



Shirley McCay  
Head of Economic Initiatives  
Development Department  
Belfast City Council  
Cecil Ward Building  
4-10 Linenhall Street  
Belfast BT2 8BP

Dear Shirley,

Further to our meeting on Monday afternoon, please find enclosed a draft programme for **Retail Northern Ireland 2009**.

There are two main purposes to this, hopefully annual, conference.

1. To reinforce the importance of Independent Retailers to the economic competitiveness of the region
2. To confirm Belfast's position as the leading retail location in Northern Ireland

The event would be organised by the City's retailers, that is to say Belfast Chamber of Trade & Commerce. With Belfast City Council spending £100,000 on developing and supporting Independent Retailing, Belfast Chamber would be keen to see the Council support this conference as a 'Key Partner', and seeks a financial contribution to the conference costs of £5,000 from the Council in this regard. In return for this contribution the Council would receive the following benefits:

1. Headline Branding on the Conference Stage Backdrop
2. The opportunity to make a short address to the Conference
3. Belfast City Council logo on all Conference papers and promotional literature
4. Belfast City Council logo on all delegate Name Badges
5. Council Members to be included in all conference PR photographs and press releases
6. The opportunity to place BCC literature with all delegate packs

The reverse side of the enclosed draft programme lists those whom the Chamber will market the conference to via direct mail.

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Letter to Shirley McCay dated 3<sup>rd</sup> December 2008 contd.../

I am sure you appreciate that the sponsorship fee for lead sponsorship would normally be much higher. However in year one, as this event is yet unproven in terms of numbers attending, Belfast Chamber of Trade and Commerce seek only enough to cover the costs of producing the conference brochure.

Thank you for considering this proposal.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Andrew Irvine". The signature is written in a cursive style with a small flourish at the end.

Andrew Irvine  
**City Centre Manager**

# Retail Northern Ireland 2009

## Welcome

The President of Belfast Chamber of Trade & Commerce, Mr John Moore.  
The Rt. Hon. the Lord Mayor of Belfast, Councillor Tom Hartley

## Key Note Addresses

**‘Northern Ireland plc & the role of Retail’**  
The Rt. Hon. Peter Robinson MP, MLA, First Minister

## *Refreshments*

## The Retailers Paradigm

### **Retailing in Northern Ireland, the year ahead:**

**Competitive Towns – The need for a Retail Mix & Unique Offer**  
Arlene Foster MLA, Minister for Enterprise, Trade and Investment

**The Importance of Independent Retailers to Northern Ireland**  
Neil Gordon, Managing Partner, Gordon’s Chemists

**Attracting the RoI Shopper**  
Mary Doran, President, Newry Chamber of Trade & Commerce

**The Multiple’s Perspective**  
John Ireland, Retail Director, Marks & Spencer

### **Panel Discussion and Questions**

## *Lunch*

## The Playing Field

**Retail-led Regeneration, the future landscape in Northern Ireland**  
Margaret Ritchie MLA, Minister for Social Development

**The Role of Towns Centres**  
Glyn Roberts, Chief Executive, Northern Ireland Independent Retail Trade Association

**Emerging Factors for the Developer**  
Dennis Crothers, Directors of Shopping Centres, Westfield Shopping Towns

### **Panel Discussion with question time**

## *Refreshments*

## The Economic Context

**A 12 Month Forecast**  
Prof. Mike Smith, Economist, Queens University Belfast

**The Real Questions for the Retail Sector**  
Prof. Donald McFettridge, Retail Expert, University of Ulster

**Business Improvement Districts – why you should have to option**  
Andy Godfrey, Public Policy Manager, Boots Company plc

### **Panel Discussion with question time**