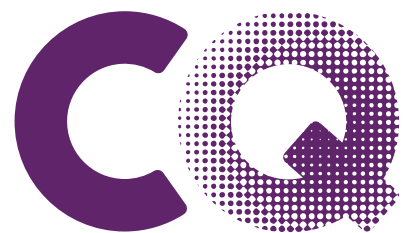




BUSINESS PLAN 2021 - 2026

CATHEDRAL QUARTER

BUSINESS IMPROVEMENT DISTRICT



Destination
Cathedral
Quarter

CHAIRMAN'S INTRODUCTION



THE CATHEDRAL QUARTER IS BELFAST'S MOST VIBRANT INNER-CITY NEIGHBOURHOOD CHARACTERISED BY ARTS AND CULTURE, RESTAURANTS, ENTERTAINMENT, INDEPENDENT SHOPS, AND SIGNIFICANT NEW DEVELOPMENT.

Belfast's history is reflected in the many beautiful and historic buildings, streets, and character areas. Now home to venues, galleries, festivals and some of Belfast's best restaurants, cafes, and hotels as well as many successful professional services businesses, the area is one of the most exciting places in Northern Ireland to live, work and visit and a key asset in the Belfast City centre offer. Given the importance of hospitality to that offer, Cathedral Quarter has suffered disproportionately during the pandemic but as we have started to reopen, the area has bounced back strongly, though there is still a long way to go.

Ulster University's new Belfast Campus, which will host 15,000 students by the end of next year and further planned development including the refurbishment of Central Library, Tribeca Belfast, The Belfast Story project and major improvements to public space and streetscapes will add to the vibrancy and provide major, new civic infrastructure.

Destination CQ is a unique Business Improvement District (BID), which offers innovative projects and initiatives to further develop the area as a great destination for tourism, culture, creativity, innovation, and business. We hope the first five years of our BID, despite the pandemic, have shown the value of working together locally for the betterment of the area. Some of the highlights and work carried out during our first five years are listed later in this document.

I am also delighted to introduce this new Business Plan for the Destination CQ Business Improvement District which once again, offers us, the businesses and organisations here, the opportunity to play a significant role in shaping the area's future.

The Business Plan is based around your reaction to our work through a recent survey and a deep understanding of

the priorities of our stakeholders – you. This time around we have simplified our approach breaking our proposed work streams into three main areas: business support; safer, cleaner, greener and lastly, promoting and animating. One of the things that our BID can be most proud of in its first period was its ability to leverage monies from elsewhere and put these to good use for the benefit of the area – in 2019/20 alone we invested an additional £273,000 of funds from Council and other public sources which went directly into our BID district.

We hope our plan is a practical and effective response to the needs of our area and I commend it to you.

I would like to take this opportunity to thank my fellow board members for their voluntary time over the last five years and for signalling their commitment for this next period. They have shown real leadership, particularly over the pandemic. I would also like to acknowledge the immense contribution of our first BID Manager, Gareth Neill who did a brilliant job in setting the work of the BID up. Damien Corr has built and expanded on that foundation and he and our other excellent staff member, Stephanie Garner will, no doubt, drive this new BID business plan forward. We are in very capable hands.

We all know that the Cathedral Quarter is a vibrant creative quarter energised by great culture, art, and enterprise. By being located here, we make it so. Your support for Destination CQ means giving businesses and organisations a real stake in how the area is shaped and developed as we move into the future together. Once again, we have the opportunity to work together and act collectively. I encourage you to read this Business Plan and vote YES for the Destination CQ BID.

Paul McErlean (Chair)
MCE Public Relations

EXECUTIVE SUMMARY



AFTER MORE THAN A YEAR OF RELENTLESS PRESSURE ON OUR BUSINESSES WE WELCOME THE SUCCESSFUL ROLLOUT OF THE VACCINE PROGRAMME AND THE GRADUAL RETURN TO THE RE-OPENING OF OUR AREA.

We have consulted widely with our levy payers and we are very aware of the nervousness about the medium and long-term impact of COVID, we note in particular the widespread concern amongst many businesses that significant numbers of office workers have yet to return.

