

Appendix 1 – Vibrant Business Destinations – eligible areas for support – stage 2 of the programme

Area of support	Key area / Activity	Budget Limit
<p>Marketing and Footfall</p> <p>Activity to enhance the marketing of an area and drive footfall e.g. marketing plan, promotional activity for the area, development of area-based campaigns</p> <p>Support to enable businesses to grow and become more competitive will be provided through existing council provision and includes 1-1 mentoring and workshops this will support individual business development.</p>	<p>Advertising - Branding, Marketing/Advertising Material, PR and Social Media Campaigns, visitor experience development, seasonal window displays, promotional items</p>	<p>Revenue Grant up to £6,000</p>
	<p>Business Development – 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> <p>Activity to address capital requirements in the area, subject to relevant statutory approvals. Funding can also support area lighting schemes and initiatives to enhance active travel in an area.</p>	<p>Environment (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>Capital Grant up to £30,000*</p> <p>*Note. The services of a technical/design team are available</p>
<p>Animation</p> <p>Activity to support area-based animation, events, tourism, culture, arts and heritage activity. This should not duplicate existing supports as groups will be able to access existing interventions delivered through Belfast City Council and other partners.</p>	<p>Events - 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>Revenue Grant up to £4,000</p>
	<p>Arts/Heritage – exhibitions, trails, events, festivals and workshops, public art</p>	
<p>Partnerships</p> <p>Activity to enhance Networking opportunities with businesses in other traders' associations, city wide partners and statutory bodies.</p>	<p>Business Development / Area based development</p>	<p>Networking and signposting opportunities outside the area</p>