

## Appendix A

The Development Committee at its meeting on the 7 March 2008 recommends the following sites be designated suitable locations for Street Trading under the 2001 Street Trading legislation.

### CATHEDRAL QUARTER

<b>Street or part thereof to be considered</b>	<b>Commodity or service in respect of which a proposal has been received</b>	<b>Proposed Days/ Hours of Trade</b>
Cotton Court (Waring Street)	Arts, Crafts, Flowers, Books	Sunday 10am-7pm
Hill Street - All	Arts, Crafts, Flowers, Books	Sunday 10am-7pm
Commercial Court - All	Fine Art, Paintings, Photographs, Prints	Sunday 10am-7pm

Street or part thereof to be considered

Belfast City Council's Cultural Tourism Strategy, 'Developing Belfast's Opportunity', details the aim to develop cultural tourism activity and enhance the quality of the visitor experience in the Cathedral Quarter. The Cathedral Quarter is the oldest and most distinctive area of Belfast. Designated a Conservation Area in 1990, in recent years the Quarter has taken on a pivotal role as the cultural heart of Belfast and is now home to over 50 arts organisations.

High quality Street Trading in the Cotton Court, Hill Street, Commercial Court and Writers' Square would:

- bring colour, vibrancy and generate much-needed footfall
- create awareness of the cultural offering in the Cathedral Quarter
- coordinate links between attractions and cultural organisations
- capture the essence of the Quarter and reflect its distinctiveness
- enhance the quality of the visitor experience
- attract new people to the Cathedral Quarter
- be a crucial asset to the competitive success of Belfast

It is recommended that licences for Cotton Court be restricted to two, to allow for continued programming of outdoor events and performances in this area. It is also recommended that further expansion to Writers' Square should only take place following successful and established Street Trading in Hill Street and Commercial Court.

### **Commodity or service in respect of which a proposal has been received**

It is essential that any Street Trading within Cathedral Quarter reflects its distinctive character i.e. a designated conservation and cultural area. Cultural tourists now expect a unique offering of high quality indigenous products. It is crucial to adhere to this in order to compete with other European cities.

It would be extremely detrimental to the area if stalls selling mass produced products such as tourist souvenirs and memorabilia were to be facilitated and this would seriously compromise its unique character. Businesses surveyed were emphatic that a high quality be maintained.

Therefore it is recommended licenses be strictly confined to the following commodities and that restrictions and conditions be included:

Arts - visual arts of all disciplines such as fine art, print, photography

Crafts – such as jewellery, ceramics, sculpture, pottery, clothing,

Flowers and books.

NB: Products should be original, locally produced and hand-made by professional, indigenous artists and designers.

Any licence should include strict enforcement measures in terms of quality and appropriateness of merchandise and carefully managed in order to ensure a continued and sustained quality presentation. We would also recommend failure to utilise licence on four consecutive Sundays would result in loss of pitch.

### **Proposed Days / Hours of Trade**

The Development Committee strongly recommends that Street Trading be restricted to Sundays only between 10.00am and 7.00pm in order to develop a unique attraction in Belfast. Members will be aware that the Cultural Tourism Strategy, 'Developing Belfast's Opportunity', outlines the need to develop the quality of the visitor experience in Belfast on Sundays and enhance and promote the current product offering. Feedback from our cultural tourism networking contacts has found that virtually all hotels reported a serious problem on Sundays, in particular Sunday mornings. It was pointed out that many guests leave Belfast on Sunday afternoons and that Sunday morning is their last period to enjoy Belfast. Members will also be aware that media coverage surrounding the Lonely Planet announcement in November 2006 commented on the need to develop the Sunday offer.