



<b>Report to:</b>	Development Committee
<b>Subject:</b>	City Dressing Plan 2013 to 2014
<b>Date:</b>	22 October 2013
<b>Reporting Officer:</b>	John McGrillen, Director of Development, ext 3470
<b>Contact Officers:</b>	Shirley McCay, Head of Economic Initiatives, ext 3459

<b>1</b>	<b>Relevant Background Information</b>
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 main access routes throughout the year.
1.2	A further report at the Development Committee held on 21 May 2013 noted that the city dressing plan was being implemented in some of the Belfast Tourism Destinations, and key access sites identified in the Integrated Strategic Framework 2010 to 2014.
1.3	A number of Community Groups have approached BCC, with an interest in extending <i>Patterns of the City</i> into neighbourhood areas.

<b>2</b>	<b>Key Issues</b>
2.1	The Department does not have the budget or resources to implement city dressing in areas outside of the locations identified in the Tourism Strategy. It is important to consolidate efforts and maximise the impact of existing sites. The city has undergone extensive change and development since the city dressing approach was approved in 2011.
2.2	Further development of City Dressing must be progressed in the context of new city branding development and the development and implementation of a new tourism strategy.
2.3	A review of city dressing will be integral to new strategic direction and it is proposed that a new and adapted city dressing policy will be developed accordingly.

<b>3</b>	<b>Resource Implications</b>
3.1	No budget implications

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	N/A

<b>5</b>	<b>Recommendations</b>
5.1	Members are asked note the report and adopt the updated current city dressing policy.

<b>6</b>	<b>Decision Tracking</b>
There is no decision tracking attached to this report.	

<b>7</b>	<b>Key to Abbreviations</b>
BCC – Belfast City Council TCH&A – Tourism, Culture, Heritage and Arts BCCM – Belfast City Centre Management	

<b>8</b>	<b>Documents Attached</b>
Appendix 1 – Updated draft city dressing policy	

## City Dressing Policy

### Objectives of the City Dressing Steering Group

The role of the Belfast City Dressing Steering Group is to oversee the implementation of City Dressing across Belfast and ensure that it creates a sense of welcome and builds the Belfast Brand. The Group will also monitor city dressing usage and needs across the city. The City Dressing plan includes generic patterns of the city that communicate a sense of energy, innovation and vibrancy. In addition the city dressing plan includes supporting the promotion of key international events and giving events and festivals access to agreed hire sites for promotions and marketing purposes.

### City Dressing Steering Group Members

- Belfast City Centre Management
- Belfast City Council: Building Control, Tourism, Culture and Arts, Events, Corporate Communications
- Department for Regional Development
- Department for Social Development
- Visit Belfast

### 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;

### Organisation Roles

#### Belfast City Council

Belfast City Council (BCC) will manage and implement the generic city patterns and winter pattern campaign across the existing locations and tourism place destinations.

Belfast City Council will facilitate the Belfast City Dressing Steering Group meetings.

#### Belfast City Centre Management

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.

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.

This city dressing policy acknowledges and includes the BCCM Banner Policy agreed with DRD.

### Department for Social Development

The department owns a number of sites within the city centre and permission will be sought to use these sites and co-ordinate activity with the general city dressing plans.

### Belfast City Dressing locations:

Prioritisation of City Dressing is given to:

- Main Visitor Access Roads – already established and in operation
- Quarters/Tourism Place Destination – main visitor routes (detailed below)
- City Centre

Tourism place destinations were identified in the Integrated Strategic Tourism Framework. These place destinations will be priority locations and restricted to 15 lamp post sites in high profile locations in each area. The implementation of city dressing will be dependent on the development of the tourism place destination plans. Progress is dependent on a tourism development team taking on responsibility of liaising with BCC to implement city dressing.

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

### Permitted Campaigns for City Dressing

Within the city centre there are sites available for hire by the commercial sector. Only campaigns that enhance the image and brand of the city will be permitted. These include city events, city campaigns and festivals.

Campaigns that are inappropriate or are linked to inappropriate brands via sponsorship will not be permitted. Promotions (e.g. two for one offers, advertising promotions) will not be permitted for city dressing.

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 in the city will have access to agreed city dressing sites beyond the commercial sites in the city centre. Proposals will be reviewed by the City Dressing Steering Group and a collective decision reached. City wide branding will also require political approval and at least a 6 month notice in advance of campaign start date.