



## Report to Arts, Culture, Recreation and Community SPC

13<sup>th</sup> April 2015

Item No. 5

### USE OF FLAGS AS CIVIC DECORATION

This report refers only to the use of flags as Civic decoration in the administrative area of Dublin City.

Flags are used by the City Council for the promotion of major festivals and events which are of significant value to the business, social and cultural economy of the City and to recognise cultural occasions of Civic and National importance.

On all occasions, the Government protocol for the use of the National Flag must be adhered to ([http://www.taoiseach.gov.ie/attached\\_files/Pdf%20files/The%20National%20Flag.pdf](http://www.taoiseach.gov.ie/attached_files/Pdf%20files/The%20National%20Flag.pdf))

Flags are an attractive and colourful addition to the City's streetscape; they help to celebrate the City, reinforce its brand values and promote the City as a national and international destination for visitors. Approval for the flying of flags is of a temporary nature for the duration of a given event.

Flags are used as Civic decoration on an annual basis for the following events:

- Chinese New Year
- St. Patrick's Day Festival
- Pride Festival
- All Ireland Football and Hurling Leinster Finals and All-Ireland Semi-finals and Finals
- Bram Stoker Festival

Other requests are considered on a case by case basis.

Maximum impact is achieved when flags are produced in block colour - creating a powerful visual thoroughfare along the River Liffey.

The following general guidelines are used in this context.

## **GUIDELINES FOR THE USE OF FLAGS AS CIVIC DECORATION**

### **General criteria:**

1. Flags are used as Civic decoration for the promotion of festivals, culture, arts, sporting events and activities taking place in the City of general interest to the public.
2. Permission to fly flags on Civic flagpoles is of a temporary nature - generally for the duration of the event.
3. Applications to fly flags as Civic decoration are processed by the Events and Tourism Promotion Unit, Community, Recreation and Amenity Department.
4. On all occasions, Government protocol for the use of the National Flag must be adhered to  
([http://www.taoiseach.gov.ie/attached\\_files/Pdf%20files/The%20National%20Flag.pdf](http://www.taoiseach.gov.ie/attached_files/Pdf%20files/The%20National%20Flag.pdf))
5. Final approval for the flying of flags as Civic decoration is at the discretion of the Events and Tourism Promotion Unit, on foot of an assessment of the event to be promoted and the appropriateness of the proposed artwork
6. Flags cannot be placed on Civic flag poles without the prior permission of the Events and Tourism Promotion Unit, Dublin City Council.
7. The number of flags installed at any location will be at the discretion of the Events and Tourism Promotion Unit, Dublin City Council.

### **The use of flags as Civic decoration is prohibited when the campaign/event refers to:-**

8. The direct promotion of private and commercial corporations, businesses and organisations and related products and services.
9. Political campaigns either within Ireland or internationally.
10. The promotion of alcohol, tobacco products or gambling.

### **Artwork Criteria:**

11. In general, block colour works best on flags. However, should artwork be required, it must be approved by the Events and Tourism Promotion Unit and comply with the required dimensions of the flags (width 4ft; drop 12 ft).
12. Copyright of artwork/production in relation to flags is the responsibility of the client (organisation sponsoring the event). Dublin City Council takes no responsibility for any copyright issues.

**How to make an application:**

13. Applications must be submitted at least four weeks in advance of the required installation date to allow for the approval and production process.
14. Applications to fly flags as Civic decoration should be made to [events@dublincity.ie](mailto:events@dublincity.ie) stating:
  - Overview of the event
  - Preferred Installation and removal dates
  - Preferred location of flags
  - Number of flags requested
  - Proposed design of flag (bearing in mind that block colours work best)
15. There is no guarantee of availability of locations. Booking applications will be dealt with on a first-come first-served basis.

**Brendan Kenny,  
Assistant Chief Executive**