

## **Development Of A City Dressing Strategy**

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**Planning Committee**  
**7 August 2008**

### **1 Purpose of report**

- 1.1 To inform committee about the development of a city dressing strategy and to seek committee's approval for the strategy.

### **2 Summary**

- 2.1 A city dressing strategy has been developed for Edinburgh. The purpose of this report is to seek committee's approval of the strategy. The strategy describes how city dressing has the potential to promote the city to a world wide audience, but for that to be effective, it must be carried out in a manner that complements and enhances the unique features of the city.

### **3 Main report**

- 3.1 A corporate steering group, chaired by the Communications Division, was formed to appoint consultants to carry out a study and develop a City Dressing Strategy in line with a brief approved by the Planning Committee in March 2006 (see background papers). Landscape architects, Ironside Farrar, were appointed to do the work.
- 3.2 Following a consultation process that brought in a range of stakeholders, Ironside Farrar developed the strategy with a small working group.
- 3.3 For Edinburgh, city dressing is about celebrating the city, reinforcing its brand values, enhancing the experience of the city and promoting it as a world class location for national, international and civic events. The justification for doing this work is that it raises the profile and appeal of the city, supports tourism and inward investment, enriches and animates the quality of life in the city and supports the objectives of the Edinburgh Inspiring Capital Brand (EICB).
- 3.4 To date, city dressing has been carried out on an ad hoc basis and, at times, in a way that detracts, rather than enhances, the outstanding character of the city.

There was a need to have a more corporate approach that recognised the needs of the Council as a whole, as well as the needs of particular departments or promoters. By bringing together all those with an interest in city promotion and the way the city looks and performs, this strategy addresses the previous lack of coherence in city dressing delivery.

3.5 The consultation process identified key issues that required to be addressed. They were;

- Distinctiveness and appropriateness
- Quality
- Avoidance of clutter
- Deliverability and flexibility
- Cost

3.6 If these issues can be successfully addressed, Edinburgh will become an exemplar for city dressing, delivering fully integrated place enhancement, city branding and event promotion which will result in a significant increase in civic events.

3.7 The main focus of the strategy is on the elements that comprise the dressing and the locations at which these elements are displayed. The most important principle is that dressing is temporary. It appears in relation to an event, then it is removed. Permanent enhancements are not covered by this strategy.

3.8 City dressing comprises of two complementary strands:

- Place enhancement – promoting the EICB and capital city status
- Event enhancement – promoting city festivals and events

The components of city dressing consist of:

- International Arts Initiatives (eg cow parade)
- Flags and Heraldry (extend within the Old Town and establish Edinburgh flag days)
- Lighting projects (image projection, building illumination, Christmas lighting)
- Banners (promoting events, in limited, key locations)
- Performance arts (establish Performance Arts Listing where artists can be hired out to support events)
- Street media (using advertisement space and temporary video screens)

3.9 The location of each of these components would be carefully controlled to allow maximum effect while ensuring that there are no adverse impacts. Control would also be exercised over the length of time any of these elements is in the street. The location of banners, for instance, will depend upon the significance of the event being promoted. If the event is of international significance (eg the summer festival) then banners will be allowed in Princes Street, but only for a

limited time period. For a lesser event of national importance, banners would be permitted at the East and West End (but not Princes Street) and, for a local event, banners would only be permitted at the site of the event.

- 3.10 The success of the strategy lies in the quality of the product, and this is delivered through a series of control mechanisms. A clear operating framework will be established which sets out defined locations, restricted quantities and restricted periods of use for all components. There will be strong control over product design and investment in quality infrastructure. A quality management system will be put in place with dedicated resources, and there will be a quality of service established that is flexible and responsive to customer needs.
- 3.11 The strategy sets out the objectives and how they can be delivered - all of which has been supported by the Steering Group. Some details require additional work and this is currently being taken forward in relation to lighting.
- 3.12 A separate report will address the detailed planning issues. This will look, in detail, at the proposed locations for the dressing components and report on whether there will be any requirement for planning consent.

## **4 Conclusions**

- 4.1 Ironside Farrar has developed a city dressing strategy that will enhance the city and have a positive impact on its international profile. This can only be delivered if the appropriate quality control mechanisms and infrastructure are in place. Some of these require resourcing, while others relate to the establishment of a clear operating framework. More detail needs to be developed on some of the planning issues but the strategy is presented for approval.

