

## 5A. STRATEGIC BUSINESS COMMUNICATIONS

ACTION	TARGET	DATE	MEASURED BY	STATUS	REMARKS
<b>Customer Relations Management CRM</b>	Monthly direct mail shot / e-zine to all members, advising members on city centre initiatives and events	Ongoing	<ul style="list-style-type: none"> <li>12 mail shots / e-zines</li> <li>Members satisfaction rating of 8/10 by survey</li> </ul>	8 mail shots to date	
	Produce City Newsletter to include KPI's quarterly snapshot	Ongoing	<ul style="list-style-type: none"> <li>Distribute quarterly</li> </ul>	Moved to 2 <sup>nd</sup> qtr to accommodate 'Schools Edition' newsletter to tackle juvenile theft in conjunction with PSNI. Awaiting NIO approval.	
	3 editions of members magazines City Business – distribution 6000	March, August, November	<ul style="list-style-type: none"> <li>3 editions x 6000 copies distributed</li> <li>Members satisfaction rating of 8/10 by survey</li> </ul>	2 <sup>nd</sup> edition distributed 24.09.09	
<b>Belfast Chamber of Trade &amp; Commerce</b>	Organising Chamber Activities as documented in the BCCM/ Chamber Council Strategic Alliance including: -	On-going	Monitoring by Finance & Audit Committee	11/08/09	
	6x Chamber Council meetings per annum & sub groups as appropriate	Bi-Monthly	6 x meetings delivered	2 meetings held in 2 <sup>nd</sup> qtr	
<b>Retail Forum</b>	2 Retail Forums Held	2 <sup>nd</sup> Quarter 4 <sup>th</sup> Quarter	<ul style="list-style-type: none"> <li>120 Attendees</li> <li>Briefings delivered on: <ul style="list-style-type: none"> <li>Evening Economy</li> <li>Streets Ahead public realm and reStore works</li> <li>City centre master planning</li> <li>City Council initiatives and events</li> </ul> </li> </ul>	2 <sup>nd</sup> Qtr – 01/10/09	

**Retail N.I. 09  
Conference**

Annual Retail N.I. 09 conference

September  
2009

- 250 delegates attending
- 4 sponsorships delivered
- 5 exhibitors
- Satisfaction rating of delegates

To reinforce the importance of retailers to the economic competitiveness of the region

To confirm Belfast's position as the leading retail location in Northern Ireland

- 176 delegates attended
- 1 sponsor secured
- 7 exhibitors secured
- 61% of delegates attended made a provisional booking for Retail NI 2010

ACTION	TARGET	DATE	MEASURED BY	STATUS	REMARKS
<p><b>Action Groups</b> Established to deliver the BCCM Operating Plan. These groups engage key public and private sector stakeholders to deliver city centre initiatives</p>	<p>Co-ordination of public/private action groups: -</p> <p>4x Urban Management 4x Character &amp; Style 4x Economic Activity 4x Safer City</p>	<p>Quarterly meetings</p>	<p>Action Plan and Key Performance Indicators for each of the Action Groups developed and presented in <b>Section 5.</b></p>	<p>July – September</p> <p>08/07/09 – CSAG 21/07/09 – SCAG 28/07/09 – UMAG 04/08/09 - EAAG</p>	
<p><b>Area Focus Groups</b> These groups were set up to improve the trading environment within each of their geographical areas by developing action plans for improvement.</p>	<p>Co-ordination of Groups</p> <p>2 x High Street 2 x Fountain Street/Castle Street Area 2 x Donegall Place/Royal Avenue 2 x Ann St/Victoria Square 2 x North Street 2 x Blackstaff Area</p>	<p>By March 2010</p>	<ul style="list-style-type: none"> <li>• 2 x meetings delivered in each area</li> <li>• Public and Private stakeholders represented</li> <li>• Increasing attendance figures</li> <li>• Specific improvement initiatives commenced</li> <li>• Percentage delivery of agreed improvements</li> </ul>		

