



Belfast Chamber of Trade & Commerce

Appendix 2

Footfall and Sales Generation Programme 2008

| Activity | Description | Present Position | Estimated Cost | BCC Comments |
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| Marketing | Communication of a number of key tactical messages within new Belfast advertising | Awaiting specific marketing proposal from BVCB based on 'end frames' 48 Sheets aimed at ROI visitors at Ikea and Outlet | £80,000 for TV campaign | <ul style="list-style-type: none">· Welcome integrated marketing with BVCB on developing a specific retail campaign in conjunction with overall city marketing.· Through our Evening Economy work we assign budget to marketing. In 2008 this has included adshels, leaflets and radio banners.· Evening Economy budget would benefit from additional support from the private sector· Tactical marketing is an ongoing item on the agenda of Evening Economy Steering Group· Key stakeholders including BCC, BCCM, BVCB, CastleCourt, VS, Translink etc – have all committed to promoting late night shopping in their campaigns. |

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| <p>Lobbying</p> | <p>Lobby MLAs, Ministers and Councillors to ensure full co-operation on requests regarding public services</p> | <p>Key political figures, to cover all parties, identified and meetings being sought</p> | <p>Nil</p> | <ul style="list-style-type: none"> · Welcome an integrated lobbying campaign by retailers on key issues affecting business and the operating environment. Council is active in this field e.g. our joint lobby to Ministers for legislation to support café culture as well as frequent and focused contact between politicians and businesses in particular geographic districts/cultural quarters (12 groups at present in direct contact with BCC/BCCM). Council also has initiated discussions with N Ireland Independent Retail Association for key areas of work to be developed along with specific initiatives. NIRTA are presenting their 'Nightmare on every Street Report' to Committee in September. |
| <p>City Centre Events</p> | <p>Delivery of City Centre events and in-store promotions</p> | <p> Initial meeting has been held with Shirley McCay in BCC regarding events. Belfast Community Circus have been asked to provide a costed programme of Street Entertainment. BCCM are compiling a calendar of in-store promotions</p> | <p>Insert in city matters £10k Events £20k</p> | <ul style="list-style-type: none"> · Council has and does support street entertainment at particular times of the year or connected to specific promotions. However continuous support is not possible due to financial limitations. · Suggest emphasis on developing a retail led calendar with promotions/events planned eg: Valentines Day Week, Mothers Day Week, Easter celebration, sales promotion events, shopping/style glamour week, Shop in Your City week, Halloween festival week, |

Christmas shopping campaign.

- BCC and external organizations run a calendar of events. The events team and evening economy campaign ensure that retailers know about these events and can develop incentives to complement them.

- We are considering linking Council events to specially tailored city centre activity, e.g. programming opera singers in key locations during Opera in the Park – helping to promote the actual event as well as animating the city.

- The Evening Economy campaign has been lobbying retailers to promote existing events and to develop new customer events and incentives which are currently promoted via the e-zine.

- The work Chamber / BCCM proposes will complement this.

- The Circus School and music groups have been programmed to perform in the city on several occasions, it is expensive to sustain and requires good management and security for it to work effectively.

- Belfast Circus School are currently running Summer Sundays

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| | <ul style="list-style-type: none"> · Festival of Fools performs in the city centre · Feile an Phobail West Belfast programmes activity in Bank Square in August | | | |
| Musical Performance | Live musical performances in key retailing locations | Belfast School of Music have suggested a busking competition | £2,000 for PR and prize | <ul style="list-style-type: none"> · Music/choirs are programmed in front of City Hall during our Christmas programme · Live @ 5 music sessions are encouraged in bars and venues throughout City Centre · As above the evening economy campaign has programmed musicians to play at outdoor locations · Busking has legal issues which will have to be investigated. Conscious of Festival of Fools and other activity which we would not want to see displaced. |
| Token Promotions | Special offers on food and drink to be promoted through a campaign of token in newspapers | Stakeholders communications presently investigated with main newspapers | tbc | <ul style="list-style-type: none"> · Development of early evening food offers has been an ongoing part of the evening economy campaign · Offers have been promoted via the MoreTime booklet which will be |

revamped and revived to incorporate the new brand, offers are promoted in other listings publications such as Go, Whatabout, Fate magazine and also highlights in the regular e-zine

- Restaurants have also undertaken their own marketing campaigns – internal and external

- In future aim to increase collaboration with the restaurants and shops, e.g. special discounts in restaurants if you spend £X in store

- The food & drink festival for September also promotes and develops evening offers

- The restaurant sector has consistently reported good uptake of offers

- Increasing percentage of restaurants are also now seeking entertainment licenses to offer early evening music etc.