We hear from you that a substantial number have the perception that Local and Regional government could do better and we welcome the overwhelming endorsement that Destination Cathedral Quarter Business Improvement District (DCQ BID) is the body best placed to help our diverse businesses make progress on the key issues facing the Cathedral Quarter and Smithfield & Union area. We will accelerate our collaboration and partnership working with our statutory and business partners to get the best possible deal for our area and we will help them communicate the good work that they are undertaking.

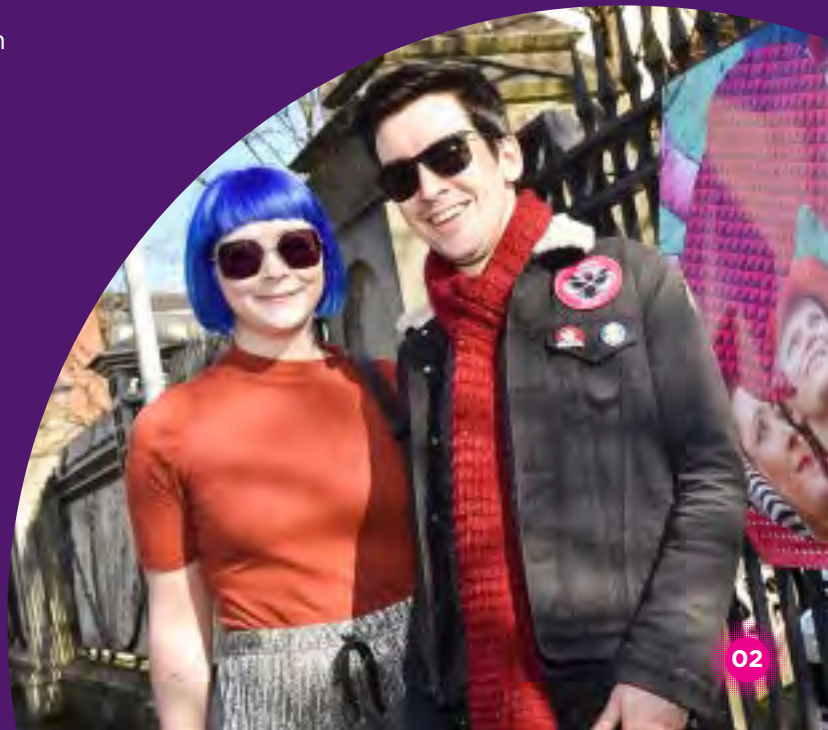
Notwithstanding the overwhelmingly negative effect of the pandemic, there are *green shoots* of positivity. What had previously only been up for discussion has now been firmly included in the City's agenda as a result of COVID. There is a renewed interest and understanding of environmental sustainability, pedestrianisation, waste management and active travel. Statutory partners are looking more closely at how we utilise the public realm. We welcome new strategies such as the Belfast City Council Bolder Vision and look forward to playing our part in making a difference in this area.

We understand that there is a level of 'Strategy fatigue' among many of you and that your priority right now is increasing footfall and reducing business costs.

This plan is driven by what you have told us, it is a response to your concerns and aspirations. I am very confident that through hard work, collaboration and partnership working, we can deliver it in full.

Over the past two years we have learnt that the business landscape can change dramatically in a short period of time and this is why we want our plan for the next five years to be dynamic and flexible. We have consulted with you in order to create this plan but will continue to do so regularly to ensure that the plan continues to be relevant to the areas priorities.

Damien Corr
DCQ BID Manager



WHO WE ARE

DESTINATION CQ IS YOUR BUSINESS IMPROVEMENT DISTRICT (BID). AN INDEPENDENT NOT-FOR-PROFIT COMPANY SET UP WITH THE AIM OF IMPROVING BELFAST'S CATHEDRAL QUARTER, SMITHFIELD & UNION AS A PLACE TO WORK, LIVE AND VISIT.

First established amongst the business community in Cathedral Quarter and Smithfield in October 2016 with a focus on delivering specific improvements needed by local businesses and organisations throughout the area. The wider Cathedral Quarter area is the leading destination for culture, hospitality, tourism, enterprise, and learning offering a dynamic and genuine experience of Belfast for residents and visitors alike. Destination CQ gives us, the area stakeholders, the opportunity to continue delivering improvements and benefits supporting us all working together into the future.

Destination CQ are a democratically elected not-for-profit organisation, with a voluntary Board of Directors that is representative of the areas businesses. Under government legislation all BIDs have a five-year tenure, at the end of which they must be re-elected in order to continue their work. We are therefore running a renewal ballot in **September 2021**.

