

# FUTURE CITY CENTRE PROGRAMME

Vision				
<i>A vibrant, unique and thriving place where people spend time, live, work, visit and invest.</i>				
Programme objectives				
<ul style="list-style-type: none"> <li>• Increase footfall levels, dwell time and consumer spend through a unique retail mix and leisure experience which creates more reasons visit the city centre.</li> <li>• Increase visitors to the city from beyond the council boundary through the development of a unique cultural offer, use of the riverfront and vibrant night-time economy.</li> <li>• Ensure that the city centre is connected and accessible to facilitate travel from neighbouring communities and those from outside Belfast</li> <li>• Create a lively, clean, green, attractive and safe city centre to welcome people of all ages and backgrounds.</li> <li>• Increase the number of people living in the city centre through housing-led regeneration.</li> <li>• Tackle rough sleeping by addressing the complex needs of vulnerable individuals.</li> <li>• Sustain existing and attract new businesses to the city centre to increase the number of employee jobs.</li> <li>• Build on our reputation as a unique destination for investment, innovation, tourism and development.</li> </ul>				
Strategic indicators				
<ul style="list-style-type: none"> <li>✓ Footfall levels</li> <li>✓ Dwell time</li> <li>✓ Number of unique visitors</li> <li>✓ Catchment area (visits from areas outside the city)</li> <li>✓ Rates income (domestic/non-domestic rates)</li> <li>✓ Perception of cleanliness and safety</li> <li>✓ Air quality within the city centre</li> <li>✓ Number of employee jobs within the city centre</li> <li>✓ Value of development (Regeneration tracker)</li> <li>✓ Vacancy rate (number of vacant properties)</li> <li>✓ Independent retailers (number and proportion of all retailers)</li> <li>✓ Consumer spend (retail and leisure sales)</li> <li>✓ Value of tourism</li> <li>✓ City centre living population</li> </ul>				
Programme pillars				
Regeneration and connectivity	Business and investment proposition	Animation and distinctive offering	Clean, Green, Inclusive & Safe	Vulnerability
Short, medium and long-term workstreams / actions				
<ul style="list-style-type: none"> <li>• Major regeneration schemes</li> <li>• BRCD Projects including Belfast Stories</li> <li>• City Centre Living / Housing-led regeneration</li> <li>• Connectivity and Active Travel</li> <li>• Connected spaces and places</li> <li>• Vacant-to-Vibrant capital grant programme</li> <li>• Matchmaking service to address vacancy</li> <li>• A Bolder Vision</li> <li>• Preservation of built heritage</li> <li>• Environmental improvements</li> <li>• Cathedral Gardens redevelopment</li> <li>• Waterfront promenade framework</li> </ul>	<ul style="list-style-type: none"> <li>• Business support programmes</li> <li>• Attracting new-to-market brands</li> <li>• City Investment Service</li> <li>• Business tourism - conference subvention</li> <li>• Night-time economy</li> <li>• Business premises for cultural organisations and creative industries</li> <li>• Test trading at markets</li> <li>• Positioning the city to compete</li> <li>• Maximising international opportunities in FDI, trade and education</li> <li>• Smart Belfast programme</li> <li>• Belfast Smart District</li> </ul>	<ul style="list-style-type: none"> <li>• 2024 Year of Culture programme</li> <li>• Cultural animation activities and events, pop-up activities</li> <li>• 2 Royal Avenue programming</li> <li>• UNESCO City of Music / Music strategy implementation</li> <li>• Meanwhile uses</li> <li>• Lighting interventions</li> <li>• Night-time economy</li> <li>• Food and drink tourism</li> <li>• City Hall exhibition including Augment the City expanded reality experience</li> <li>• Street dressing and street art</li> <li>• Annual events programme</li> <li>• Bids for major events</li> <li>• City markets</li> <li>• Belfast HUB-IN at Maritime Mile</li> <li>• Belfast Stories visitor attraction</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced city centre cleansing regimes and consideration of approach to tackling graffiti</li> <li>• City centre cleanliness charter</li> <li>• Tackling dereliction</li> <li>• Safer Neighbourhood Officer city centre patrols</li> <li>• ASB Officer advice and guidance</li> <li>• Imagining use of open and civic spaces (particularly to support retail/ hospitality sectors)</li> <li>• Support the provision of parklets and greening the city initiatives including Grey-to-green</li> <li>• EVC strategy</li> <li>• Tourism Accessibility Programme</li> <li>• Green Tourism Accreditation</li> </ul>	<ul style="list-style-type: none"> <li>• Continue multi-stakeholder approach to support alcohol and drug addiction</li> <li>• Continue multi-stakeholder approach to address rough sleeping</li> <li>• Delivery of Complex Lives (whole systems and people-centered approach)</li> </ul>

### Operational performance measures

<ul style="list-style-type: none"> <li>• Number of residential units / city centre residents</li> <li>• Number of residential units under construction / planning applications granted / competed</li> <li>• Number of PBMSA units under construction / planning applications granted / completed</li> <li>• Number of journeys into the city centre by sustainable transport</li> <li>• Glider usage / passenger numbers</li> <li>• Modal shift away from private cars</li> <li>• Vacant units / persistent vacancy / vacancy rate</li> <li>• Number of heritage assets on Heritage at Risk NI (HARNI) Register</li> </ul>	<ul style="list-style-type: none"> <li>• Number of new companies supported in the city centre</li> <li>• Number and levels of investment</li> <li>• Investors supported / engaged</li> <li>• Employee jobs in city centre</li> </ul>	<ul style="list-style-type: none"> <li>• Footfall metrics</li> <li>• Demographics of visitors</li> <li>• Purple flag accreditation</li> <li>• Tourism visitors (overnight stays)</li> <li>• Average stay per visitor (duration)</li> <li>• Hotel occupancy rates</li> <li>• Visitors' perception/ satisfaction</li> <li>• Audience numbers and geography</li> <li>• Retail proposition</li> <li>• Attendance at arts / cultural events</li> <li>• Belfast Residents Survey capturing perception of satisfaction with city living</li> <li>• New to market brands (including retail, leisure etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Cleanliness index</li> <li>• Satisfaction/perception of cleanliness</li> <li>• Vacant and derelict sites</li> <li>• Perception of safety in city centre – during the day and after dark (by different groupings)</li> <li>• Crime statistics (including hate crime)</li> <li>• ASB incidents (within city centre)</li> <li>• Alcohol enforcement</li> <li>• Perception that city centre is shared (by different groupings)</li> <li>• Air quality within the city centre</li> <li>• Number / usage of parks or green spaces within city centre</li> <li>• Number of businesses with Green Tourism accreditation</li> <li>• Accessibility baselines</li> </ul>	<ul style="list-style-type: none"> <li>• Chronic homelessness / rough sleeper count</li> <li>• Drug overdoses</li> <li>• Numbers receiving alcohol/ drug addiction support</li> </ul>
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### Cross-cutting enablers

<ul style="list-style-type: none"> <li>➤ Local Development Plan</li> <li>➤ Digital innovation</li> <li>➤ Inclusive growth</li> <li>➤ Sustainability and resilience</li> <li>➤ Development of a robust evidence base providing objective data on the above indicators and measures – to be used to inform the development of future actions.</li> <li>➤ Taking an 'evidence led approach' by adopting best practice and corporate membership of IPM</li> <li>➤ Legislation - reform of licensing</li> </ul>
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