<b>Belfast Awards</b>					
Belfast Awards Project	Aug 2009				
Business Sponsorship Breakfast	Sept 2009	No. of sponsors retained		21/09/09 – successful event with 5 categories sold	
Business and Public Sector Sponsors Secured	Oct 2009	No. of sponsors retained		Ongoing	
Official Launch	Oct 2009	Satisfaction rating by entrants and sponsors		Preparation of event in progress	
Critical Path for event management complete	Aug 2009			Complete	
Business Recruitment Undertaken	Nov-Feb	No. of award entries achieved			
Mystery Shopping Competitions Complete	Jan 2010				
Judging process for paper based applications complete (CIM, CBI, Media, Business Panel)	Jan 2010				
Staging/Running Order etc complete	Mar 2010				
Belfast Awards Gala Ceremony	April 2010	Satisfaction rating by sample of attendees			

**5B. Belfast City Centre Action Plan 2009/10 - Urban Management**

ACTION	DESCRIPTION	LEAD AGENCIES	DATE	TARGETS	STATUS	REMARKS
<b>Maintenance &amp; Cleansing – Cleaner Issues</b>						
<b>City Centre Inspections</b>	<b>Business Liaison Officer interagency reports to BCC \ DSD \ DRD \ PSNI \ Adshel.</b> <ul style="list-style-type: none"> <li>▪ BCCM to evaluate benefit of independent city centre inspections to relevant agencies</li> <li>▪ 12 x Monthly Reports</li> <li>▪ 50 x Weekly Reports</li> </ul>	BCCM	April 2009	<ul style="list-style-type: none"> <li>▪ Establish baseline rating from relevant agencies</li> </ul>	Complete Weekly & monthly monitoring reports distributed to key agencies	
<b>Trade Waste &amp; Public Waste</b>	<b>Liaise between businesses and Waste Collection services</b> to improve presentation and collection of trade waste in City Centre	BCCM with BCC & Private Sector Waste Companies	July 2009	<ul style="list-style-type: none"> <li>▪ Establish a % baseline uplift before 11am or after 6pm.</li> <li>▪ Prepare paper on pilot study</li> </ul>	July '09 – 62% uplift identified  July – Paper presented to UMAG on pilot study	
<b>Business Liaison &amp; Co-ordination</b>	<b>Undertake business liaison with member businesses to:</b> <ul style="list-style-type: none"> <li>▪ Facilitate excellent inter-agency communication and problem solving / complaints handling during city centre developments.               <ul style="list-style-type: none"> <li>▪ Streets Ahead Project</li> <li>▪ reStore roll-out</li> <li>▪ City centre Masterplanning</li> <li>▪ Utility Works</li> <li>▪ Private sector developments</li> </ul> </li> </ul>	BCCM with BCTC	March 2010	<ul style="list-style-type: none"> <li>▪ Meet targets specified against each initiative</li> </ul>	- Weekly communication meetings & distribution of Newsletter  - Meetings ongoing to implement action plans  - Distribution of information ongoing - Distribution of information ongoing	