Please continue to show your support by voting **yes** in September, to grant DCQ BID a second term. With this mandate we will deliver a range of exciting new projects, detailed in the pages to follow, and continue to ensure that business is at the heart of local decision-making.

Academy Street
Albert Square
Ann Street
Bradford Square
Bridge Street
Brown's Row
Carrick Hill
Church Street
Clarendon Road
Clarke's Lane
Coar's Lane
Commercial Court
Corporation Square
Corporation Street
Curtis Street
Custom House Square
Donegall Lane
Donegall Quay
Donegall Street
Donegall Street Place
Dunbar Link
Dunbar Street
Edward Street
Exchange Place
Exchange Street
Exchange Street West
Fisher's Court
Frederick Street
Gamble Street
Gordon Street
Great Georges Street
Great Patrick Street
Gresham Street
Hector Street
High Street
High Street Court
Hill Street
Kent Street
Lancaster Street

Lancaster Terrace
Law's Court
Library Street
Little Donegall Street
Little Patrick Street
Little York Street
Marlborough Street
McGurk's Way
McKibben's Court
Nelson Street
North Queen Street
North Street
North Street Arcade
Oxford Street
Portland Place
Princes Street
Queens Square
Royal Avenue
Samuel Street
Shipbuoy Street
Skipper Street
Smithfield
Smithfield Market
Steam Mill Lane
Stephen Street
Talbot Street
Thomas Street
Tomb Street
Townhill Street
Ulster Street
Union Street
Unity Walk
Upper Church Lane
Victoria Street
Waring Street
William Street
Winetavern Street
York Lane
York Street

“

We fully support the re-election of the CQ BID for another 5-year term. Now, perhaps more than ever, we need a knowledgeable, well positioned interlocuter between CQ-based businesses, service providers, local and devolved government and the wider population that want to work, live and play in the Cathedral Quarter.

”

Gavin Hendrie – Quigg Golden



HIGHLIGHTS: THE LAST 5 YEARS

We aimed to generate an additional £100k. We actually brought in **over £357k in additional income** to the area, more than three times what we set out in our first business plan.



Street Beat has resulted in **2080 hours of additional policing** per annum, with 2 dedicated officers and a CQ branded vehicle.

Our negotiated deal on waste management gave businesses a **saving of 30% on previous costs**



Approximately **1248 hours** of additional cleaning per annum.

Lobbying local and regional government on behalf of CQ Business for issues they have raised such as pedestrianisation, future developments, and the state of public realm.

In 2019-2020 **over 1200 employees** attended our 'Lunchtime Learning' and 'In-Depth' training sessions.



5 Years of culture and events, sponsoring over 23 local arts organisations and festivals including Culture Night Belfast, Belfast Children's Festival, Design Week, NI Science Festival and more.

Over £17k was invested in the area with the help of our **Property Improvement Grants**

130 local employees are now trained as **certified first aiders**.



Partnership promotional activity such as the Government's 'Eat Out to Help Out'.

Contribution to the development and funding of the **Cathedral Gardens project**



Secured **Purple Flag** status for the city to help manage and promote the night-time economy.



Working with partners to circulate **300,000 visitors maps annually**, with dedicated CQ inset.

Dedicated website and social media channels to help boost trading and support events, campaigns, and promotions.



Investing in SOS Bus, Welcome Organisation and Extern to help tackle the issues around drug use and homelessness.



Delivering **£170k of 'Revitalisation'** public realm projects for the area.

Key contributor to major initiatives such as 'Streets Ahead III', 'Bolder Vision for Belfast', 'Clean, Green, Inclusive & Safe', 'Active Travel Hub' and 'York St Interchange'.

Sponsor of key business events such as Belfast Chambers Business Awards with associated PR

“

The Destination CQ BID has proved to be a real asset over the last five years. It has delivered tangible results, provided invaluable support to its members and promoted the area as a place to visit and invest in. The next five years will build on that work.

”

Michael Pettigrew, Department for Communities



Belfast Restaurant Week – generating an uplift in sales of £150k for businesses and an average year on year increase in sales of 59%.

Introduced the **Belfast City Centre Gift Card**, which reached over £90,000 worth of purchases in the first year.

