

YOUR PRIDE IN PLACE DELIVERY PARTNER

Pride In Place

Streetsdressing and lasting improvements, from first idea to installation.

CityDressing designs, produces and installs creative projects for councils, BIDs and shopping centres across the UK. Let's make your Pride in Place investment visible.

DESIGN / BUILD/ INSTALL / AFTERCARE

31 MARCH 2027

ImpactFund commitment deadline.
Plan now for delivery and visible change.



AN EXPERIENCED TEAM FOR YOUR PROJECT

Creative thinking. Practical delivery.

Founded in 2011. Based in Wiltshire. Working across the UK.

For 15 years, City Dressing has brought colour, character and activity to town centres and public spaces. We combine creative design with project management, production and installation, supported by skilled makers and specialist suppliers.

Our team understands place management as well as fabrication. Led by Tom Hardy, Managing Director, and Jeremy Rucker, Founder and Creative Director, we turn local priorities into projects that work on the ground.

ONE TEAM. A CLEAR PLAN.

Concepts and costs, production and logistics, site installation and an agreed handover.



Examples of our work
Wimbledon: street dressing.
Leicester: information towers.
Harrow: pop-up parks.
Weymouth: town-centre trails.

**BRINGING THAT EXPERIENCE TO PRIDE IN PLACE**

We help develop a practical scope, specify the products, price the project and coordinate delivery around your priorities.

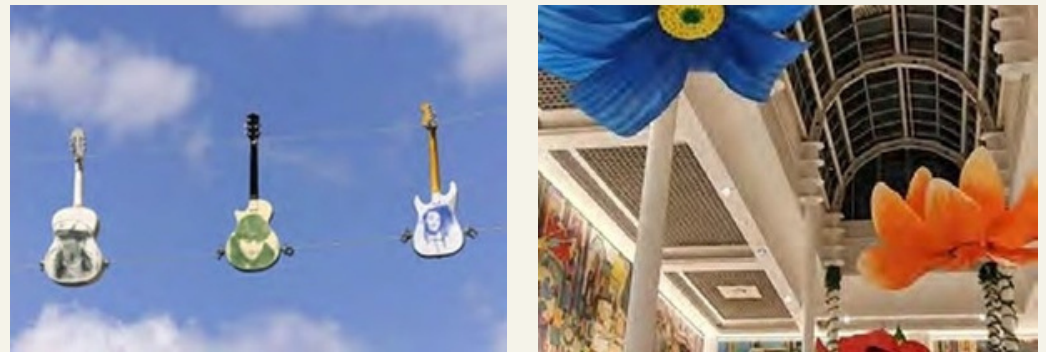
CANOPIES / CATENARY DISPLAYS / HANGING FEATURES

Street dressing above the everyday.

Umbrellacanopies,giantflowersandbespokesuspendedfeaturescreatearecognisablestreet scene.



UMBRELLA CANOPY / MIDSUMMER PLACE



CATENARY FLOWERS & BESPOKE HANGING DISPLAYS

DESIGN, PRODUCTION AND INSTALLATION

From a single focal point to a whole street, we coordinate the creative treatment, fixing requirements and on-site delivery.

BANNERS / FLOOR GRAPHICS / WINDOWS / HOARDINGS

Give every surface a purpose.

A joined-up visual identity for streets, routes, vacant units and local heritage.



LAMPOST BANNERS / WIMBLEDON



FLOOR, SHOPFRONT AND HERITAGE GRAPHICS



ARTWORK THAT FITS YOUR TOWN

Lamppost and catenary banners, floor routes, window vinyls, hoardings and printed panels can all form one coordinated scheme.

WELCOME FEATURES / PROPS / PHOTO POINTS / TRAILS

Street features people remember.

Arches, telephone box displays, giant letters, bespoke props and themed trails.



WELCOME ARCHES



TELEPHONE BOX DISPLAYS



GIANT LETTERS, PROPS, PHOTO POINTS AND TRAILS



BESPOKE FEATURES, BUILT AROUND THE BRIEF

Our design and build team can develop stand-out installations around local stories, events and the character of your place.

PURCHASE CONCEPT / COORDINATED STREET PACKAGE

A complete street dressing package.

Reusable banner systems, durable route graphics, seating and local artwork.

**BANNERS & BRACKETS**

A consistent family of banners with reusable fixing systems, designed around local identity.

ROUTES & PUBLIC ART

Graphics and murals can draw attention to shops, public spaces and local stories.

DESIGNED AS ONE SCHEME

We coordinate design, materials, permissions and installation requirements.

A VISIBLE INVESTMENT IN YOUR HIGH STREET

Purchase the agreed physical assets and build a refresh plan around them. Short-life graphics and replacement banners are assessed separately.

CAMDEN PROPOSAL / WELCOME FEATURES / COLUMN SLEEVES

A welcome with colour and character.

Entrance treatments and branded lamp column sleeves, tailored to the identity of the place.



A REFRESHABLE ENTRANCE FEATURE

A bespoke gantry treatment creates a recognisable arrival point. Artwork and dressing can be refreshed within the agreed design.

Camden proposal visuals, not completed installations. Final design, permissions and specifications are agreed for each site.

CAMDEN COMMUNITY LANTERN CONCEPTS

Six design options to uplift, inspire and celebrate Camden.