<b>Public Realm</b>	<p><b>Streets Ahead project:</b> roll-out of Area's 1, 2 and 3</p> <ul style="list-style-type: none"> <li>• Delivery of Business Communications Strategy via <ul style="list-style-type: none"> <li>○ Weekly Communications meetings &amp; distribution of update Newsletters;</li> <li>○ Area Focus Groups;</li> <li>○ Retail Forums; and</li> <li>○ Publications.</li> </ul> </li> <li>• Briefing sessions as necessary in partnership with DSD on disruption issues</li> <li>• Ongoing business liaison to reduce disruption during the 'Streets Ahead' project</li> </ul> <p><b>reStore Project</b></p> <ul style="list-style-type: none"> <li>• Delivery of Action Plans for Castle Street &amp; North Street</li> <li>• Oversee income and spending budget for both projects</li> <li>• Communications Strategy via <ul style="list-style-type: none"> <li>○ Stakeholder meetings;</li> <li>○ Area Focus Groups;</li> <li>○ Retail Forums and</li> <li>○ Publications.</li> </ul> </li> <li>• Briefing sessions as necessary in partnership with DSD</li> </ul>	<p>DSD with support of BCCM, BCTC, BCC, Farrans, NIE, DRD &amp; Private Partners</p> <p>DSD with support of BCCM, BCTC, BCC, DRD Private Partners</p>	<p>Mar 2010</p> <p>March 2010</p>	<p>Completion dates</p> <ul style="list-style-type: none"> <li>▪ Area 1 – April 2010 <ul style="list-style-type: none"> <li>▪ Ann St /Cornmarket</li> <li>▪ Arthur St/ Arthur Sq</li> <li>▪ Arthur Place /Castle Lane</li> </ul> </li> <li>▪ Area 2 - Jan 2011 <ul style="list-style-type: none"> <li>▪ Castle Junction</li> <li>▪ Donegall Place</li> </ul> </li> <li>▪ Area 3 – April 2010 <ul style="list-style-type: none"> <li>• Fountain St/Castle St</li> <li>• College St / Queen St</li> </ul> </li> </ul> <p>Completion dates</p> <ul style="list-style-type: none"> <li>▪ Castle Street Mar 2010</li> <li>▪ North Street Mar 2010</li> </ul>	<p>Weekly communication meetings &amp; weekly Newsletter distributed to all businesses in Area 1, 2 &amp; 3</p> <p>Ongoing</p> <p>- Action Plans incorporating budgets agreed with DSD</p>	
<b>Evaluation on behalf of City Centre Stakeholders</b>	<p><b>Conduct post event \ activity surveys</b> as requested by BCC \ DSD \ BCTC</p>	<p>BCCM</p>	<p>Apr 2009</p> <p>Apr 2009</p> <p>June 2009</p> <p>June 2009</p> <p>May 2009</p> <p>May 2009</p>	<ul style="list-style-type: none"> <li>• St Patrick's Day</li> <li>• Trade Waste Baseline Survey</li> <li>• restore project pre-perception surveys</li> <li>• Rapid Transit Business Survey</li> <li>• Orangefest Traders survey</li> <li>• 2009 Xmas opening initiative</li> </ul>	<p>Survey complete</p> <p>Survey complete</p> <p>Survey complete</p> <p>Survey ongoing</p> <p>Survey complete</p> <p>Survey complete</p>	

			<p>May 2009</p> <p>June 2009</p> <p>Jul 2009</p> <p>July 2009</p> <p>Aug 2009</p> <p>Aug 2009</p> <p>Sep 2009 &amp; March 2010</p>	<ul style="list-style-type: none"> <li>• Belfast In Bloom survey</li> <li>• Lord Mayor's Carnival</li> <li>• 12<sup>th</sup> July Celebrations</li> <li>• Shopping Festival</li> <li>• Tall Ships Event</li> <li>• Meal Deal</li> <li>• Anti clutter audits To be carried out at 2 locations in city centre</li> </ul>	<p>Survey complete</p> <p>Survey complete</p> <p>Survey Complete</p> <p>Survey Complete</p> <p>Survey Complete</p> <p>Survey Complete</p> <p>Locations to be agreed by UMAG in Oct 2009</p>	
<b>Accessibility Issues</b>						
<b>Pedestrian Flow</b>	<b>Café Culture (tables and chairs on pavements) Scheme</b>	BCCM with DSD, PSNI, DOE BCC,DRD & private partners	Sept 2009	<ul style="list-style-type: none"> <li>• Roll out of Café Culture 'Memorandum of Understanding'</li> </ul>	MoU agreed with all statutory agencies Sept. '09	
<b>Coach Access</b>	<p><b>Investigate Coach Parking options for City Centre</b></p> <ul style="list-style-type: none"> <li>▪ Carry out Feasibility study/Options Report on provision for Coach Parking in city centre</li> <li>▪ Group to agree remit of research i.e. on street/off street provision and facilities which may be needed</li> </ul>	BCCM with DRD, Translink, BCC, DOE Planning	Sept 2009	<ul style="list-style-type: none"> <li>▪ Present coach option report to DRD &amp; key stakeholders.</li> </ul>		
<b>Access Facilities and Services</b>	<p><b>Promote access facilities</b></p> <ul style="list-style-type: none"> <li>▪ Distribution traffic awareness information <ul style="list-style-type: none"> <li>- leaflets</li> <li>- editorials</li> <li>- publications</li> </ul> </li> </ul>	BCCM with DRD, Translink	Jun 2009	<ul style="list-style-type: none"> <li>• Deliver report to DRD on most effective means of distributing access information</li> </ul>	Research ongoing	

