

CITY BANNER POLICY

Terms and Conditions

July 2012

CITY BANNER POLICY

Contents

Chapter	Page	
1	Context	3
2	Finance	4
3	Project Agreements	5
4	Insurance	6
5	Installation and Environmental Impact	7
6	Design Guidelines	8
7	Banner Design Samples	9

Context

This policy establishes guidelines for the design and display of cross street and pendant banners and has been drafted in line with the Belfast City Council Corporate Identity Strategy.

This policy only applies to DRD approved banner infrastructure. The guidelines encourage displays, which enhance a Town or City's visual attractiveness and specifically convey information about city centre initiatives and events – for example Tidy Belfast/Queens Festival/Sunday shopping/Marathon Bank Holiday etc.

Town and City Centre Banners provide a vibrant, attractive and cost effective method of promoting city centre/town centre events, calendar dates, festivals, carnivals and conferences. They are not intended for commercial promotion. They are situated across a variety of prominent sites; over 2,500,000 residents, workers and visitors to the cities/towns across Northern Ireland see the banners daily.

Finance

The local authority/ Town Centre Management, or its nominated contractor will be responsible for setting the costs for the sites and have the authority to change the prices or packages at any stage. All bookings will be taken through the local authority/ Town Centre Management or nominated contractor.

Each site (lamppost pendant and/or cross street banner) is to be available on a two week cycle as per a media calendar created by the local authority/ Town Centre Management or nominated contractor, up to an eight week maximum per campaign.

Enquires about banner dressing will be directed to the local authority/ Town Centre Management or nominated contractor.

To reduce environmental impact 'used banners' will be checked for general wear and tear and any banners deemed unsuitable will be replaced at the client's expense following agreement with the client.

A full audit of all lampposts and cross street locations will be available from the local authority/ Town Centre Management or nominated contractor.

Project Agreements

Agreements must be established between DRD Roads Service and the local authority, Town Centre management or nominated contractor detailing the banner project and its infrastructure. This agreement must require all banner designs to be in line with the Council's Corporate Identity Strategy to ensure it is aesthetically designed, visually clear for the public to read the message portrayed and not simply promoting commercial interest.

Insurance

The local authority, Town Centre Management must:

1. Maintain Public Liability Insurance in respect of the banner infrastructure
2. Undertake annual stress testing of any wall mounted eye bolts or fixings

Installation and Environmental Impact

Installation should be generally limited to Sundays for cross street banners and Monday to Wednesday for pendant banners. Weather conditions may result in this window being missed; installation should then be delayed until the following Sunday or Monday to Wednesday.

To reduce environmental impact banners will normally remain on display for a maximum period of eight weeks. If a further week is required, a request must be made to the local authority/ Town Centre Management in writing prior to the agreed installation date.

When banners are not installed due to circumstances under the clients control, the local authority/ Town Centre Management shall be entitled to charge for costs incurred.

The life cycle of a banner / pendant will be three times use. The client can negotiate more use if the banners pass inspection by the local authority/ Town Centre Management.

Design Guidelines

These guidelines have been prepared in line with Belfast City Council's Corporate Identity Strategy and good practice guidelines adopted from other international cities on banner dressing to ensure consistent, high quality and manageable banner design consistent with Northern Ireland's public realm and built environment.

All artwork relating to the banner content must be approved by the local authority prior to manufacture, The local authority/ Town Centre Management retain the right to refuse to install banners that in their opinion may cause offence or do not comply with DRD Roads Service/ DOE Planning Service regulations or policies.

Permission to install will not be unreasonably withheld by DRD Roads Service.

The main purpose of the banners is to promote a key message, which must pertain to the city/town. All banners must carry the local authority or Town Centre Management logo.

Commercial sponsorship branding must be kept to a minimum in order to ensure no detracting from the message promoted. Each banner should have a maximum of 15% of the total area allocated to the main sponsor. Graphics should be simple and bold. Text should only be used where it forms part of the established image of the event

The following is to be avoided:

- Avoid venue information, which is a distraction to motorists, eg Telephone Numbers.
- Avoid white & pale blue backgrounds, which soil easily and are difficult to see against the city background and skyline.
- Avoid specific dates which limit the life cycle of that banner.

