

Local Communities

Background

Four communities all looking to spread some Christmas cheer on limited budgets. Smart City Dressing completed four projects all paid for by local business. South Norwood, Coulsdon, Greenwich, Nantyglo. Brief

Transform the streets for Christmas by creating innovative designs that will inspire the local community and help instil pride. Solution

The most cost effective solution is to provide colourful, vibrant lamp column banners on satin fabric. Use the 'Street Media Model' to involve the local business community to augment the budget. Encourage participation of the local school with a design and price the scheme to maximise number of banners. Conclusion/ success

With an average 20 banners in each community the streets are now suitably decorated for Christmas. The banners each supported by a local business and with locally produced designs they act as a reminder of what a small community can achieve. The satin material and bannerflex system adding to the overall look of the banners making sure they significantly improve the environment.

Now the first campaign has been cracked we have set a precedent for years to come through which each community to raise revenue from its lamp column stock to support local activity.