<b>Anti-Clutter Audits</b>	<b>Undertake Anti-Clutter Audits</b>	BCCM supported by DRD / BCC / Disability Action/ Shopmobility/	Sept 2009 & March 2010	▪ 2 x Audit complete/Actions identified	Locations to be agreed by UMAG in Oct 2009	
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5C. Belfast City Centre Action Plan 2008/9 – Character & Style

ACTION	DESCRIPTION	LEAD AGENCIES	DATE	TARGETS	STATUS	REMARKS
Public Realm	Urban Form	BCCM, with assistance of DSD, BCC, BCTC, DRD, and Developers	Sep 2009	<ul style="list-style-type: none"> <li>▪ Support best practice in construction</li> <li>▪ Developers' Forum to promote               <ul style="list-style-type: none"> <li>- Belfast's unique identity</li> <li>- Re-use of existing buildings</li> <li>- Best practice (Glasgow)</li> </ul> </li> <li>• To encourage debate on               <ul style="list-style-type: none"> <li>- Future trends - new design</li> <li>- Advocate 'Percent for Art'</li> <li>- Tall Buildings</li> </ul> </li> </ul>	Deferred to 4 <sup>th</sup> Qtr	Cathedral Qtr Steering Group to co-ordinate Forum in 4 <sup>th</sup> Qtr
	<b>Master Planning</b> <ul style="list-style-type: none"> <li>• Cathedral Quarter</li> <li>• New Regional Library</li> <li>• North East Quarter</li> <li>• North West Quarter</li> <li>• South West Quarter</li> <li>• St Anne's Square</li> <li>• UU City Development</li> <li>• Westside</li> </ul>	DSD, with BCCM, BCC, BCTC, DRD, and Developers		<ul style="list-style-type: none"> <li>▪ Consultation and briefing sessions as necessary in partnership with DSD and private sector</li> <li>▪ Provide communications link to private sector businesses and organisations to reduce disruption</li> <li>▪ Respond to public realm consultation documents</li> <li>▪ Research best practice on Public realm</li> </ul>	Ongoing submission of consultation documents to DSD	

	<p><b>Belfast Streets Ahead Project</b></p> <ul style="list-style-type: none"> <li>• Area 1</li> <li>• Area 2</li> <li>• Area 3</li> </ul>	<p>DSD, with assistance of BCCM, BCC, BCTC, DRD, and Private Sector</p>	<p>March 2010</p>	<ul style="list-style-type: none"> <li>▪ Promote positive aspects of public realm investment during economic downturn</li> <li>▪ Consultation and briefing sessions as necessary in partnership with DSD and private sector</li> <li>▪ Provide communications link to private sector businesses and organisations to reduce disruption</li> <li>▪ 52 weekly communication / coordination meetings</li> <li>▪ Weekly Newsletter to all businesses in streets undergoing work</li> <li>▪ Identify initiatives to reduce negative impact on business sector <ul style="list-style-type: none"> <li>- Promotional activities \ initiatives</li> <li>- Branding</li> <li>- Belfast in Bloom \ interim soft-scape initiatives</li> <li>- Festive Lighting</li> <li>- Animate empty premises</li> </ul> </li> </ul>	<p>Weekly communication meetings</p> <p>Distribution of weekly 'Week Ahead' Newsletter to all businesses in Area 1, 2 &amp; 3</p> <p>Response made re concerns raised by the business community</p> <p>Meetings arranged as and when necessary</p> <p>Complete</p> <p>Tall Ship Initiative (on street entertainment \ meal &amp; coffee deals \ shuttle bus to event \ vouchers in BT)</p> <p>Tall Ships &amp; Summer in the City Street Banners throughout city centre</p>	
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				<ul style="list-style-type: none"> <li>Identify promotional initiatives to celebrate successes \ completed streets</li> </ul>	Support DSD in Launch of Spirit of Belfast artwork – Sept '09	
	<b>Markets /Street Trading Stalls</b>	BCC with BCCM, DSD and DRD		<ul style="list-style-type: none"> <li>Support 'Summer Sundays' programme in Cathedral Quarter</li> <li>Provide direct consultation on proposed stall design, product lines and locations</li> </ul>	Feedback provided to BCC in 2008 following BCC proposals – no progress to date	
	<b>City Banner Dressing Initiative</b> Manage advertising and promotional campaigns on Cross Street Banners & Lamp post Banners	BCCM with DRD	Mar 2010	<ul style="list-style-type: none"> <li>6 Banner Dressing Promotions Undertaken</li> <li>Promote banners designation \ promotion of specific areas: <ul style="list-style-type: none"> <li>- Cathedral Quarter</li> <li>- Castle Street</li> <li>- North Street</li> </ul> </li> <li>Identify blockages to promotional initiatives and work with statutory agencies and business community to resolve operational issues</li> </ul>	1 <sup>st</sup> Qtr - 2 banner campaigns secured  2 <sup>nd</sup> Qtr 3 Banner campaigns secured Tall Ships Banners, Summer in the City Banners and Belfast Festival at Queens  - part of reStore project - part of reStore project	
	<b>Festive Feature Installation.</b> Manage the supply, Installation and maintenance of festive lighting in Belfast City Centre	BCCM and BCTC with BCC	<b>Jun – 09</b> <b>Dec 2009</b>	<ul style="list-style-type: none"> <li>Tender contract for festive lighting by August 2009</li> <li>Manage supply contract</li> </ul>	Call for quotations issued September 2009	

