



Report to:	Development Committee
Subject:	City Dressing Plan 2013 to 2014
Date:	17 September 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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1	Relevant Background Information
1.1	At the Development Committee held on 13 April 2013; Members approved the <i>Patterns of the City</i> Belfast City Dressing Plan. The Plan launched in 2011, is a cross community tourism project and an initiative which ensures our city is visually and colourfully animated using lamp post banners in the city centre and on arterial routes throughout the year.
1.2	The Belfast Tourism Destinations identified in the Integrated Strategic Framework 2010 to 2014 are included in the city dressing development plan.
1.3	A City Dressing Steering Group oversees the implementation of the annual plan and identifies key events and themes.

2	Key Issues
2.1	Image Zoo, a private company, is contracted by Belfast City Centre Management (BCCM) to sell/hire city dressing sites within the city centre/retail boundary (approximately 150 lamp posts). These sites are open to events and appropriate commercial companies and campaigns. Image Zoo and BCCM generate income from this scheme. A legal agreement has been drawn up between BCC and BCCM which extends the hire scheme to agreed sites beyond the city centre boundary. Events which merit and have a budget to dress areas beyond the city centre must be agreed in advance by Council and the Steering Group. In these cases, Image Zoo will generate income from hire with a percentage going to BCC. Income will be minimal, however costs will support ongoing city dressing maintenance costs.
2.2	Image Zoo has developed a discounted hire rate for the Belfast Festivals forum and for Belfast City Council civic events.
2.3	Several Community Groups have approached BCC with interest in extending <i>Patterns of the City</i> into their neighbourhoods. There is no budget or resources to implement City Dressing in areas outside of the locations identified in the

	Tourism Strategy. Having considered these requests, it would not be feasible for the Tourism, Culture, Heritage & Arts (TCH&A) unit to extend the campaign. However if there are future development of new patterns to dress BCC recommend that these areas influence the development of new patterns and that community representatives will be invited to take part in future patterns of the city workshops.
2.4	BCC would propose to offer community groups with the resources to pursue city dressing an advisory and consultation assistance through the production of a fact sheet and best practice guide for implementation. It should be noted that there are specific requirements and agreements to be put in place to ensure dressing complies with health and safety regulations and that banners are appropriately insured against loss, theft, damage or injuring the general public.
2.5	The patterns of the city banners are not time bound, however the quality of the banners will deteriorate and budget will be required to replace and refresh current banners as well as maintain the infrastructure and hardware. In addition the banners carry the B brand and the outdated gotobelfast.com website address. It will be necessary to reprint such banners to ensure new website is included.

3	Resource Implications
3.1	Budget agreed via departmental budget of £80K.

4	Equality and Good Relations Considerations
4.1	New banner designs will be equality Screened.

5	Recommendations
5.1	Members are asked to agree the following actions Engage community groups in new pattern development workshops and integrate into city dressing scheme. <ul style="list-style-type: none"> - Share good practice fact sheets on design and installation of city dressing. - Adopt updated City Dressing Policy.

6	Decision Tracking
There is no decision tracking attached to this report.	

7	Key to Abbreviations
BCC – Belfast City Council TCH&A – tourism, Culture, Heritage and Arts BCCM – Belfast City Centre Management	

8	Documents Attached
Appendix 1 – Updated draft City Dressing policy	

Appendix 1

City Dressing Policy

Objectives of the City Dressing Steering Group

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

Remit of City Dressing

- ensure that city dressing provides 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 the city or one of the destinations;
- ensure that city dressing arouses curiosity in an appealing way;
- Each organisation works together for the greater good of the city.

Belfast City Dressing Tourism Place Destinations

City Centre
Queen's Quarter
Gaeltacht Quarter
Shankill
East Belfast
Cathedral Quarter

Belfast City Dressing Draft Policy

Belfast City Council (BCC) will manage and implement the delivery of the generic City Patterns and Winter Pattern campaigns across agreed arterial routes and tourism place destinations.

1. 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 agreed by BCC and the City Dressing Steering Group.
2. When BCCM sites are not hired, Patterns of the City or Winter banners will be the default position.
3. Through a Legal Agreement, BCCM contractor will remove, store and install patterns of the city during the period of the contract.
4. Major events that can clearly demonstrate the ability to attract international media coverage (MTV EMAs, Olympics, World Police and Fire Games, Giro Italia, Tall Ships 2015) 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 a collective decision reached.
5. BCCM will manage city wide event campaigns under a legal contract and SLA with BCC which ensure:
 - Campaigns must be formally shared with the City Dressing Steering Group in advance of the campaign start date.

- BCCM must ensure that all proposed commercial dressing artwork has been equality checked, shared and approved by the Department of Regional Development and approved by the City Dressing steering Group.
 - The above proposals will also require political approval and at least a 6 month notice in advance of campaign start date.
6. BCCM will pay BCC income for sites managed by BCC; this will go towards maintenance costs and subsidizing dressing in other areas of the city.
 7. Organisations seeking to hire banners will be directed to BCCM as the first point of contact.
 8. Brands and companies that do not deliver 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.
 9. Promotions (e.g. two for one offers, advertising promotions) will not be permitted for city dressing.
 10. Policy acknowledges and includes the BCCM Banner Policy agreed with DRD.
 11. Advice and assistance will be offered to groups that are keen to implement city dressing in their specified locations.
 12. No additional financial assistance is available from BCC TCH&A unit.