

11. GUIDELINES FOR IMPLEMENTATION OF THE STREET BANNER PROGRAMME



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Corporate Plan Output: Central City Promotions	

The purpose of this report is to meet a request of council to develop a strategy and a code of practice for the management and maintenance of the banner programme for Christchurch.

INTRODUCTION

As part of a consultation process on the development of a banner strategy and code of practice for Christchurch city street banners, this report is presented to each of the Community Boards for information and comment. Following feedback from the community boards the report will then be presented, via the appropriate standing committees to Council.

DESCRIPTION

The banner programme for Christchurch is a series of polyknit street decorations hung either from attachments on existing street light poles or from pivoting arm poles, provided specifically for the purpose, on reserve land. The banner programme is part of a number of promotional activities that Council does to communicate to the public the image of Christchurch.

OBJECTIVES

The objectives of the banner programme are:

- (a) To contribute to the colour and vitality of the city
- (b) To identify and enhance key approaches to the city
- (c) To provide a series of high profile, permanent promotional sites to collectively promote some of the special public features and celebrations of our city.

HISTORY OF DEVELOPMENT OF THE PROGRAMME

The banner programme was developed in Christchurch in 1990 as part of the World Youth Conference celebrations. The idea was developed from the banner programmes that other major cities around the country were entering into as part of the celebration of New Zealand's sesqui-centennial. The decision was made to make the Christchurch banners substantially bigger to ensure they provided impact and met the purposes for which they were developed. The banner design has been changed a number of times since the inception of the programme, with each design change continuing to promote a specific Christchurch theme.

PRESENT USE OF BANNER SITES

- (i) The Council has maintained the central city street banners and most reserve sites specifically for the official city designed banners. The rationale for this has been to ensure the aesthetic appearance of the central city and ensure consistency in the promotional messages delivered on the banner poles. However, in recent times there has been limited opportunity made available to organisations, other than the Council, to use the sites. Those organisations that have been keen to use the sites are those providing specific programmes, activities or events such as conference organisers, event directors and sports promoters. Unfortunately the cost of the development of banners and the fitting of them has been a limiting factor for some groups to produce and hang banners promoting upcoming events.

While the official banner sites are either on Council reserve land or central city street lighting poles, there are an increasing number of suburban areas or retailers or retail groups who have developed their own banner sites.

Not all the banner sites in the city are available to be used by outside organisations. The Harper Avenue site for example has never been used for anything other than the regalia banners. The rationale for not allowing flexibility with this site is because of its situation within Hagley Park and the desire to ensure this area is not seen as conflicting with the environment.

- (ii) *Existing Locations*

PIVOT ARM LOCATIONS		
Airport	8	Airport owned
Russley Road Roundabout	6	
Orchard Road Roundabout	6	
Victoria Square	4	
Gasson Street Reserve	3	
Salisbury Street Reserve	3	
Polytechnic (Ferry Road/Madras Street)	5	
Canterbury Museum	3	
Botanic Gardens	3	
Friendship Corner	6	
Washington Reserve	4	
Templeton	2	
WestpacTrust Centre	4	
<u>Total Pivot Arm Locations</u>	57	

FIXED ARM LOCATIONS		
Colombo Street	56	
Harper Avenue	26	
Worcester Street (East)	4	
Manchester Street	26	
Hereford Street	26	
Victoria Street	10	
Cathedral Square	4	
Oxford Terrace	12	
Lichfield Street	29	
High Street	3	
Cashel Street	3	
Papanui Road	9	
Total Fixed Arm Locations	208	
OTHERS		
New Brighton	10	Community Board
Papanui Roundabout	10	Retailers
Beckenham	5	Christmas only
Lincoln Road	6	
Lincoln Road	9	Community Board
Sydenham	15	
Edgeware	6	Christmas only
Woolston	8	Christmas only
Merivale	7	Christmas only
Hornby	4	Christmas only
Riccarton Road	6	Christmas only
Memorial Avenue	6	Christmas only
Total Banner Sites	348	
Total Banner Sites within Regular Programme	291	

The above table indicates location of banner poles and the use made of them. Not all are used within the general programme due to the cost of maintaining the banner supply. However, if there are specific programmes, activities or events happening in the area and there is a request to use the banner poles with separately funded banners, the poles are provided free of charge, subject to conditions.

