

## ACTION PLAN

## Appendix 1

Action#	Action Description
1.	Identify those retail premises which have been vacant for over a year and actively promote these units benefitting from this year's additional 50% relief
2.	Promote a public register of landlords to create greater involvement in all aspects of the city centre and work to have all units which are vacant presented in a manner to attract potential investors
3.	Work with DSD on the outcome of their review of Mary Portas' work in the Northern Ireland context. Take account of the need for a wider approach to the development of a dynamic, accessible and welcoming city centre and ensure that any action plan takes account of the prevailing economic conditions and wider challenges.
4.	After the DSD report has been published, seek to work with the public and private sector in a Retail Circuit Strategy for Belfast <ul style="list-style-type: none"> <li>• understand those retailers in the city who are in financial difficulty and whose possible departure may result in undeniable void and job losses</li> <li>• To establish the ideal retail mix required to improve performance, identify exemplar towns and shopping streets from elsewhere in the UK and prioritise strategies to encourage the sustainable regeneration of underperforming areas to define what other practical interventions are required to make a significant difference across the entire town centre.</li> <li>• To provide research data and commentary on the Belfast market opportunity in a manner that can be understood by retailers and to create compelling reasons for sought-after retailers to invest in the city.</li> </ul>
5.	Work with the DFP and LPS to explain to occupiers the basis of Net Annual Value on which rates bills are assessed.
6.	Promote window displays in empty shop units but consider carefully the management and quality control issues associated with this
7.	Work with landlords and managing agents to try and ensure that premises are left in a state which may attract potential occupiers willing to take on an assignment of a lease. Support the work of A&B in line with a policy surrounding the best use of vacant units and to ensure they are fit for purpose when vacated.
8.	Support PLACE on the delivery of a series of events/seminars and initiatives to explore mixed uses of vacant units.
9.	Share the current database of Arts clients interested in animating vacant units and match with the data base of empty units.

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10.

Communications – ensure there are clear fact sheets to explain the legal and financial implications arising from occupying an empty retail space. The fact sheet must clearly explain what organisations can and cannot do, life spans of projects, rates liabilities etc. Solid evidence of the success of these initiatives need to be promoted through case studies, literature and ‘seeing is believing’ events