Working in partnership with organisations such as Hospitality Ulster, Belfast Chamber, Visit Belfast, Tourism NI, the other BIDs and Belfast City Council to continually push for a better deal for CQ

Offered **free 'health checks'** on utility bills to help reduce costs



Representing the interests of our businesses on a wide range of stakeholder groups such as the City Re-opening Stakeholder Group, the Safer City Action Group, City Centre Anti- Social Behaviour Action Group and the Small Business Forum.

THE RESEARCH



WHERE DID THIS PLAN COME FROM?

The business plan comes from feedback from businesses and organisations in our area. It is based on what you told us were your priorities for the next 5 years, what we did well and what we need to improve upon.

We commissioned CARD Group, an independent consumer research agency to conduct and analyse primary research which we have used to develop this plan along with our 5 years of direct feedback from our members.

WHAT DID YOU TELL US?

Understandably, given the business landscape, there was some anxiety and a little despondency, but encouragingly, **2/3** of respondents felt that the area was holding its own compared to comparable cities. We all know that we're not out of the woods yet.

Tourism initiatives **58%** and DCQ BID initiatives **40%** were seen by you to have been the most effective response to recent events.

There is a recognition the BID cannot solve all of the areas problems on its own, but that it has a pivotal role to play in collaboration and partnership working with all of the cities key stakeholders.

WHAT ARE YOUR PRIORITIES?

Find ways to bring down business costs **94%**

Increase appeal for entertainment, socialising, shopping & dining **90%**

Increase appeal & safety of area for employees & visitors **90%**

Encouraging office workers and others back **72%**

Advocate for investment in Smithfield & Union **56%**

Promote the area to other businesses **52%**

WHO WILL MAKE THIS HAPPEN?

82% of respondents stated a preference for DCQ BID as the co-ordinating body to deliver your priorities. Obviously we are very happy to hear this and we are very confident that we will deliver. We hope that this vote of confidence will transfer to a **'YES'** vote in the forth-coming ballot!

It surprised and concerned us that **20%** of respondents stated that they had not heard of the BID. We have made provision in our new 5-year Plan to re-double our efforts to communicate, network and consult with all of our businesses.

OUR RESPONSE TO COVID-19

WHEN THE WHOLE COUNTRY WENT INTO LOCKDOWN IN MARCH 2020, STORM CLOUDS GATHERED AND EVERYTHING CHANGED.

Whilst these changes have caused long-term damage and devastated lives they also brought out the best in our businesses who showed the innovation and resilience that the area is known for. The time since March 2020 can be divided into 3 segments; *Lockdown*, *Re-opening* and *Recovery*.

Lockdown

In a fiercely fluid situation we quickly changed our work plans and focused on getting information to our businesses. We communicated with our members via our weekly e-zine and our social media platforms, including a dedicated COVID 19 zone on our website.

In partnership with key city stakeholders we distributed COVID related assets such as signage and safety information and as it became apparent that COVID was not going away, we reduced the levy fee by 1/3.

As the area became eerily quiet, our Street Beat officers and our Clean Team redoubled their efforts to keep the place safe and clean. Our officers checked on vacant properties and provided reassurance to those who remained in the area and we liaised with our Clean Team and City Council cleansing to maintain hygiene and manage the rodent population!

We provided online training for furloughed staff, keeping them 'engaged' with their employers and raising morale. We continued throughout to attend all of the Key Stakeholder meetings dealing with issues as they developed and planning for re-opening.

Re-opening

We worked tirelessly with our civic partners to ensure that our area was clean and safe for the return of customers, staff and visitors and developed three 'Revitalisation' projects to create safe outdoor hospitality spaces bringing an additional £170,000 investment to our area. Collaborating with BID partners *Linen Quarter* and *Belfast One* we brought forward a very successful Eat Out to Help Out campaign. We directly lobbied the Executive Office and supported the campaigns of *Hospitality Ulster* and the *Belfast Chamber of Commerce* to get indicative dates for the re-opening of the hospitality sector.

As 're-opening' progressed we utilised our social media platforms to continually promote associated activity.

Recovery

Thanks to the efforts of businesses, citizens, and the roll-out of the vaccine we appear to be returning to a version of normality.

