Belfast Our Recovery

Future City Centre Programme

Regeneration & Connectivity

- Creating the physical built environment to create vibrancy; sustain our economic recovery and support an inclusive, accessible and connected city centre.
- Examples:
- Major Regeneration Developments
- City Centre Living
- Connected Spaces & Places
- Lighting & Tactical Regeneration
- Connectivity & Active Travel
- Medium and Long term regeneration and use of 2 Royal Avenue

Business & Investment

- To support and sustain existing and new businesses, and attract new businesses.
- Examples:
- Business Support Programmes
- City Investment Service

City Centre Vibrancy

- To encourage vitality, vibrancy and increased footfall; maximising our cultural and tourism offering, building on the ten year cultural strategy, A City Imagining
- Examples:
- 2023 Year of Culture projects
- Animation & events, pop up activities.
- Enhanced use of public realm & environmental improvements to encourage footfall and increased dwell time
- Meanwhile use

Position the City to Compete

- To build on our reputation as a unique destination for investment, tourism and development.
- Examples:
- Renewed Ambition – public private partnership
- Vacancy interventions
- Development of a city regeneration and development – investment narrative

Digital Innovation

- Maximising and deploying digital technology and innovation solutions to position the city as a key location for innovation and support indigenous and new businesses to thrive and grow.
- Examples:
- Smart District
- 5G and Wireless opportunities

Clean, Green & Safe (Multi-Agency)

- To enhance the city centre experience through a clean, accessible, safe and pleasant environment.
- Examples:
- Delivery and implementation of the CGIS Strategy and Action Plan
- Providing enhanced city cleansing regimes
- Addressing perceptions of safety in the city centre

Policy, Legislation & Market Intelligence: Reform of Licensing; Ensuring best practice through IPM; Footfall monitor; Research examples of best practice from other towns and cities; Market intelligence including housing, retail, development tracker etc