

## City Dressing Policy

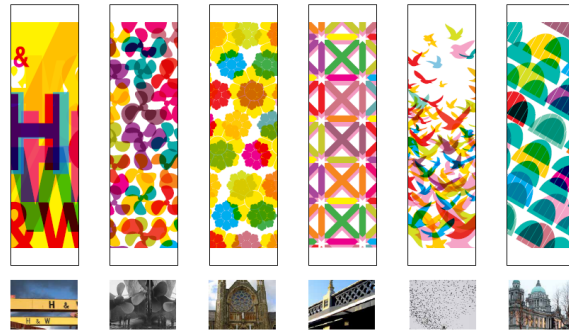
### Objectives of the City Dressing Steering Group

To oversee the implementation of City Dressing across Belfast and ensure that it fully enhances and builds the Belfast Brand. This includes campaigns in addition to the City Patterns concept. All designs should communicate any great sense of energy, innovation and vibrancy.

Role of each organisation represented sign up to:

- ensure that city dressing provides a sense of occasion visually;
- ensure that city dressing sense of welcome;
- ensure that city dressing provides information in a stimulating way;
- ensure that city dressing creates a feel of a special occasion across a city or destination;
- ensure that city dressing visual stimulation to create interest;
- ensure that city dressing arouses curiosity in an appealing way;
- Each organisation works together for the greater good of the city.

Draft Policy on specific campaigns – *based on recommendations from the City dressing report*



1. Belfast City Council will deliver the generic City Patterns and Winter Pattern campaigns – City Wide
2. Belfast City Centre Management will manage commercial campaigns and these will only be permitted in the areas managed by Belfast City Centre Management. Commercial campaigns must follow template / design guidelines signed off by BCC and the City Dressing Steering Group.
3. Campaigns should be shared with City Dressing Steering Group at least 8 weeks in advance of the campaign start date
4. BCCM must ensure that all proposed commercial dressing artwork has been equality proofed, shared and approved by the Department of Regional Development and approved by the City Dressing steering Group.
5. International events that can clearly demonstrate the ability to attract international media coverage (MTV EMAs, Olympics, World Police and Fire Games) and can secure international footfall into the city will have access to agreed city dressing sites beyond the immediate city centre. Proposals will be reviewed by the City Dressing Steering Group and collective decision reached. These campaigns will be managed and implemented by BCCM. BCCM will receive a percentage of the hire fee from these.
6. The above proposals will also require political approval and at least a 6 month notice in advance of campaign start date.



7. Income from the hire of flags to go towards administering the project and subsidising the hire.
8. Organisations seeking to hire banners will be directed to BCCM as the first point of contact.
9. Brands and companies that do not enhance the Belfast brand or may be inappropriate in the city will not be permitted. This includes the sponsorship of these companies of campaigns. E.g. drinks brands/companies.
10. Promotions (e.g. two for one offers, advertising promotions) will not be permitted for city dressing.
11. Policy acknowledges and includes the BCCM Banner Policy agreed with DRD.