				<ul style="list-style-type: none"><li>▪ Inspect features daily during festive season</li><li>▪ Inspect features quarterly in storage</li><li>▪ Achieve 24 hour maximum repair time on all faults</li><li>▪ Install new additional features as per funding</li></ul>		
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Action	Description	Lead Agencies	Date	Targets		
<b>Cultural Participation in the City Centre</b>	<b>Cathedral Quarter Steering Group</b>	DSD, with BCCM, BCC, BCTC, DRD, and Developers	Mar 2010	<ul style="list-style-type: none"> <li>▪ Support Cathedral Quarter Steering Group to develop and implement a 5 year Strategic Vision and Development Plan <ul style="list-style-type: none"> <li>- Encourage statutory adoption of the plan</li> </ul> </li>   <li>▪ Position Cathedral Quarter as the cultural hub for Belfast. <ul style="list-style-type: none"> <li>- encourage multi-sector engagement and buy-in</li> <li>- Explore mutual benefit between retail core and cultural quarter through enhanced quality-of-life, branding and tourism</li> <li>- Provide communications link to business, arts and voluntary sector organisations</li> </ul> </li>   <li>▪ Support short-term CQSG actions in Cathedral Quarter such as: <ul style="list-style-type: none"> <li>- Summer Sundays in Cathedral Quarter</li> <li>- Culture Night Belfast, 25th September 2009.</li> </ul> </li>   <li>▪ Establish Cathedral Quarter as the pilot to roll out policies city centre wide <ul style="list-style-type: none"> <li>- Management of public</li> </ul> </li> </ul>	<p>On-going, presentation to Action Group planned for 13 October</p> <p>On-going plans for Developer's Forum in Oct/Nov</p> <p>-Successful participation of 80 businesses and organizations in Culture Night Belfast - piloted Cathedral Quarter.</p> <p>-On-going Market consultation, survey to be completed in Oct.</p> <p>Post-event Culture Night report being collated.</p> <p>On-going joint initiative to address increasing dereliction in Garfield Street</p> <p>Joint initiative to address</p>	