## **5 Financial Implications**

- 5.1 There are financial implications involved in the delivery of the strategy which lie outwith the remit of the Planning Committee. However, the outline costs should be noted; these will be the subject of a separate report to another Committee.
- 5.2 The strategy will require the establishment of a City Dressing Service with the appointment of a City Dressing Officer and consideration given to a City Dressing Term Contractor. It is estimated this strategy will have a resource implication of approx £1million for capital costs and £322,000 for revenue costs. The biggest capital cost will be infrastructure costs in the order of £740,000.

## 6 Recommendations

6.1 It is recommended that the Committee:

- (i) approves the strategy as a way forward for developing city dressing;
- (ii) seeks a further report on the detailed planning issues; and
- (iii) forwards this report to the Policy and Strategy committee for its consideration.



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Director of City Development

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<b>Appendices</b>	Appendix 1: Edinburgh City Dressing Strategy (draft final report)  Appendix 2: Event Categorisation Process  Appendix 3: Event Enhancement Summary
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<b>Wards affected</b>	all
<b>Background Papers</b>	Report to Planning Committee on City Dressing: 9 March 2006

## Appendix 2

Category A (1) Event	Category A (2) Event	Category B Event	Category C Event
City Promotion: High Capital City Status: High Animation of the City: High Economic Benefit: High	City Promotion: High Capital City Status: High Animation of the City: High Economic Benefit: High	City Promotion: Moderate Capital City Status: Moderate Animation of the City: Moderate Economic Benefit: Moderate	City Promotion: Low Capital City Status: Low Animation of the City: Low Economic Benefit: Low
Secondary Criteria: High	Secondary Criteria: High	Secondary Criteria: Moderate	Secondary Criteria: Low
Event Duration: greater than 7 days	Event Duration: less than 7 days	Event Duration: less than 7 days	Event Duration: less than 7 days
Scope Hogmanay Summer Festival	Examples Major shows Congresses/ conferences International championships	Examples Sporting events Concerts Smaller festivals	Examples Runs & walks Local events
Offer Banners & Flags: Princes St City Centre Nodes Approach Roads & Gateways Venues Performance Artistes Event Lighting & Projections Street Media Package	Offer Banners & Flags: Princes St City Centre Nodes Approach Roads & Gateways Venues Performance Artistes Event Lighting & Projections Street Media Package	Offer Banners & Flags:  City Centre Nodes  Venues Performance Artistes Venue Lighting	Offer Banners & Flags:   Venues Performance Artistes -

Summary of the event categorisation process and associated 'offer'

## Appendix 3

Event Enhancement: Summary of Capacity/ Level of Use

	Category A (1)	Category A (2)	Category B	Category C	
Event Quantity *1	2 Festivals (Summer & Hogmanay only)	0-1 per annum	15 per annum (exc. festivals)	95 per annum (exc. festivals)	Maximum No. Days/ Component
Event Duration	Hogmanay 4 days Summer Festival 40 days	Average 2 days	Average 1 days	Average 1.5 days	
Set Up / Removal *2	1 day / event	1 day / event	1 day / event	1 day / event	
Advanced Use *3	14 days advanced use for Winter Festival. No advanced use for Summer.	14 days	7 days	7 days	
Total Duration per event	Winter Festival 19 days Summer Festival 41 days	17 days	11 days	9.5 days	
Maximum Possible Take-Up *4	60 days	17 days	11 x 15 = 165 days	95 x 9.5 = 902.5 days	
City Dressing Components (indicating maximum possible levels of use in days)	Princes Street 60 East & West End Corridors & Gateways 60 Venue Dressing 60 Performance Artistes 60 Lighting Projection 60 Venue Lighting 60 Street Media 60	Princes Street 17 East & West End Corridors & Gateways 17 Venue Dressing 17 Performance Artistes 2 Lighting Projection 2 Venue Lighting 17 Street Media 17	East & West End 41 Venue Dressing 41 Performance Artistes 11 Venue Lighting 41	Venue Dressing 135 Performance Artistes 3	77 118 253 76 62 118 77
Adjustment for Likely Levels of Take-Up	100% Take-Up	100% Take-Up	25% Take-Up – indicated in above figures	15% Take-Up – indicated in above figures	