



Report to: John McGrillen, Director of Development

Subject: City Dressing Plan 2013 to 2014

Date: 23 April 2013

Reporting Officer: John McGrillen, Director of Development, ext 3470

Contact Officers: Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Members approved the Patterns of the City - Belfast City Dressing Plan in December 2011. The plan was commended as Tourism Partnership Initiative of the Year at the Northern Ireland Tourism Awards 2012.
1.2	BCC led the implementation of an innovative and high impact City Dressing Campaign which has been overseen by a City Dressing Steering Group.
1.3	The aim of the initiative was to deliver a “comprehensive City Dressing plan that will build the city and Northern Ireland brand and promote Belfast as a vibrant and welcoming city for our visitors and inspire further visits and investment whilst also instilling pride and confidence in our people. The plan will not only enhance the vibrancy of the city but will also incorporate messages and communications”.
1.4	City Dressing is integral to the Belfast brand, and ensures our city is animated for a range of exciting projects including the international and key events Belfast 400 (2013) and the World Police and Fire Games (2013).
1.5	In addition, during 2012 BCC sponsored ASITIS Consulting to deliver the CowParade project. Eighteen cows were created by community groups throughout Belfast. The final report will be presented to Members in June. It is proposed that a final meeting will be held with all the community groups to thank them for participating.
1.6	The purpose of street dressing is: <ul style="list-style-type: none">– To decorate and provide a sense of occasion visually;– To provide a sense of welcome;– To provide information in a stimulating way;– To create a feel of a special occasion across a city or destination;– To provide visual stimulation to create interest;– To arouse curiosity in an appealing way.

1.7	<p>Since the plan was approved it has delivered:</p> <p>General city patterns campaign</p> <ul style="list-style-type: none"> – Approximately 600 banners – double sided with city patterns on one side and the B brand on the reverse – City centre sites (BCCM, DSD) – Arterial Routes (BCC) – Titanic Quarter including Odyssey (BCC) – Gaeltacht Quarter (BCC) – Banners tested and hardware bought and installed in the Queen’s Quarter – Generic 2013 Our Time Our Place flag fields – Belfast 400 branding on banners throughout the city and at key venues <p>Specific time-bound campaigns</p> <ul style="list-style-type: none"> – 2013 Our Time Our Place banners throughout the city – Christmas/winter themed banners 2011 and 2012/13 – Olympic Torch Run dressing 2012 – Belfast Restaurant Week 2012 – MTV EMA campaign dressing 2011 <p>BCCM led campaigns</p> <ul style="list-style-type: none"> – Belfast Marathon Dressing 2011/2012 and 2012/2013 – Belfast Festival @ Queen’s 2011/ 2012 – Arts Council – One City One Book campaign May 2013 – Family Friendly campaign March 2013
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2	Key Issues
2.1	BCCM has contracted Image Zoo to proactively sell sites specifically under BCCM remit. To ensure that commercial hire does not have a detrimental effect on the look of the city and there is a consistent approach to city dressing design, a policy has been developed and endorsed by the City Dressing Steering Group
2.2	It should also be noted that BCCM and Image Zoo generate income from the hire of sites. The policy (Appendix 1) has noted that major events that can attract international audiences/footfall and generate international media will be given the opportunity to dress all sites (including sites managed by BCC). In these cases BCC will recoup a percentage of the hire fee which will be used for ongoing city dressing maintenance.
2.3	Flag fields have been sited at key locations which offer the festivals forum a cost effective opportunity to promote their festivals/events. There is an opportunity to streamline the administration and hire of these sites and potentially to generate income to help support the maintenance and ongoing costs of city dressing.
2.4	BCC has been approached by several Community Groups (Ormeau Road and Shankill/Donegall Roads). They are keen to explore the possibility of city dressing being implemented in their specific areas. The approach to the <i>Patterns of the City</i> concept is to engage with community groups through workshops and developing patterns unique and inspired by their area. There is an opportunity to further use the concept of city dressing to build a collection of patterns that can be integrated into the Belfast Story and Belfast brand identity.

2.5	It is proposed that the ongoing city dressing plan will continue to roll out city dressing to new locations and ensure that key events are showcased at specific times.
2.6	The concept of city dressing extends to dressing/wrapping dilapidated buildings which have been led by Building Control during 2012. The Court House has already been identified as a site which would benefit from hoarding/wrapping to enhance the look of this area of the city. With Crumlin Road Gaol open as a visitor attraction it is important that the general area is enhanced and attractive to visitors.

3	Resource Implications
3.1	City Dressing has an annual budget of £80k.

4	Equality and Good Relations Considerations
4.1	No equality and good relations considerations.

5	Recommendations
5.1	Members are asked to; <ul style="list-style-type: none"> 1. Agree and approve a budget of £80,000 per year (total £160,000) identified from Department Budget for 2013/14 and 2014/15. 2. Approve the City Dressing Policy (Appendix 1). 3. Approve ring-fencing a portion of the city dressing budget to dressing the Court House, Crumlin Road. 4. Approve working with community groups to implement city dressing workshops and branding in their areas. 5. Agree to Officers seeking opportunities through quotation to streamline the work involved in the management and hire of flag fields with key festivals and event organisers. 6. Note that Building Control will be invited to sit on the City Dressing Steering Group.

6	Decision Tracking
6.1	An update will be shared with the committee in advance of the consumer launch.

7	Key to Abbreviations
	BCC – Belfast City Council BCCM – Belfast City Centre Management DRD – Department for Regional Development DSD – Department for Social Development

8	Documents Attached
	Appendix 1 – City Dressing Policy Appendix 2 – City Banner Policy