wish to extend the banner coverage to other parts of the city with this saving. |
| 2.9 | Additional recommendations in the TTC report should be considered and opportunities explored with partners for 2012. NITB has been involved in the study and we believe that some budget has been included to support city dressing in their 2012 budget bid. A separate report on the TTC study and 2012 opportunities will be tabled for committee later this year.  |

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| <b>3</b> | <b>Resource Implications</b>   |
| 3.1      | Committee has already approved the transfer of £100,000 to BVCB for this work. |

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| <b>4</b> | <b>Equality and Good Relations Considerations</b>                           |
| 4.1      | Banners will go through the Equality and Good Relations screening template. |

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| <b>5</b> | <b>Recommendations</b>  |
| 5.1      | Members agree to: <ul style="list-style-type: none"> <li>- Tourism, Culture and Arts unit proceeding with current design concepts for 2011, community engagement and progress to production stage.</li> </ul> |

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| <b>6</b>                            | <b>Documents Attached</b> |
| Appendix 1 – 'Patterns of the City' |                           |
| Appendix 2 – Citydressing Map       |                           |

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| <b>7</b>                                     | <b>Abbreviations</b> |
| BCC - Belfast City Centre Management         |                      |
| BVCB - Belfast Visitor and Convention Bureau |                      |
| BCCM - Belfast City Centre Management        |                      |
| DSD - Department for Social Development      |                      |
| DRD - Department for Regional Development    |                      |
| NITB - Northern Ireland Tourist Board        |                      |