				space, art & events - Suitable sites for public art - pilot City Centre Public Art Strategy	management issues	
	<b>Public Art</b>	BCCM with DSD, BCC, Arts Council, Ewart Properties, & Private Partners	<b>Mar 2010</b>	<ul style="list-style-type: none"> <li>Provide vehicle for joint public/private sector funding applications</li> </ul>	Submission to Arts Council NI submitted Sept 2009 re production of art work for Fountain Street	
	<b>reStore Project</b> <ul style="list-style-type: none"> <li>Castle Street \ King Street</li> <li>North Street</li> </ul>	DSD, with assistance of BCCM, BCC, BCTC, DRD, and Private Sector	Mar 2010	<ul style="list-style-type: none"> <li>Provide communications link to private sector and community groups in the area</li> </ul>	Complete	
			Aug 2009	<ul style="list-style-type: none"> <li>Assist business to compile business plans</li> <li>Encourage best practice</li> <li>Reduce decline in area and increase economic activity</li> </ul>	Complete	
	<b>Vacant Premises and Windows</b>	BCCM with DSD, BCC & private partners	Mar 2010	<ul style="list-style-type: none"> <li>Animate empty buildings</li> <li>Act as a vehicle to facilitate effective communication between Arts Groups and Property Developers</li> <li>Maintain database of vacant shops / frontages</li> </ul>	Meetings held August & Sept with PLACE, Arts in Business, property agents & Developers to develop a memorandum of Understanding. Ongoing Complete	

**Belfast City Centre Action Plan 2009/10 – Economic Activity**

ACTION	DESCRIPTION	LEAD AGENCIES	DATE	TARGETS		
<b>Independent Retail Assistance</b>	Assist BCC in role-out of Independent Retail Training initiative	BCC assisted by BCCM	March 2010	<ul style="list-style-type: none"> <li>10 Businesses signed-up in phase 2</li> <li>10 Businesses signed-up in phase 3</li> </ul>	There are currently no Retail Therapy programmes running at the moment	BCC may reinstate this scheme in the next financial year.
<b>Communicate city centre performance</b>	Produce summary fact sheet of Retail Health check & Benchmarking report.	BCCM	April 2009	Distribute	A summary of the Business and Public reports was amalgamated and circulated.	Copies of this report are available to members upon request.
<b>City Centre Promotional Campaign</b>	<b>Drive footfall in Belfast City Centre through:</b>	BCCM		Secure £25k private sector contribution to BVCB city marketing campaign		
	<b>Marketing via BVCB</b>					
	<b>Festive Lighting</b>			Secure £25k private sector contribution to purchase new festive lighting		
	<b>On Street Animation – activities may include:</b>  <b>(tied to special dates, such as Valentines Day, Mothers Day etc)</b>		April 2009 – March 2010	<ul style="list-style-type: none"> <li>Radio Roadshow</li> <li>Community Circus Performances</li> <li>Busking Competitions – Strum in the Sun and Busk til Dusk</li> <li>Taxi Driver of the Year Competition</li> <li>Bus Driver of the Year Competition</li> <li>May Street Festival</li> <li>Spring Flower Market</li> <li>Pavements chalk sketches</li> <li>Graffiti art</li> <li>Outdoor cinema</li> </ul>	Tall Ships Initiative (on street entertainment)  Tall Ships & Summer in the City Street Banners throughout city centre	A post-event report is in draft form and will be available to members upon completion.
	<b>Shutters Up</b>			<ul style="list-style-type: none"> <li>Encourage participants to sign up to the 'Open Shutters' initiative</li> </ul>		
<b>Footfall</b>	<b>Research technology for external</b>	BCCM		Research various methods	'Springboard' has installed a	Currently collecting footfall