We know that we are not fully re-opened until we are *all* open for business. We will continue to lobby for the full reinstatement of the entertainment business and for statutory organisations to invite their staff back into their offices.

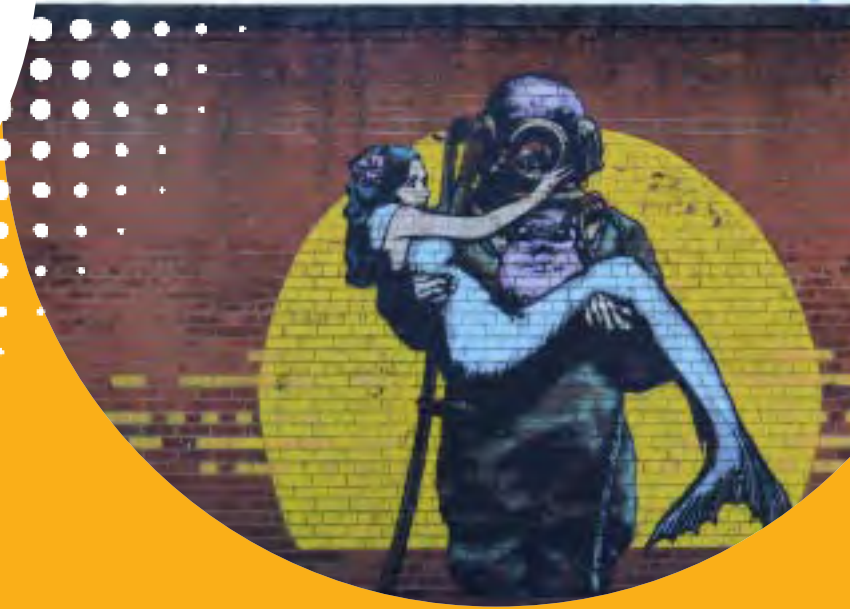
We are very aware that everything can change rapidly and will continue to input into City-wide partnerships that are monitoring the current situation and planning for any changes. We will keep you informed of all developments. Above all, we will work hard on a return to normal, or even to dare to 'build back better', as the saying goes...*'it's not about waiting for the storm to pass....it's about learning to dance in the rain'*.

“ In these uncertain times Destination Cathedral Quarter BID has played an active role in the key City Stakeholder groups, proving its value as an effective conduit for timely dissemination of information and as an organisation that can deliver solutions 'on the ground'. As we move to recovery and full re-opening, the BID will help improve the infrastructure and services that will make a positive impact in building back better for business in the Cathedral Quarter. ”
Glyn Roberts, Retail NI



Revitalisation - Warehouse Lane

LOOKING AHEAD TO TERM TWO



WE PLAN TO FOCUS OUR EFFORTS ON 3 KEY THEMES:



**MORE
SAVINGS**



**MORE
START-UPS**



**MORE
LOBBYING**

1: BUSINESS SUPPORT

Collective advocacy for positive change is proven to benefit business communities and we will continue to create a strong alliance among stakeholders and ensure the BID's voice is heard in key city-wide discussions. We will seek out new ways to support and empower our local businesses and organisations through cost saving initiatives, business focused events and by acting as a conduit with statutory authorities.

Reducing Costs

We will continue to work with our key partners to explore 'economy of scale' opportunities to provide additional savings in areas such as professional services, waste management and utilities.

Training and Networking

Providing support and opportunities for businesses to up-skill and network will be a continued priority. We will develop more networking opportunities both within our area and with businesses across our city and further afield. We aim to support local employers by developing a practical 'up-skilling' programme enhancing skills across the sectors.

A Collective Voice

Destination CQ BID will continue to champion the needs of the area with all key stakeholders and new developers. We will lobby for better transport links into our area, active travel initiatives and support for Smithfield & Union.

Cultural & Creative Support

We will champion for, support, and create new opportunities for our local cultural and creative industry by exploring new marketplaces and enterprises for artists, makers and SME's.

PRACTICAL ACTIONS

- Centralised procurement to reduce costs
- Data collation, surveys and research
- Free staff training and networking events
- Support via our Property Improvement Grants
- A strong collective representation at all strategic forums
- Start up support for creative and cultural industries

2: SAFER, CLEANER, GREENER

The welfare of local staff and that of the wider community has never been more important and keeping our area clean, safe and secure is at the heart of what we do. Feedback from businesses has shown that you value our dedicated Street Beat policing service and our targeted Clean Team, this has given us a clear mandate to enhance and develop initiatives in this area.