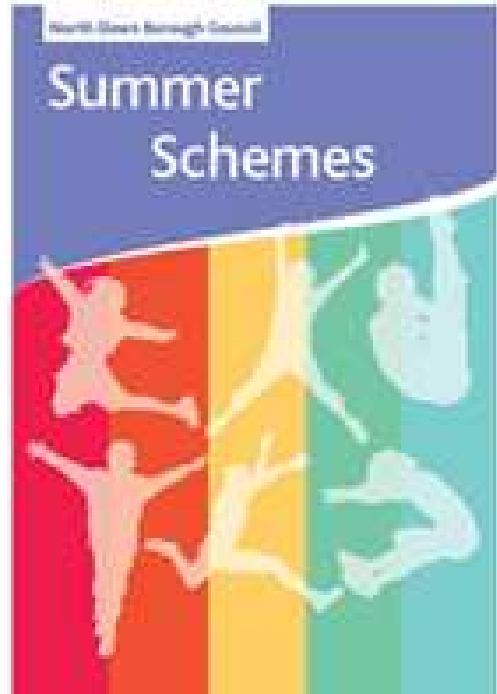
Banners remain the property of the client, and may be re-used providing they are judged to be in good condition by the local authority/ Town Centre Management. Once dismantled, banners must be collected within 7 days. The client must dispose of the banner in an environmental sustainable way agreed with the local authority.

DRD will give prior advice of any planned maintenance on lampposts that will affect the installation of banners.

For further information on City Banner dressing, contact your local authority or Town Centre Management company.

Banner Design Samples







BCCM Rectangle Template

Measurements at 1/4 size

Areas highlighted in are sleeve areas and as such should contain no significant graphics

Red lines show where the stitching is

All important information should be contained within white area



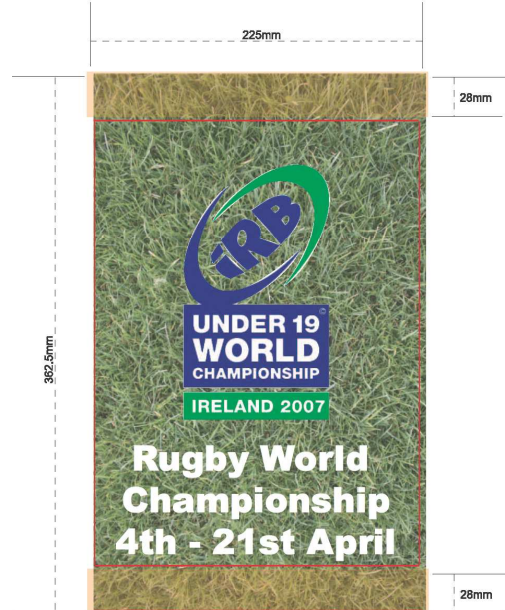
BCCM Rectangle Template

Measurements at 1/4 size

Areas highlighted in are sleeve areas and as such should contain no significant graphics

Red lines show where the stitching is

All important information should be contained within white area



**family friendly
Belfast**

Belfast
better believe it

Belfast City Council
welcomes

The All-Ireland
IRISH
Dancing
Championships 05

**Belfast
Waterfront Hall**
7-12 February 2005

BELFAST
eatout04
RESTAURANT WEEK
10-17 OCTOBER

**RESTAURANT WEEK
10-17 OCTOBER**

Banner 1 Size: 90cm x 140cm

RESTAURANT WEEK
10-17 OCTOBER

BELFAST
eatout04
RESTAURANT WEEK
10-17 OCTOBER

www.gotobelfast.com


Ulster Bank
BELFAST FESTIVAL AT QUEEN'S
Oct 16th – Oct 31st 2009




Ulster Bank
BELFAST FESTIVAL AT QUEEN'S
Oct 16th – Oct 31st 2009



PROPS

There's no such thing as a small part



75101000 Rectangle Page 1.indd 1



01/10/2009 16:27:41