

Glasgow City Council – Dressing the City (DTC) Programme

Glasgow City Council manages a street bannering programme called “Dressing the City” (DTC). This programme is primarily used to promote the non-commercial activities undertaken by GCC and its Glasgow Family partners, including events promotion, civic messaging and as a way-finder and welcoming for conference visitors. The DTC programme promotes Glasgow, its cultural and sporting values, venues and activities, and its strong global marketing brand.

It is not intended as a medium for commercial advertising or marketing activities such as product launches, venue openings or media announcements etc.



GCC can facilitate bannering requests made by customers where the following conditions are met:

- There is availability of bannering locations sought.
- Banner artwork is approved by GCC
- Bannering request complies with programme guidelines

The Dressing the City programme incorporates three different banner types:

- George Square banners
- Toblerone banners
- Lighting column banners

All banner manufacture, installation and de-rig services are carried out by approved GCC contractors. Costs incurred by GCC to facilitate customer requests are initially paid through the DTC programme and then re-charged to the customer.

A list of **Frequently Asked Questions** is provided overleaf for reference. Further enquiries regarding this service can be made by to: citycentrestrategy@glasgow.gov.uk



Frequently Asked Questions

What services are included within the scope of Dressing the City?

GCC can arrange for the manufacture, installation and de-rig of campaign banners through our framework of contracted service providers, however, customers are required to provide their own banner artwork. GCC will provide banner artwork templates for your reference.

What banner locations are included within the scope of Dressing the City?

DTC infrastructure currently comprises:

- 20No. banner locations in George Square;
- 14No. Toblerone locations across the city;
- Various lighting column locations across the city.

How can I find out if my preferred locations are available?

DTC project officers maintain an updated schedule of all campaign activity and can advise accordingly.

How quickly do I have to provide my banner artwork?

To ensure that GCC's contracted service providers have the best chance of meeting customer timelines, completed artwork should be submitted to GCC for approval no later than two weeks before the target installation date. Please note that longer lead-in periods may be required where a campaign is sufficiently large and/or complex.

What if my banners include sponsor branding?

Whilst this is permitted, no more than 10% of a banner's area can be given over to sponsor/corporate branding.

How much do banners cost?

As banner costs can be variable based on quantities involved and other related factors, prices are available on request. A quotation of anticipated costs will be generated prior to the facilitation of any approved request.

Are there any other additional costs?

If additional costs are likely to be incurred as a result of a customer request, these will also be identified and highlighted to the customer. They may include, but are not limited to:

- Banner furl/unfurl or removal charges due to excessive weather conditions
- Certification costs associated with use of lighting columns
- Transport of mobile Toblerone structures