Street Cleaning

We will continue to invest in a dedicated Street Cleaning team for the city centre. We will aim to develop our services ensuring better coordination with Council cleaners and rapid response to business call outs.

Deterring anti-social behaviour and tackling homelessness

Our PSNI CQ Street Beat is one of our most popular initiatives and we will continue to invest in delivering this service in the new term. Along with using the Street Beat officers keen knowledge of the area we will continue to work closely with our local support services; Extern, Welcome Organisation and SOS Bus, to tackle anti-social behaviour and coordinate support for the vulnerable.

Green & Sustainable

The BID will deliver projects that encourage greener and cleaner business operations and develop and more environmentally sustainable area by introducing more greening and biodiversity to the public realm. We will work with property owners and local authorities to urge for the improved presentation of the key arrival points/gateways and to be proactive in removing the clutter and distractions that currently exist.

Effortless Access

Working with the Council and transport operators we will seek to make it easier to access and navigate around the area, lobbying for better connectivity from the rest of the city. We will lobby for reduction in car use outside loading times building on our work to date in facilitating business owners to have their streets appropriately pedestrianised or managed.

PRACTICAL ACTIONS

- Continue to develop our Clean Team and Street Beat services
- Implementation of Purple Flag goals to support the night-time economy
- Continue to develop CQ wayfinding and signage
- Improve and introduce new green spaces and additional planting
- Reduction in car use outside loading times
- Lobby for structural and service improvements such as better lighting, increased transport links and restoration of built heritage.



MORE CLEANSING



MORE POLICING



MORE INFRASTRUCTURE

“The BID's effort in the security, development and maintenance in the area is unsurpassed.”
Gareth McCaughey,
The Muddlers Club

LOOKING AHEAD TO TERM TWO



MORE BRANDING



MORE FOOTFALL



MORE HERITAGE

3: PROMOTING AND ANIMATING

We are aware that the behaviour of workers and visitors in the area is changing and one of our businesses biggest concerns is the reduction in footfall. Our ability to adopt new strategies to future-proof our area is critical to our success and we will continue supporting established festivals, but also look at creating new cultural experiences that locals are proud of and visitors will travel to see.

Brand Identity

Continue to develop a brand and promotional strategy with a range of marketing initiatives and targeted campaigns that celebrate what the area has to offer.

Increasing Footfall

We will work with partners to develop an annual events plan that serves all regions of the BID area and generates opportunities for local businesses to participate. We will continue to provide additional funding to support existing events that evidently boost business and establish new events in current quiet periods which will increase footfall and spend, and encourage families to visit.

Championing arts, culture and heritage

Our arts and cultural organisations, and our built heritage are a crucial and distinctive feature of the wider Cathedral Quarter offer. The BID is committed to celebrating and supporting their vital contribution to the charm, character and diversity of the city centre by continuing our CQ Events Fund, developing heritage trails and providing better creative wayfinding assets.

After Work & Evening Economy

Successful cities have an established night-time economy that appeals to both employees and visitors alike. Following our successful bid for Purple Flag status the BID will work with businesses to establish a strong and viable evening economy that encourages people of all ages to stay in the city after work, or to visit the city more regularly in the evening.

PRACTICAL ACTIONS

- Develop and support new mid-week, lunch-time and Sunday activities
- Consumer and visitor surveys and footfall monitoring
- Support for festivals and events via our CQ Events Fund
- Develop the area brand and manage the public image
- Promotion of built heritage through projects such as heritage trails
- Promotional Strategies



FUNDING FOR DESTINATION CQ BID IS RING-FENCED FOR PROJECTS AND SERVICES THAT HAVE BEEN AGREED TO IN THIS BUSINESS PLAN.

As an independent, private company, the BID can continue to seek additional funding ensuring local businesses can get even better value for money and that we can invest in exciting opportunities for Destination CQ area.

