# Supporting Vibrant Local Business Destinations

Pre Application – (Open call/EOI )Access to support to undertake an area based review and engage with businesses to identify needs and priority areas of work,.

Technical assistance provided at this stage to screen action plans.

#### Information Session

Application form for support aligned with area based action plan. Support overview as follows -

### Marketing and Footfall

- Access to funding to support marketing and promotional activity and development of area based campaigns
- Access to 1-1 mentoring and workshops through existing provision to support individual business development

### Look and Feel

- Access to funding to address capital requirements in the area.
- Ongoing engagement and alignment with City and Neighbourhood Services and other relevant interventions.

#### Animation

- Access to funding to support animation, events, tourism, culture, arts and heritage activity
- Ongoing engagement and alignment with other relevant interventions such as Belfast Canvas, other funded events, City of Music Programme and local tourism action planning.

## Partnerships

- Networking opportunities with businesses in other traders associations
- Opportunities to lobby / feed into departmental working groups e.g. High Street Task Force
- Connections/access/signposting to other council sections/Support Services and external partners

Scoring, Assessment, Award, Monitoring and Evaluation