



Statement

CQ BID wishes to commission a creative wayfinding scheme for the Cathedral Quarter BID Area. The scheme should help direct and highlight to visitors that they are in the Cathedral Quarter and Smithfield & Union area.

Background

Destination Cathedral Quarter BID

BID is a local, democratically established organisation that focuses on delivering specific improvements needed by local businesses and organisations throughout the area. BIDs invest in and deliver projects to improve the local trading environment, drive down business costs and raise the area's profile. Our vision is to further develop the unique Cathedral Quarter area as a great destination for tourism, culture, creativity, innovation, and business.

DFC Revitalisation Fund

The Department for Communities (DfC) have invested £10m in the Capital Covid-19 Recovery Revitalisation Scheme which will be used in larger town and city centres. £5m from the Department for Communities fund is aimed at addressing medium- to longer-term measures such as minor public realm or environmental improvements, the adaptation of gap sites or vacant premises for meanwhile use or pop-up spaces, or provision of lighting schemes.

Context

The Cathedral Quarter BID is developing a variety of proposals targeting different issues within the Cathedral Quarter and Smithfield & Union area. CQ is undergoing a process of major change and the BID are keen to see that throughout this process our businesses and cultural institutions are supported and promoted.

Aims & Purpose

Creative wayfinding in the CQ Area should help to increase the visibility and awareness of the area and what it has to offer. It should also promote CQ's unique identity and encourage visitors and residents to explore and spend time in the area.

The main objectives will be to

- Increase the visibility and awareness of the Cathedral Quarter Area
- Promote the Cathedral Quarter and Smithfield & Union's unique identity
- Encourage visitors (including locals) to explore and spend time in the area

The project should also represent CQ's rich cultural and artistic heritage. The work should be bold and clearly visible while also remaining sympathetic to the site. The team is very open to creative solutions that utilise the existing landscape. However as permissions need to be sought from building owners and Public Bodies it is important that commissions are flexible in their approach.



Area

For this commission the BID would like to focus on the outer limits of the BID area, those streets leading in from the retail core of the City Centre such as Smithfield, Bridge Street (The Four Corners), High Street, and Upper Donegall Street. Some of these are areas where wayfinding is difficult but where there is the potential for leading the greatest amount of footfall. See attached map of the area.

Budget

The budget for this commission is £14,500. Costed proposals should include all design fees, time and travel costs, as well as management, material, production and equipment costs.

Selection Criteria

Submissions will be assessed using the following criteria:

- Originality of proposed approach
- Track record and ability to deliver within the timeframe
- Value for money

Proposed Programme

December 2020 – Open Call for submission

January 25th 2021 – Deadline for submissions

W/C 28th January 2021 – Interviews (if appropriate)

W/C 28th January 2021 – Commissioning

February/March 2021 – Delivery of Project

Submission Requirement

If you wish to be considered for the CQ Gateway Project please submit a proposal including:

- A statement of interest that includes your proposed approach to the design and delivery
- Up to 5 examples of previous work with information describing location, cost, and time frame.

Proposals and accompanying material must be submitted by Friday 25th January 2021 at 5pm to stephanie.garner@destinationcq.com

If there is anything you would like to discuss please contact Stephanie at stephanie.garner@destinationcq.com

Please note this project is subject to appropriation of funding.

DCQ Area Map

Google Map:

<https://www.google.com/maps/d/u/0/edit?mid=1H1bKwsGy1qDLW3WqKg2b1MbpEI0&usp=sharing>

