



Report to:	Development Committee
Subject:	City Dressing 2013/2014
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	At a meeting of the Development Committee held in December 2011, Members approved the <i>Patterns of the City</i> - Belfast City Dressing Plan which is an initiative integral to the Belfast brand, ensures our city is visually animated throughout the year. <i>Patterns of the City</i> was commended for best Partnership Initiative at the annual Northern Ireland Tourism Awards in 2012.
1.2	<p>The purpose of is:</p> <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.
1.3	A City Dressing Steering Group oversees the ongoing implementation of the City Dressing Integrated plans. The Steering Group members include BCC, BCCM, BVCB, DRD, DSD, and NITB. The plan, when appropriate includes time bound campaigns for a range of international and key events including Belfast 400 (2013) and the World Police and Fire Games (2013) and Giro d'Italia (2014).
1.4	Localised time bound/commercial campaigns are managed by Belfast City Centre Management. BCCM implement a commercial city dressing model within the city centre, which is included in their Business Plan/Service Level Agreement with BCC. A separate contract is being developed by Legal to allow certain campaigns to be extended on a commercial level by BCCM beyond the city centre boundary. BCC will be reimbursed for the use of these sites.
1.5	The generic approach to city dressing via the <i>Patterns of the City</i> concept ensures that the welcome is inclusive, distinctly Belfast, instils civic pride and embraces the key tourism destinations.

2	Key Issues										
2.1	<p>The TCA budget will be invested into rolling out <i>Patterns of the City</i> in Tourism Place Destinations identified in the Tourism Framework.</p> <p>Below is an update on destination status:</p> <table border="1"> <thead> <tr> <th>Location</th> <th>City Dressing Status</th> <th>Details</th> </tr> </thead> <tbody> <tr> <td>City Centre</td> <td>Completed/implemented</td> <td rowspan="3">Infrastructure and banners installed</td> </tr> <tr> <td>Gaeltacht Quarter</td> <td>Completed/implemented</td> </tr> <tr> <td>Titanic Quarter</td> <td>Completed/implemented</td> </tr> </tbody> </table>	Location	City Dressing Status	Details	City Centre	Completed/implemented	Infrastructure and banners installed	Gaeltacht Quarter	Completed/implemented	Titanic Quarter	Completed/implemented
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2.2	<p>Other Tourism Place Destinations identified are as follows:</p> <ul style="list-style-type: none"> • Queen's Quarter/ Lisburn Road • Cathedral Quarter • East Belfast • Shankill • North Belfast Cultural Quarter <p><i>Patterns of the City</i> will be progressed in these destinations via their Tourism Action Plans.</p>										
2.3	<p>In celebration of the 2012 Our Time Our Place year, the City Dressing Steering Group approved introducing new creatives into the city centre patterns scheme. Apart from the Gaeltacht Quarter, this year Our Time Our Place banners were replaced with Belfast 400 artwork.</p>										
2.4	<p>To replace Our Time Our Place banners in the Gaeltacht Quarter, Fáilte Feirste Thiar has requested the development of a specific banner which would celebrate the anniversary of Féile 25 (1 to 11 August 2013) and Blian na Gaelige. Consideration of this request is sought.</p>										
2.5	<p>Council has also been approached by Community Groups who are keen to introduce <i>Patterns of the City</i> into their neighbourhood. The TCA unit does not have the budget or resources to implement city dressing in areas outside of the locations identified in the Tourism Strategy. A process will be devised to address interest from other areas and included in a future city dressing report.</p>										

3	Resource Implications
3.1	<p>A contribution of £2,500 is required to remove existing banners and install new banners/dressing in Gaeltacht Quarter to celebrate the anniversary of Féile 25 and Blian na Gaelige (includes new artwork design, removal of Our Time Our Place banners, manufacture and installation of new banners/dressing)</p>

4	Equality and Good Relations Considerations
4.1	<p>New banner designs will be equality Screened.</p>

5	Recommendations
5.1	<p>Members consider a contribution of £2,500 to install new banners in the Gaeltacht Quarter to celebrate the anniversary of Féile 25 and Blian na Gaelige.</p>

6	Decision Tracking
	<p>An update report will be issued in September 2013.</p>

7	Key to Abbreviations
	<p>BCC – Belfast City Council TCA – Tourism, Culture, and Arts Unit BCCM – Belfast City Centre Management</p>

8	Documents Attached
	<p>n/a</p>