Additional ground fittings for banner poles / flag poles have also been placed in Cathedral Square, outside the Old Post Office (two sites) and also outside the Christchurch Convention Centre (15 sites). These sites can be opened at any time in the future and used for either flag or banner poles.

NEW BANNER POLE INSTALLATIONS

A number of requests have been received to have banner poles installed. The costs associated with installing and maintaining banner sites are high and funding is not available to assist groups to provide sites.

In the past, two shopping areas in the greater Christchurch area have asked to be included in the banner programme. Both groups have provided their own banner poles, with assistance from either the local community board or by the local retail association, but have had difficulty in raising the finances to maintain a banner programme. Unfortunately the cost of provision of banners for those sites has been prohibitive for City Promotions to include in the banner programme.

Banner sites are well spread across the central city and as the objective to enhance the city centre has been met, additional installations are not required. To manage the costs associated with producing and fitting banners on a regular basis, it is necessary to maintain the suburban banner sites as Christmas or special banner sites only.

The maintenance of the banners in a visually appealing and tidy manner is essential to the success of the banner programme. The life expectancy of a street banner in Christchurch is six months. Environmental factors such as dust, wind and rain have a damaging effect on the product from which the banners are manufactured. No fabric has yet been developed that has a longer life expectancy, and at the same time meet the health and safety requirements of the physical structures from which we hang the banners.

The city is well catered for through the spread of banner sites. Any new banner sites that could be considered are those that would form part of a city enhancement project. When the occasion does arise for new banner sites, consultation with local groups must form part of the process, or if a residents' or business groups wish to investigate the development of new sites they should be guided as to a suitable consultation process. Any new council sites should only be based on Council owned land.

MAINTAINING THE BANNER SITES

(i) *Fitting Banners*

There are important health and safety requirements to be considered in the fitting process of banners. It is necessary that an approved supplier fit the banners. To carry out the process requires a cherry picker and due to the siting of many of the banners on streets, it is necessary to carry out the process during the night to minimise traffic issues. Any service provider operating on banner poles alongside roadways must have a Traffic Management Plan approved and must have a Health and Safety Management Plan. Approved adequate lighting and signage must be used to identify the work under action.

The cost of banner fittings is labour driven with the need to maintain banding as and when required. The fitting of the banners is an expensive phase of the programme. The City Promotions budget does not meet the costs of fitting banners owned by outside groups.

(ii) *Promotional Use of Banner Sites*

Due to the promotional objectives of the banner programme the design elements of banners flown on official Council sites in Christchurch have been closely monitored.

There have been two banner styles flown on the poles in the city – one is the regalia banners, which depict special features of the city such as attractions, and seasonal flowers; the other is the events banners which promote forthcoming events of broad public interest. Council funds the regalia banner programme, whereas the event banners are funded by the organisation organising the event.

(iii) *Promotion Versus Advertising*

Official Council sites were not developed for the purpose of advertising. Regalia and event banners should not carry product names or logos for the specific purpose of advertising. However, under certain conditions, within the terms of a naming right sponsor contract for an event or activity, a sponsors logo or name may be included. In such cases the terms for inclusion must be agreed with Council staff prior to final sponsorship commitment. In the event of an agreement being made it is very important that the proportion of banner space dedicated to the naming right sponsor and logo not detract from the graphic images promoting the event.

(iv) *Hire of Banner Sites*

Use of the official Council banner sites does not carry a hire fee, due in main to the predominant users of the sites, aside of Council, being festival and event promoters, core funded by Council. The use of the sites to date has been for the purposes of informing residents and visitors of forthcoming public events. However, as more non-local, commercially orientated promoters request use of the site it may be appropriate to develop a fee structure accordingly, keeping in mind that the banner sites are promotional sites not advertising vehicles.