	<b>footfall counts</b>			and technology to provide accurate city centre footfall counts.	camera at M&S in Donegall Place. A quotation to install a second camera at Boots is forthcoming.	figures from a number of key city centre stores and shopping centres.
<b>Promotion of Retail Floor Space</b>	<b>Attend investor show MAPIC in association with funding partners.</b>	BCCM, BCTC, BCC, DSD	Nov 2009	<ul style="list-style-type: none"> <li>▪ Satisfaction rating through post event evaluation with core funders</li> <li>▪ Obtain 8 expressions of interest from retailers</li> </ul>	BCCM confirmed to attend the event from 18-20 Nov 09 in Cannes, France.	
<b>Evening Economy</b> To create a healthy balance of mixed users and an environment in which all ages enjoy the city centre after 6pm	<b>To support BCC's Evening Economy initiative</b>	BCC, BCTC, BCCM	Ongoing	<ul style="list-style-type: none"> <li>▪ Chair Evening Economy Steering Group meetings</li> <li>▪ Promote at Area Meetings for businesses</li> <li>▪ Update businesses at 2 Business Forums</li> <li>▪ Lobby multiple retailers at national level through ATCM Key Cities network</li> <li>▪ Identify barriers to a 'Shutters-up' BCTC initiative and report to BCCM Board</li> <li>▪ New initiatives identified where appropriate</li> </ul>	<p>On the agenda for the Business Forum on 1-10-09</p> <p>The next Business Forum will take place in the Grand Opera House on 1-10-09</p>	
<b>Legislation &amp; Policy</b>	<b>Represent business members</b> (and core funders upon request) in matters relating to: <ul style="list-style-type: none"> <li>▪ City Centre Masterplanning</li> <li>▪ Protection of city centre from out of town shopping developments</li> <li>▪ Location of National Stadium</li> <li>▪ Phasing of retail development</li> <li>▪ Business Improvement Districts</li> </ul>	BCCM, BCTC	Mar 2010	Provide representation as required	Lobbying has been made on behalf of: <ul style="list-style-type: none"> <li>-The Belfast Wheel</li> <li>-The Aurora Development</li> <li>-Sprucefield</li> <li>-Titanic Quarter Office Space</li> </ul>	



	<ul style="list-style-type: none"> <li>Independent Retail / Clone Cities</li> </ul>					
<b>Children &amp; Young People</b>	<b>Engage with Children &amp; Young People</b> as significant portion of City Centre population	BCCM with BCC	Sept 2009	<ul style="list-style-type: none"> <li>Carry-out Customer Survey amongst this population group to establish their needs and desires in City Centre</li> </ul>		

5E. Belfast City Centre Action Plan 2009/10 – Safer City

ACTION	DESCRIPTION	LEAD AGENCIES	DATE	TARGETS	STATUS	REMARKS
<b>Safety Issues</b>						
<b>Crimewatch Initiative</b>	<p><b>Operation of a city centre retail crime network</b></p> <p>Roll out Retail Crimewatch across Northern Ireland</p>	<p>BCCM with PSNI &amp; Retailers</p> <p>BCCM, NIO, PSNI, NIATCM</p>	<p>March 2010</p> <p>June 2009</p> <p>September 2009</p>	<ul style="list-style-type: none"> <li>• Maintain average reduction in stock loss</li> <li>• Measure number of 'first time' shop lifters re-offending</li> <li>• 3% increase in number of retailers participating</li> <li>▪ Install NIBS in 6 police districts, including training</li> <li>▪ Establish network system across N.I.</li> <li>▪ Set up administration systems by 6 districts</li> <li>▪ Select and recruit Retail Crimewatch Co-Ordinator</li> </ul>	<p>Ongoing</p> <p>Ongoing</p> <p>1 shop has closed down 1 shop left thru non-payment 10 shops have joined</p> <p>Awaiting NIO response</p>	<p>New Stock Loss Data sheets will be distributed with each monthly update of images</p>
<b>Roll out of BAND</b>	<p>Roll out of BAND (Belfast Against Nighttime Disorder) across Belfast</p>	<p>BCCM/PSNI</p>	<p>March 2010</p>	<ul style="list-style-type: none"> <li>• 40 members participating</li> </ul>	<p>Still in pilot scheme until Jan 2010</p>	<p>Post survey to take place Feb 2010</p>
<b>Information for migrants to city</b>	<p><b>Language poster</b> stating retailer's 'Shop Lifting' policy in multiple languages</p>	<p>BCCM assisted by PSNI &amp; Retailers</p>	<p>June 2009</p>	<ul style="list-style-type: none"> <li>• 3% increase in participants</li> </ul>	<p>Completed</p>	
<b>Juvenile Crimewatch</b>	<p><b>Introduce new voluntary scheme for children and young people caught 'first time'</b></p>	<p>BCCM with PSNI, Youth Justice Agency,</p>		<ul style="list-style-type: none"> <li>• Scheme launched</li> <li>• 5 retailers participating</li> <li>• Percentage reduction in stock loss</li> <li>• Number of 'first time' juvenile shop lifters re-offending</li> </ul>	<p>Still on hold with CLC.</p>	<p>BCCM and PSNI have developed a School Edition newsletter to be distributed to 41,000 pupils in Oct 2009</p>

