

Appendix 1 - Vibrant Business Destinations support

Offer	Key area / Activity
<p>Marketing and Footfall</p> <ul style="list-style-type: none"> • EBG funding up to £6,000 per group e.g. marketing plan, promotional activity for the area, development of area based campaigns (only activity that does not duplicate other provision) • Access to 1-1 mentoring and workshops through existing provision to support individual business development 	<p><u>Advertising</u> - Branding, Marketing/Advertising Material, PR and Social Media Campaigns, visitor experience development, seasonal window displays, promotional items</p> <p><u>Business Development</u> – Business support and networking opportunities, click and collect pilots, website development, footfall counters, loyalty cards, marketing campaigns, mystery shopper visits, promotional shopping events, discount cards, meanwhile use</p>
<p>Look and Feel</p> <ul style="list-style-type: none"> • Access to funding to address capital requirements in the area. Up to £30,000 based on area need and subject to relevant approvals aligned with drawdown on cluster grants. Funding can also support area lighting schemes and initiatives to enhance active travel in an area. • Ongoing engagement and alignment with City and Neighbourhood Services and other relevant interventions. 	<p><u>Environment</u> (excluding shop-front improvements, as focus on area enhancement not individual businesses) – seasonal lighting, community gardens, decorative street furniture/dressing, environmental improvements, floral displays, mural projects/painting schemes. This also includes activity focused on increasing active travel in an area. It is the responsibility of the association to ensure all of the required statutory approvals are in place and to ensure any capital items are managed and stored appropriately.</p>
<p>Animation</p> <ul style="list-style-type: none"> • Access to funding to support animation, events, tourism, culture, arts and heritage activity up to £4,000. • Ongoing engagement and alignment with other relevant interventions such as Belfast Canvas, other funded events, City of Music Programme and local tourism action planning. 	<p><u>Events</u>- markets/fairs, Christmas lights, food/fashion events, music events, on street animation including hire of event space, marquee, stalls, IT equipment etc. It is the responsibility of the association to ensure all of the required statutory approvals are in place.</p> <p><u>Arts/Heritage</u> – exhibitions, trails, events, festivals and workshops, public art</p>
<p>Partnerships</p> <p>Networking opportunities with businesses in other traders associations Opportunities to lobby / feed into departmental working groups e.g. High Street Task Force Connections/access/signposting to other council sections/Support Services and external partners</p>	<p>Business Development / Area based development</p>