To increase the cost-benefit of the development of banners to the organisation investing in them, the period that the banners are on the banner sites should be of a reasonable and consistent length of time. Presently the city banners are changed every three months. However as they are regalia banners, the impact from them is felt across quite a period of time. For convention, event or activity banners, the optimum lead in promotion time for flying the banners is three weeks. It is essential that the banners are taken down as soon as possible following the event, but certainly within one week.

The number and location of sites for non-Council banners will need to be considered on a case-by-case basis dependant on where the event, convention or activity is being held.

(v) *Banner Design and Structure*

The following guidelines have been developed to assist in ensuring the best possible value is achieved during the design phase for new banners:

- ❑ The banners must be made of polyknit fabric to ensure the banner poles will withstand the pressure generated by wind.
- ❑ Strong, vibrant colours must be used to ensure the design is very visual against the daylight that filters through the polyknit. White and pastel colours will become quickly discoloured by environmental conditions. Ethical appropriateness must be taken into consideration.
- ❑ Wording on banners should be minimised because they cannot easily be read. Any words that are used should be large and easily readable to minimise traffic safety issues.
- ❑ The banners should be heat-seal finished on the edges to minimise the effects of the wind. The fabric tabs required to attach banners to the poles must be made of heavy-duty polyknit.
- ❑ Banners to be hung on the banner sites in Christchurch should measure 2.7m x 1.35m. While these are larger than other banners hung across cities around the country, the impact of these larger banners is strikingly more obvious than the smaller banners. The banner hardware has been developed especially for the hanging of the larger banners.

Individuals or groups wishing to make use of the banner poles are required to provide their own banners and pay for the fitting of them. However, banner designs **must** be approved prior to final design stage. The provision of banner poles for the hanging of self-funded banners does not give the banner provider the right to hang non-approved banners.

ALTERATIONS TO EXISTING SITES

Due to growth and alteration to the cityscape since the early phases of the banner programme, there are some sites that are not as functional as they once were. An example is the double banners on Colombo and Lichfield Streets. These street lighting pole sites will be reviewed when the lighting poles are upgraded and it is likely they will be changed to single banner fittings.

It is important that the banner programme is addressed within the planning phase of such alterations to ensure that the objectives of the programme are maximised. It may be that in certain circumstances it is no longer appropriate to have banners.

SUMMARY

The Street Banner Programme is an effective way to develop a sense of pride and communicate promotional messages to residents and visitors to the city. Banner sites across the city are well spread to maximise the effect of the banners and to ensure colour and vitality during specific seasons and celebrations.

The costs of maintenance of the banner programme are high and the development of new sites will add to these annual costs. It is logical not to develop additional new sites at this stage, unless they form an integral part of a specific new project.

The success as a visual attraction for the city is borne from the fact that the banner sites are promotional sites, not advertising sites. To maintain this feature, it is necessary to have a group responsible for agreeing the design of all banners that are hung from the Council owned banner sites.

The objectives of the banner programme are:

- a) **To contribute to the colour and vitality of the city**
- b) **To identify and enhance key approaches to the city**
- c) **To provide a series of high profile, permanent promotional sites to collectively promote some of the special public features and celebrations of our city**

CODE OF PRACTICE

1. DESIGN OF BANNERS

All banners to be hung on Council owned banner sites must be approved by the City Promotion Coordinator at design stage, prior to going to production, to ensure that the design features are acceptable in promotional and ethical terms.

2. DEVELOPMENT OF ADDITIONAL SITES

Council should not develop additional banner sites, unless they form an integral part of a development project or an urban renewal project. Should the event arise where new sites are to be considered, an appropriate consultation process must take place.

3. BANNER SITES AS ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Council owned banner sites shall not carry commercial banners or signage for the purpose of advertising.

4. FEES ASSOCIATED WITH USING BANNER SITES

Use of Council banner sites shall not incur a hire fee in the interim, but the costs associated with the use of banner sites, eg, fitting and taking down of banners, will be met by the promoter using the site(s).

5. PUBLIC BANNER SITES

Banner sites on public land shall only be used to promote public facilities, events and activities.

Recommendation: That the strategy and code of practice for the implementation of the banner programme be endorsed.

Chairman's

Recommendation: Comments from members are invited and that the strategy and code of practice for the implementation of the banner programme be endorsed.