

City Dressing

Belfast is the regional capital of Northern Ireland and the second largest city in Ireland. The city centre has a unique role to play within this context as its economic prosperity and vitality is a major indicator of the economic health of the city, as well as the whole of Northern Ireland.

A vibrant and connected city supports its vitality and viability; which can return substantial benefits to its everyday users. **Belfast City Centre Management (BCCM)** maximises opportunities to encourage and stimulate investment to support the trading environment.

BCCM has significant infrastructure installed throughout the core city centre to facilitate **city dressing**. Vibrant banners significantly enhance and animate the city centre, providing a very effective method of promoting key stakeholder events. In agreement with the DfI, commercial advertising is not permitted, **only campaigns that promote events or activities that support the city are permitted.**

Campaigns such as **The Open, Orangefest, Giro d'Italia, Tall Ships, Belfast Marathon and Belfast Festival at Queens** have directly contributed to presenting Belfast City Centre as a city centre which can compete with other national and European cities.

Type 2 Banner at Wellington Place



City Dressing Locations



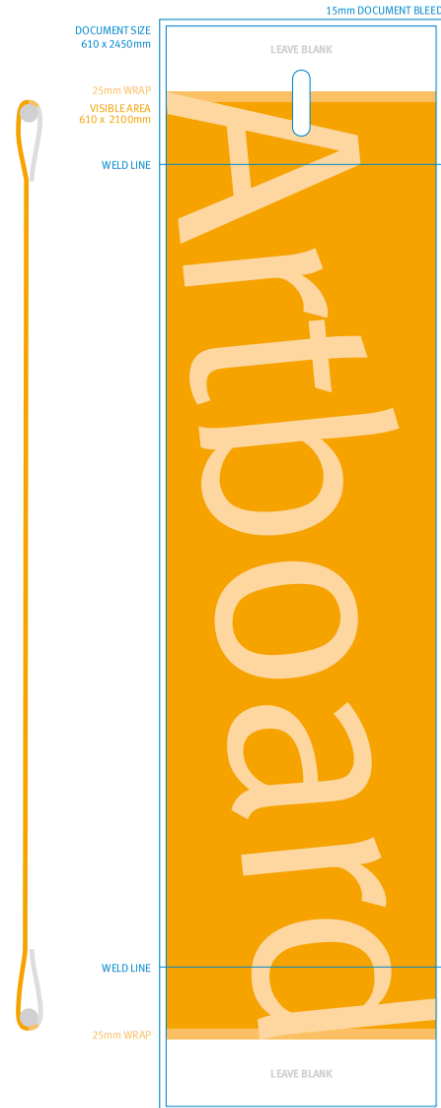
Banner Types & Technical Information

Belfast Lamp Post Banner Type 1

Single Sided

Instructions:
Cover all text
to paths

Export PDF
with 15mm
bleed

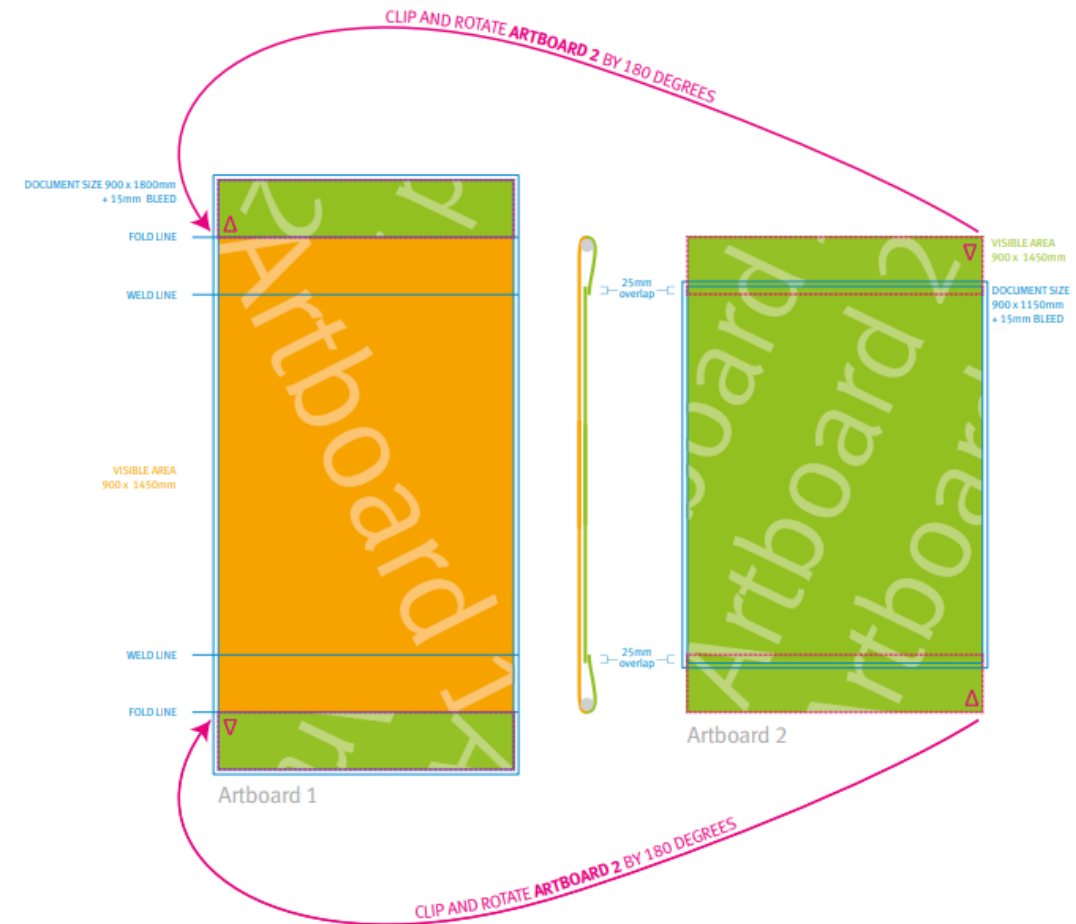


Belfast Lamp Post Banner Type 2

Double Sided

Instructions:
Cover all text
to paths

Export PDF
with 15mm
bleed



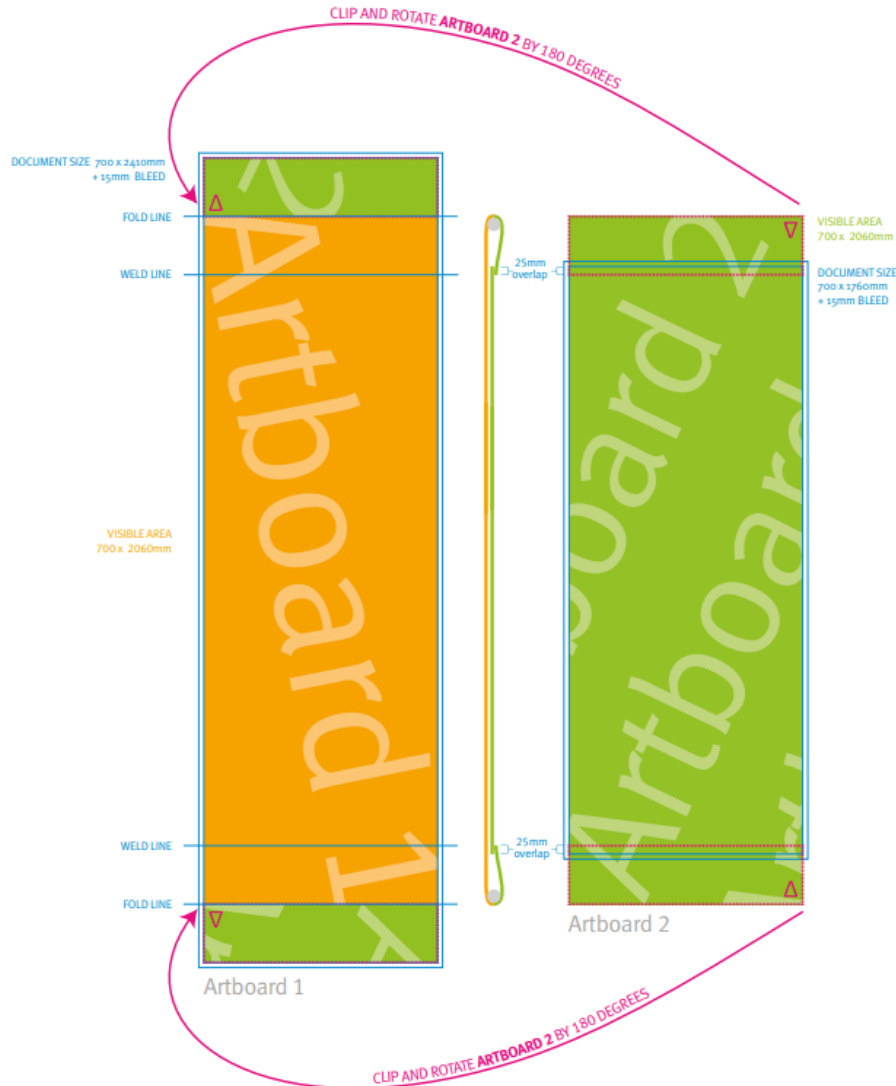
Banner Types & Technical Information

Belfast Lamp Post Banner Type 3

Double
Sided

Instructions:
Cover all text
to paths

Export PDF
with 15mm
bleed

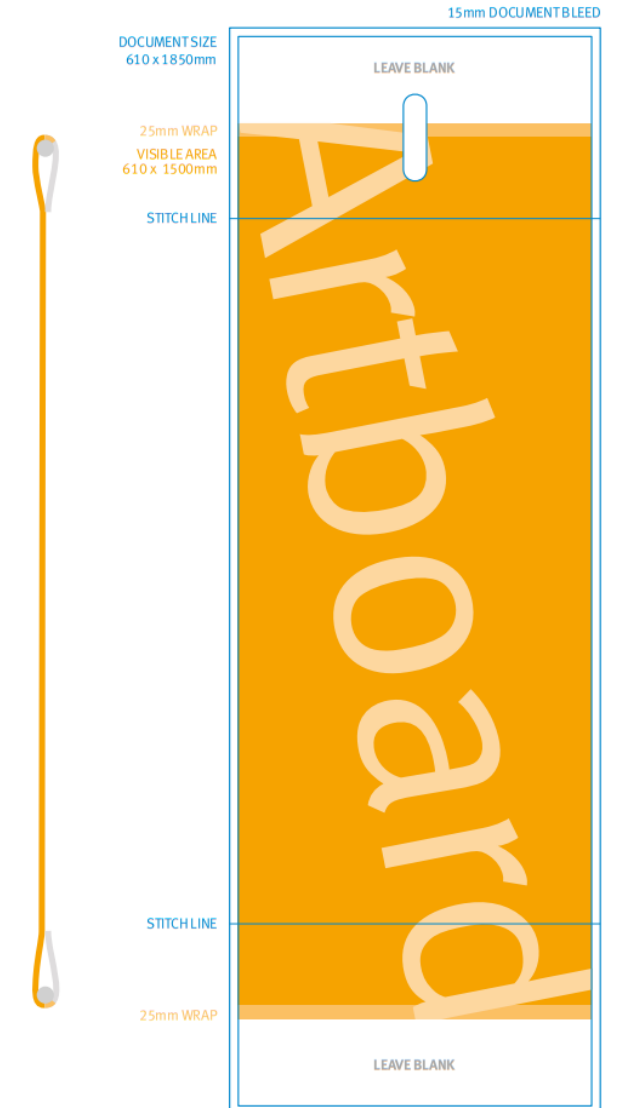


Belfast Lamp Post Banner Type 4

Single Sided

Instructions:
Cover all text
to paths

Export PDF
with 15mm
bleed



Banners in the City

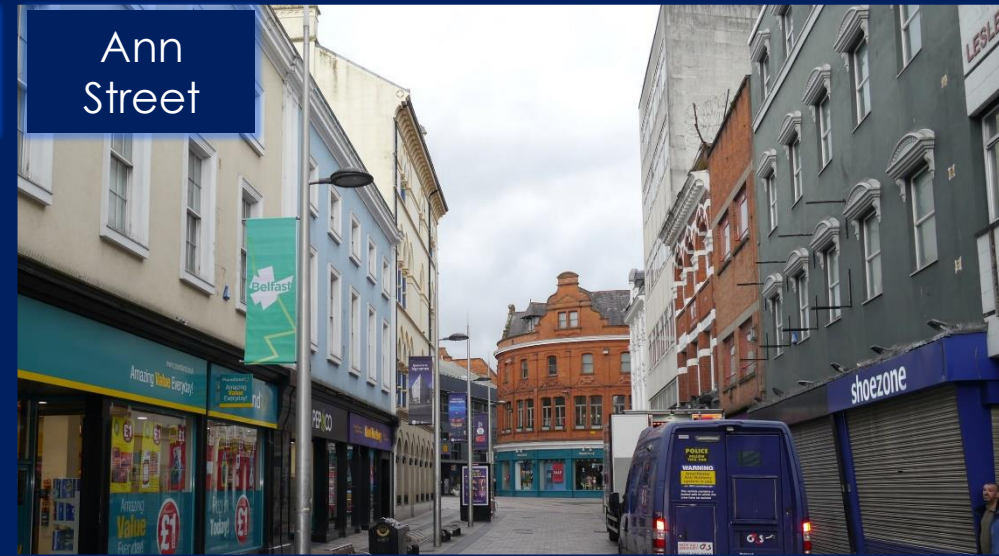