	Year 1	Year 2	Year 3	Year 4	Year 5
Income					
BID Levy	£371,385.00	£371,385.00	£371,385.00	£371,385.00	£371,385.00
Additional Income	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00
Total income	£396,385.00	£396,385.00	£396,385.00	£396,385.00	£396,385.00
Expenditure					
Business Support	£118,000	£118,000	£118,000	£118,000	£118,000
Promoting & Animating	£87,000	£87,000	£87,000	£87,000	£87,000
Safer, Cleaner, Greener	£99,000	£99,000	£99,000	£99,000	£99,000
Central Costs	£79,500	£79,500	£79,500	£79,500	£79,500
Reserves @ 3%	£12,885	£12,885	£12,885	£12,885	£12,885
Total Expenditure	£396,385.00	£396,385.00	£396,385.00	£396,385.00	£396,385.00

- The budget is subject to annual review based on evaluation of project results.
- A cautious approach has been adopted to providing the indicative budget for the BID term.
- A levy collection rate of 95% has been assumed and this reflects national average.
- The contingency equates to approximately 3% of income.
- The BID will seek to maintain management and overhead beneath the industry benchmark of 20%

“Belfast Chamber has been pleased to work closely with DCQ BID since its inception in 2016. We have developed a strong partnership and have cooperated closely on a number of shared projects which have been aimed at boosting Belfast's economy and making our city an even better place to live, work and enjoy leisure time. DCQ BID make an immensely valuable contribution not just to the all-important Cathedral Quarter but indeed the city as a whole and Belfast Chamber looks forward to continuing our partnership especially as the new Ulster University campus opens its doors.”

Simon Hamilton, Belfast Chamber

HOW A BID WORKS

“*Destination CQ has harnessed the heritage economy to the business and leisure sectors, creating a distinctive quarter where vibrancy, energy and innovation are celebrated and enhanced.*”
Father O'Neill, St Patrick's Church

A BUSINESS IMPROVEMENT DISTRICT (BID) IS A LOCAL, DEMOCRATICALLY ELECTED ORGANISATION THAT FOCUSES ON DELIVERING SPECIFIC IMPROVEMENTS NEEDED BY LOCAL BUSINESSES AND ORGANISATIONS IN A DEFINED AREA.

The BID invests in and delivers additional projects to improve the local trading environment, drive down business costs and raise the area's profile. BIDs are created through a ballot process and there are currently more than 300 BIDs operating across the UK, including 8 in Northern Ireland.

LEVY COLLECTION

IF A MAJORITY OF VOTERS, MORE THAN 50% BOTH BY NUMBER AND RATEABLE VALUE, VOTE TO SUPPORT THE BUSINESS PLAN, THEN THE BID WILL BE RENEWED FOR A FURTHER FIVE YEARS.

A payment of a BID levy will be required from all eligible businesses in the area and is based on a percentage of the Rateable Value of the property (hereditament).

This payment will be calculated at 1.5% of the rateable value for your individual property. So if you own a business with a rateable value of £5000 your BID levy will be £45 for the year. We also maintain a lower threshold which means that a business with a rateable value that is lower than £1,500 will not have to pay.



MEET THE BOARD

MEMBERS OF DESTINATION CQ BID'S BOARD ARE VOLUNTARY MEMBERS
DRAWN FROM LOCAL ORGANISATIONS AND BUSINESSES ACROSS THE AREA.



Paul McErlean (Chair)
MCE Public Relations



Donagh McGoveran
Centra



Les Hume (Vice Chair)
Dawsons Music



Joanne McKenna
James Street South



Paul McIlwaine (Treasurer)
The MAC



Jonathan McKeown
JMK Solicitors



Susan Picken
Cathedral Quarter Trust



Trevor Ringland
Macauley & Ritchie



Tzvetelina Bogoina-Seenan
Copyright



Sorcha Wolsey
Beannchor



Nuala Dalcz
Ulster University



Eimear Henry (Advisory)
Belfast City Council



Gavin Hendrie
Quigg Golden



Michael Pettigrew (Advisory)
Department for Communities

MEET THE TEAM



Damien Corr
BID Manager



Stephanie Garner
Project & Admin Officer

EVERY VOTE MAKES
A DIFFERENCE



EVERY VOTE
MAKES A
DIFFERENCE

The Destination CQ BID postal
ballot take place from

**11th August to 22nd
September 2021.**

It will be carried out
independently by Civica Group.

HOW
TO VOTE

A ballot paper will be sent to each
rateable business unit by post.

This is to be completed by placing a cross
in either a 'YES' or 'NO' box.