BRANDED LAMP COLUMN SLEEVES

Colourful printed column features can carry local messages, artwork and community themes as part of a coordinated street scheme.

CAMDEN PROPOSAL / SEATING / PLANTING / IDENTITY

Small spaces with a community purpose.

Modular parklet ideas combine seating, planting, signage and colourful ground treatments.



COLOURFUL SOCIAL SPACES

Seating, greenery and a coordinated graphic treatment turn an overlooked corner into a place to pause and meet.



MODULAR SEATING & PLANTING

Configure planters and bench modules around the space. Add local branding and information to give each location its own purpose.

Camden proposal visuals, not completed installations. Permanent versions would use an agreed site-specific specification and care plan.

MAPS / DIRECTIONS / INTERPRETATION

Help people find more of your town.

Permanent information towers, visitor maps, directional signs and heritage panels.

**ROBUST STRUCTURES. CONTENT YOU CAN UPDATE.**

We develop the artwork, specify the structures and coordinate fixing and installation. Replaceable panels keep information relevant.

NEW PURCHASE CONCEPT / LOCAL INFORMATION

A town information and heritage station.

A permanent focal point for maps, local stories and community information.

**MAP & INFORMATION TOWER**

A robust three-sided structure with replaceable map, event and community panels.

HERITAGE LECTERN

A matching interpretation panel gives residents and visitors a closer look at local history.

LINKED WAYFINDING

Matching directional signs extend the scheme across the neighbourhood.

TAILORED TO YOUR AREA

Choose the stories, map and visual identity. We develop the design and coordinate manufacture, foundations and installation.

NEW PURCHASE CONCEPT / POCKET PARKS

Seating and greenery, designed together.

Modular benches and planted features for everyday use in town centres.

**MODULAR BENCHES**

Timber seating with backrests and armrests, combined with robust planter modules.

A SPACE TO PAUSE

Configure the layout around the site, walking routes and needs of local users.

CARE BUILT INTO THE PLAN

Agree planting, watering, materials, asset ownership and maintenance from the start.

FROM A SMALL CORNER TO A PERMANENT PARKLET

We can combine furniture, planting, information and play in one scheme, with specialist works coordinated where needed.

NEW PURCHASE CONCEPT / SHARED OUTDOOR ACTIVITY

Permanent play for the whole community.

Outdoor ping-pong, games tables and places to sit, meet and watch.

**OUTDOOR PING-PONG**

A durable outdoor table and integral net, with a suitable base and playing space.

CHESS & GAMES TABLES

Fixed games tables create simple opportunities for different generations to spend time together.

ONE CONNECTED SPACE

Bring games, seating and planters together with clear access and walking routes.

WE DESIGN THE SPACE AND COORDINATE THE PRODUCTS

Equipment sourcing, layouts, surface requirements and installation can form one clearly priced package.

A COORDINATED PLACE SCHEME / PROPOSED DESIGN

A landmark with a new lease of life.

St Hilda's Bells: bringing seating, greenery, banners and heritage into one public space.

**SEATING & PLANTING**

Create comfortable places to meet, pause and enjoy the square.

COORDINATED STREET DRESSING

Use banners and graphics to celebrate local identity and connect the area.

LOCAL HERITAGE

Bring the story of the landmark into interpretation panels and the streetscape.

Proposed concept visual, not a completed installation. Final scope and permissions would be agreed with the client.

ALTERNATIVE CONCEPTS / TAILORED TO THE LANDMARK

Heritage features that bring people together.

Two options for combining interpretation, seating and planting around St Hilda's Bells.



COMPACT INTERPRETATION FEATURE

A smaller information feature within the bell frame, with seating and planted edges. A focused intervention that retains an open feel.



HEXAGONAL HERITAGE FEATURE

A larger bespoke centrepiece combining illustrated heritage panels, seating and planting. Designed as a recognisable meeting point.

Alternative proposed designs. Artwork, scale, access, structural requirements and final construction would be developed for the site.

FROM FIRST CONVERSATION TO COMPLETED PROJECT

A clear route to delivery.

Tell us your priorities and budget. We'll help turn them into a practical project.



01 / DESIGN

Agree the brief, site and concepts. Develop a workable product specification.



02 / PLAN & PRICE

Confirm scope, costs, lead times, approvals and a realistic delivery programme.



03 / BUILD & INSTALL

Coordinate manufacture, suppliers, logistics and on-site installation.



04 / HANDOVER

Agree ownership, care information, inspection and aftercare responsibilities.

Working towards March 2027? We plan backwards from your target date, identifying the decisions, lead times and site preparations needed. Share your brief early so we can agree an achievable programme.

ONE TEAM TO KEEP THE PROJECT MOVING

Your point of contact coordinates the design, scope, production and installation, with clear decisions and agreed responsibilities.



LOCAL IDEAS. INDICATIVE BUDGETS.

Start with a free Pride in Place report.

Send us your priority sites or existing plans. We'll suggest street dressing and purchased assets, outline indicative budgets and identify practical next steps.

NO CHARGE. NO OBLIGATION.

Already have a project ready to move forward?
Ask us for a proposal, quotation and delivery programme.



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Impact Fund: commit funding by 31 March 2027. Delivery may follow where necessary; council requirements apply.
Eligibility, capital treatment, permissions and procurement are agreed with the accountable body. Right-hand image: proposed product visual.