

PROUD OF SUNDERLAND LAMPPOST BANNERS PROJECT

REPORT OF THE DIRECTOR OF COMMUNICATIONS AND CORPORATE AFFAIRS

1.0 Purpose of the Report

- 1.1 To provide a briefing to Members with regards to the publicity banners located at various points in the City as requested at the Committee's last meeting.

2.0 Background

- 2.1 In 2008 the Sunderland Partnership secured funding from the Working Neighbourhood Fund to pay for a campaign to promote the city as a positive place, with activities and features to make residents proud to live here.
- 2.2. The 'Proud of Sunderland' campaign was developed, which included postcards, PR and lamppost banners.

3.0 City Dressing contract

- 3.1 Lamppost banners were identified as an appropriate method of making areas look more attractive and getting key messages across in a large scale way.
- 3.2 Smart City Dressing were contracted to undertake the installation and maintenance of the city dressing. The initial installation took place in March 2008, with a maintenance contract running until December 2011.
- 3.3 72 lamppost banners were originally installed, in sites identified by the council:
 - 12 – Market Square
 - 12 – West Sunnyside
 - 28 – Dame Dorothy Street
 - 20 – Sea front
- 3.4 Some of the banners have since been removed, and currently (October 2011), banners on Dame Dorothy Street and the seafront remain, along with banners on flag poles on St Michael's Way and next to the Old Fire Station.

4.0 Costs

- 4.1 Smart City Dressing were paid a one-off fee for their work, in March 2008. There have been no ongoing maintenance costs.
- 4.2 The total cost of the lamppost banners, fixtures, fittings, installation and maintenance for three years was £15866.14. This was funded via the Working Neighbourhoods Fund grant.
- 4.3 Additional costs to the council have been limited to the printing of replacement banners as and when existing banners became unsightly.

5.0 Future of the project

- 5.1 The banners detailed in section 2.4, plus some additional banners which were produced in conjunction with the concerts taking place at the Stadium of Light since 2009, will be removed in December 2011.
- 5.2 The Communications Team feel that high quality banners in the correct spaces, with appropriate messages, do improve an area and highlight key messages. Discussions with suppliers are to take place to determine costs and options for potential future usage of banners in key areas across the city, for specific reasons. These could be to improve a 'destination' for example the seafront, or to highlight major council events, for example the Airshow or Christmas Festival. A final decision will be made based on value for money and return on investment.

6.0 Recommendation

- 6.1 The Committee is requested to note the report