	<b>shoplifting</b>	Challenge for Youth, BCC and Retailers				
<b>Late Night Taxi Provision</b>	Introduction of Late Night Taxi scheme to clear revellers in the city centre after midnight			<ul style="list-style-type: none"> <li>Lobby DOE for legislation/policy</li> <li>Agree routes</li> <li>Launch scheme</li> <li>Establish baseline of patronage</li> </ul>	Still with DOE and DRD Roads	
<b>Retail Radiolink</b>	Provision of existing radio network linking retailers in Belfast with each other and PSNI	BCCM	Ongoing March 2010	3% increase in membership	6 shops left ( 1 closed down) 8 shops have joined	All radios are being checked by BCCM
<b>Publink</b>	Provision of existing Evening Economy time radio system linking pubs and clubs with each other and PSNI	BCCM	Ongoing March 2010	10% increase in membership	Ongoing	All radios are being checked by BCCM
<b>City Centre Policing</b>	BCCM and BCTC project to provide dedicated City Centre Beat Policing through a SLA with the PSNI	BCTC and BCCM with PSNI	On-going March 2010	<p>Value for money initiatives</p> <p>2009/10:</p> <ul style="list-style-type: none"> <li>Illegal Street Trading 0% Incidence</li> <li>Amendment of Year 5 SLA to incorporate reference to the PSNI established baseline resource during retail hours</li> <li>Incorporate City Centre and Victoria Square requirements into a single SLA</li> <li>Focus City Centre Beat activity towards member's issues and referring these issues to the city centre ASB Strategic Group for resolution.</li> <li>Lobby Policing Board N.I. for PCSO funding</li> </ul>	<p>Complete</p> <p>To be finalised with PSNI</p> <p>No longer valid – Vic Sq has left scheme</p> <p>Incorporated into SLA for Year 5</p> <p>Meeting with elected members – Sept 2009</p> <p>Letter sent Sept 2009</p>	
<b>Emergency Contact Points</b>	BCCM to manage Emergency Contact Point systems	BCCM with DSD, PSNI and BCC	On-going	<ul style="list-style-type: none"> <li>Weekly Monitoring and recording of System by Operations Team</li> </ul>	Ongoing	

<b>NBIS</b>	<p>Management of the National Business Information System, a crime pattern analysis system throughout GB. Input data from Belfast Safer City Initiatives and produce reports.</p> <p>Deliver reports for core funders benchmarking Belfast against other UK cities with regard to crime and perception of crime.</p>	BCCM with PSNI	<p>Ongoing</p> <p>June, September, December, March</p>	<ul style="list-style-type: none"> <li>Belfast information updated to NBIS weekly</li> <li>Quarterly Benchmarking reports issued to core funders and members quarterly.</li> </ul>	<p>Ongoing</p> <p>Ongoing</p>	<p>Quarterly reports are brought to RCW ID Group for discussion</p>
<b>Emergency Planning</b>	Support BCC's work to prevent/reduce disruption in the event of a major incident	BCC	Mar 2010	<ul style="list-style-type: none"> <li>Facilitate Retail Training Seminars</li> <li>Assist BCC as requested</li> </ul>	<p>On hold - new co-ordinator appointed by BCC. Meeting Sept '09 to discuss how to progress.</p>	
<b>Rough Sleepers</b>	Influence statutory bodies to deliver a joined-up process for assisting 'rough sleepers' and chronic alcoholics.	BCCM, PSNI, NIHE, Health Services	Mar 2010	Engagement of key stakeholders achieved	<p>Sept 2009 – meeting with elected members to raise profile &amp; champion cause. Meeting with key agencies set for Oct 2009.</p>	

## CORPORATE GOVERNANCE

ACTION	TARGET	DATE	MEASURED BY	STATUS	REMARKS
BCCM Board	Operation 6 x Board Meeting per annum	Ongoing	Finance & Audit Committee	3 meetings taken place to date	
Finance & Audit Committee	Operation 4 x Finance & Audit Committee meetings per annum	Ongoing	BCC Internal Audit Section	2 meetings taken place to date	

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