- There has been further development of offering Sunday breakfasts and Sunday brunches which add to the Sunday shopper experience

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| <p>Taxi Driver of the Year</p> | <p>A competition aimed at encouraging clean, well presented cabs and drivers with good knowledge of city wide offers, attractions and events</p> | <p>BCCM have written to the largest taxi association seeking help with drafting criteria</p> | <p>Sponsored</p> | <ul style="list-style-type: none"> · Taxi companies are invited to be part of the evening economy steering group. Get Home Safe have been working on initiatives to engage with the taxi companies also · Issues of public and private hire groups would need to be addressed. Both groups have an ongoing battle over taxi 'rights' in the city centre · 'Welcome' this initiative but suggest further consideration be given to how it links to existing awards |
| <p>Public Transport Deals</p> | <p>Promotions on public transport into the City Centre. E.g. Children travel free</p> | <p>Meeting arranged with Translink for 28 July 2008</p> | <p>tbc</p> | <ul style="list-style-type: none"> · Children under the age of 5 travel for free on all Translink services · Metro Fridays have been launched which offers incentives and promotions to people who travel by metro on Fridays; all fares after 7pm are £1. Promotion running from 1 August until 31 October with the view to continue the project further if successful · Translink is represented on the Evening Economy Steering Group and have been proactive in supporting the campaign · BCC events already operate and organize discounted access rates for certain events |

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| <p>The Belfast Eye Experience</p> | <p>Discounts for retailers to bulk purchase rides on the Belfast Eye, to give away as promotion.</p> | <p>Request presently with World Tourist Attractions</p> | <p>tbc</p> | <ul style="list-style-type: none"> · BCC Events have facilitated the vast majority of the current initiatives at the Belfast Wheel and WTA are open to further approaches · Happy to facilitate any further concepts. Key issue is the Belfast Wheel will move from its current site to an undecided location come January 2009 · Offer was available at Europa Hotel for people presenting a receipt for that day to get a free glass of wine · CastleCourt offered free bags to people who spent over certain amount |
| <p>Festive Lighting</p> | <p>To deliver a world class festive lighting show for the Christmas season</p> | <p>BCCM to tender for design and provision, and to secure funding from businesses and public sector</p> | <p>£60k</p> | <ul style="list-style-type: none"> · BCC has invested over £150k on festive lighting at City Hall over the last 3 years. Any further development would be welcome · BCC will spend £40k this year on festive lighting. It is planned to continue this investment · An additional concept to look at two other key dates connected to 'lighting' the city – Night Light and Halloween. These details need to be examined in the context of BCC's Events Strategy |

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| | | | | <ul style="list-style-type: none"> · The festive window dressing competition should be promoted more strongly among the businesses – to inspire the kind of festive windows one would see in London/New York · This would require financial commitment from all shops concerned |
| Area Activity | Specific areas of city centre to organise promotions. | BCCM to encourage through existing Area Focus Group | Nil | BCC have encouraged area groups to co-ordinate activity via BCCM where they have undertaken to do this in their business plan. Other groups have approached BCC directly for support towards developmental promotional initiatives |
| Parking | Road Service to be encouraged to ease constraints during quieter times of the day and week between October and December 2008 | Presently with DRD Roads Service Eastern Division | Nil | Welcome further discussion |

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| Cleansing | BCC to be encouraged to improve further on street cleansing | BCCM organising meeting with President and relevant BCC Director | Nil | <ul style="list-style-type: none"> · Cleansing Department is updated on all events and is encouraged to work in support of these activities · Cleansing has been supportive of any activities that take place to ensure that the city is clean for our citizens |
| TOTAL | | | £172000 | |

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