Voting by proxy is available. If you do not
receive your ballot papers or business
plan please email info@destinationcq.com

HOW WILL
THE VOTE BE
DECIDED?

The BID Renewal Proposal for 2021 to
2026 will be approved if two independent
criteria are met:

- The majority of those voting in the
ballot are in favour
- The total rateable value of those
properties or hereditaments which vote
in favour must exceed the total of those
voting against

**22nd September 2021:
Formal Declaration of
Ballot Result**

WHY YOU SHOULD VOTE YES

REMEMBER
WHAT YOU GOT
LAST TIME...

This is your opportunity to make a difference in your area. **You** get to decide how we spend over £2,000,000 additional funding.

You get a seat at every strategic decision making table in the City, the BID is your voice constantly lobbying decision makers on your behalf.

You get strength in numbers

You get a louder voice

You get a better service

30%

SAVING ON
WASTE COSTS

EXTRA
£357,000
investment

2080
EXTRA
POLICING
HOURS

16,000
SOCIAL MEDIA
FOLLOWERS

£17,000
OF PROPERTY
IMPROVEMENTS

£100,000
GIFT CARD
SALES

1600

AREAS OF
GRAFITTI
REMOVED

1250 STAFF
TRAINED FOR FREE

300,000
VISITOR
MAPS PA

£150,000
SALES UPLIFT, EVERY
RESTAURANT WEEK

5 YEARS
HEADLINE
CULTURAL
EVENTS

3 REVITALISATION
PROJECTS £170,000



A NO vote means

- X NO** additional funding - £357k in the last 5 years
- X NO** collective voice for CQ businesses
- X NO** dedicated Clean Team and on call graffiti removal
- X NO** BID funded day time PSNI officers
- X NO** dedicated CQ website or social media feeds promoting our area and our businesses
- X NO** Belfast City Centre Gift Card to lock spend in the City Centre
- X NO** programme of events like Belfast Restaurant Week
- X NO** joined up support to manage rough sleeping, begging and drug use
- X NO** free and subsidised essential training courses
- X NO** additional Christmas lighting
- X NO** collective purchasing to drive down business costs
- X NO** property improvement grants to keep CQ looking its best
- X NO** CQ Events and Project funding
- X NO** investment into green spaces

However, with a majority yes vote, not only can we maintain our thriving business network and wide range of successful services, we can continue to improve and develop the Cathedral Quarter BID area to achieve its exciting and dynamic potential.

THAT'S WHY WE'RE VOTING YES...

“ I have been impressed with DCQ BID and what they have accomplished in the area over the last five years, which coincides with my five years as Director of the Black Box. As a multi-arts venue and cultural hub, we've felt involved, consulted with and well represented. The DCQ team have been very engaged and great to work with. The development of the CQ Brand - social media platforms and visitor map have been especially beneficial and effective in promoting and animating the area. We fully support DCQ in their re-ballot ”

Rachael Campbell-Palmer, Black Box Belfast



“ The Oh Yeah Music Centre has had invaluable assistance, advice and support from CQ BID over the last number of years which has all had a positive impact on our organisation and business. CQ BID have been excellent in bringing together businesses in the area to form strategies and responses to recent proposed changes. Oh Yeah very much sees and supports CQ BID as fantastically positive presence for businesses and indeed the entire area. ”

Dee McAdams, Oh Yeah Belfast

“ From Belfast's oldest house to the City's newest bistro, Destination CQ has managed an extraordinary feat: harnessing the heritage economy to the business and leisure sector and creating a distinctive quarter in the inner city where vibrancy, energy and innovation are celebrated and enhanced. ”

Fr Eugene O'Neill, St Patrick's Church



“ It's been a pleasure working with CQ BID over the past few years. The effort put in from the team with help for the security, development & maintenance of the area is unsurpassed. We look forward to working with them for years to come to help ensure the best for the Cathedral Quarter in attracting further development & attraction of the quarter. ”

Gareth McCaughey, The Muddlers Club

“ The Cathedral Quarter definitely needs its own champion due to the unique nature of its one-of-a-kind shops, independent businesses, arts venues and fantastic hospitality. Cathedral Quarter BID is key to building and marketing that successful identity that makes CQ a destination unlike any other in NI. ”

Katherine McDonald, Craft NI





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