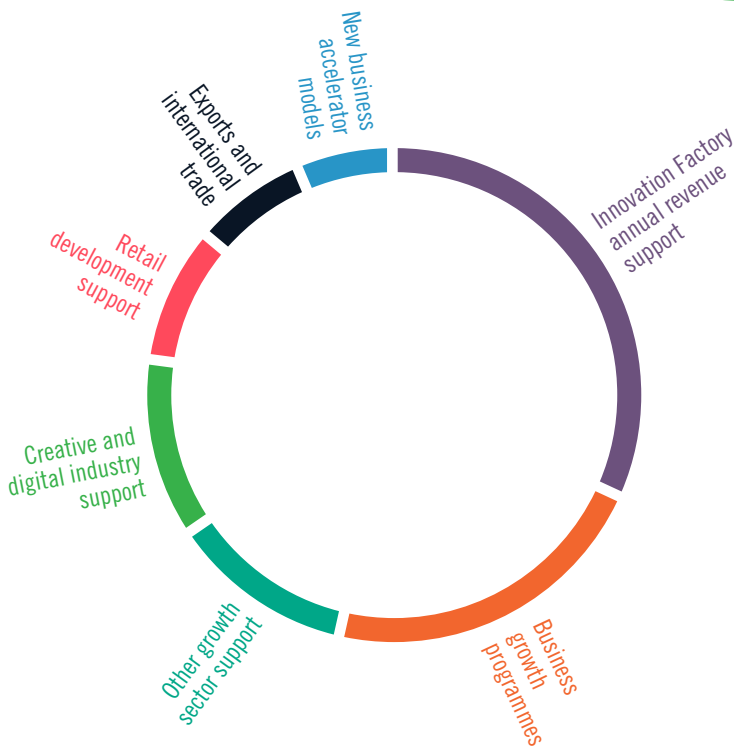




Grow a business

2021 city target: create 15,000 new jobs



Innovation Factory annual revenue support	31.9%
Business growth programmes	21.4%
Other growth sector support	12.1%
Creative and digital industry support	11.7%
Retail development support	9.0%
Exports and international trade	7.5%
New business accelerator models	6.4%



Progress against 2017/18 targets

Jobs created



Target: TBC
Current: TBC

	Current	Target
Business growth programmes	XX	XX
Creative and digital industry support	XX	XX
Growth sector support	XX	XX
Innovation Factory	XX	XX
New business accelerator models	XX	XX

Programme participants



Target: TBC
Current: TBC

	Current	Target
Business growth programmes	XX	XX
Creative and digital industry support	XX	XX
Access to public sector procurement	XX	XX
Retail development support	XX	XX
Exports and international trade	XX	XX
Growth sector support	XX	XX
Innovation Factory	XX	XX
New business accelerator models	XX	XX

Sales including exports



Target: TBC
Current: TBC

	Current	Target
Business growth programmes	XX	XX
Creative and digital industry support	XX	XX
Access to public sector procurement	XX	XX
Exports and international trade	XX	XX
Growth sector support	XX	XX
Innovation Factory	XX	XX
New business accelerator models	XX	XX



Referrals to other economic development stakeholders



Annual target: TBC

External funding secured to deliver programmes



Annual target: £xxx,xxx



Details of programmes and initiatives

Current initiatives

- **Business Growth Programme:** support programme tailored to the needs of participants to help them grow.
- **Innovation Factory business growth and innovation services:** delivered by Innovation Factory operator.
- **Conference and partner sponsorship.**
- **Creative and Digital Industries:** support for the CDI sector through a range of activities:
 - **Creative Accelerator Programme:** growth support via knowledge transfer, networking, mentoring and access to new international business opportunities.
 - **Cartoon Business:** A two and half-day conference, attracting over 250 European animation professionals.
 - **Output Belfast:** exploit opportunities at events including SXSW 2018, MIDEM and The Great Escape and support for private sector events including Digital DNA, BelTech, TechXplore and Audio Visual Arts Conference.
- **Retail:** a range of support for local retail business development through:
 - **Funding** area-based retail trade associations.
 - **Retail and Tourism Sector Programme:** support to become more sustainable and competitive.
- **Access Mobility:** support to individuals with disabilities or mobility impairments to access the city centre.

New for 2017/18

- **Exports and international trade:**
 - Membership and collaboration with NI Chamber of Commerce, including involvement in their member events and missions.
 - consider opportunities to better exploit World Trade Centre membership.
 - providing businesses opportunities to explore business opportunities through Belfast's Sister Cities networks.
- **Growth sector support:**
 - Work with the Centre for Secure Information Technology (CSIT) to deliver on cyber security strategy for NI.
 - work with Invest NI and other partners on action plans for Financial Technology (Fin Tech), Legal Services, Life and Health Sciences and Creative Industries.
- **New business accelerator models:** explore new models which provide benefits such as office space, intensive training, world-class mentoring and access to in-kind benefits for businesses with high growth potential.
- **Innovation Factory:** continue to work closely with the Innovation Factory operator to ensure that we remain on track to meet our occupancy and income targets.