Castle Place



Chichester Street



Ann Street



Arthur Street



Cross Street Banners

- £1,450.00 Ex VAT per cross street feature and allows for a campaign to run for 4-6 weeks. This covers print, design, installation and decommissioning.

Cross Street Banner	£1450 Ex Vat
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Lamp Post Banners

There are four differing banner sizes due to the varying lamp post sizes installed by Dfl across the city. We have formulated a single pricing for all lamp post banners to simplify agreements.

- **For campaigns of >10 <80 lamp post banners** - £375.00 Ex VAT per pendant banner and allows for a campaign to run for 4-6 weeks. This covers print, design, installation and decommissioning.
- **For campaigns of >80 lamp post banners** – £325.00 Ex VAT per pendant banner and allows for a campaign to run for 4-6 weeks. This covers print, design, installation and decommissioning.

Pendant Banner > 10 < 80	£375 Ex VAT
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Pendant Banner > 80	£325 Ex VAT
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When working with strategic partners who would like to dress the city over the longer term, we charge a **monthly rental fee per location**. This would be in effect from **month 3 post installation**.

Banner locations with high footfall attract a charge of £25.00 per month per location (**Band A**) and areas of lower footfall attract a charge of £15.00 per month (**Band B**).

Monthly Location Charge

Band A Charge	£25 / month
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Band B Charge	£15 / month
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Some of the locations are in use through the year for other civic activities:

For the past 20 years, BCCM has delivered the Christmas Lighting Installation across the city, developing new locations and lobbying for capital investment. In 2020, BCC opted to manage this scheme in-house. BCCM has exclusive use of its wayleaves and supports the Council in this project.