

Submitted to **Belfast LDP 2035 - Plan Strategy**

Submitted on **2018-11-15 16:42:19**

## Overview

### 1. Data Protection

**Q1. Please tick to confirm that you have read and understood the privacy notice above.**

I confirm that I have read and understood the privacy notice above and give my consent for Belfast City Council to hold my personal data for the purposes outlined.

**Q2. Do you consent for us to publish your response?**

Yes, with my name and/or organisation

### 2. Your details

**Q3. Are you responding as an individual, as an organisation, or as an agent acting on behalf of an individual, group or organisation?**

**Individual, Organisation or Agent:**

Organisation

**Q4. What is your name?**

**Title:**

Mr

**Full Name:**

Gareth Neill

**Q5. What is your telephone number?**

**Telephone number:**

[REDACTED]

**Q6. What is your email address?**

**Email:**

[REDACTED]

**Q7. Did you respond to the previous Preferred Options Paper consultation phase?**

No

If yes, and you have your previous response ID (beginning ANON) please enter it here::

### 4. Organisation

**Q9. If you are responding as a representative of a group or organisation, please provide details below:**

**Organisation:**

Destination CQ Ltd ( Business Improvement District )

**Your Job Title:**

BID Manager

**Address Line 1:**

Destiantion CQ BID Ltd

**Line 2:**

109-113 Royal Avenue

**Line 3:**

**City:**

Belfast

**Postcode:**

BT1 1FF

**6. Before you submit your comments**

**7. Is the plan sound?**

**Your comments should be set out in full. This will help the independent examiner understand the issues you raise. You will only be able to submit further additional information to the Independent Examination if the Independent Examiner invites you to do so.**

**Q12. Do you consider the Plan Strategy to be sound or unsound?**

I believe it to be sound

**8a. Sound**

**Q13. If you consider the Plan Strategy to be sound and wish to support the Plan Strategy, please set out your comments below:**

**Reasons for support:**

By way of background, Cathedral Quarter BID was established in October 2016, developed under NI BID Legislation.

With a ballot result of 84% support by the surrounding business; a 5 year business plan was implemented in October 2016. A private sector led, democratically elected entity; we have a voice for over 350 diverse businesses and organisations across Smithfield & Union.

High level objectives for the to ensure the area is a safe, vibrant, and enjoyable to visit, work and enjoy.

The BID is governed by a Board of Directors made up of up to 20 local businesses and organisations within the area.

Our vision is to further develop the unique Cathedral Quarter area as a great destination for tourism, culture, creativity, innovation, and business. We have a 5 year Business plan with which to invest around £1.3m of additional income into key business themes set out in the BID plan.

The BID Board welcomes the Local Development Plan and the delivery framework aligned with the Belfast Agenda. Belfast has the unique proposition of delivering an ambitious growth programme for the City Centre that will cement Belfast as European Regional Capital City.

The BID is supportive of creating a rich and diverse economy within the City Centre; to foster the wealth of talent from the surrounding educational establishments a range of industries, and sectors need to be incubated and fostered, alongside the creation of well-designed and mixed use homes. The City Centre currently has the potential to house a significant proposition of the City residential growth plans; ensuring there is a complimentary mix of leisure, retail and community space is of paramount importance. Consideration should be given to increasing Play

It is essential to create a positive urban experience for employers, investors, visitors and locals alike. One that will make them return to live, work and play. Principles of good quality design, inclusive planning processes and collaborative approaches to the built environment will assist in this and should be reinforced within the LDP.

Of particular note for the Cathedral Quarter ; we welcome constructive conservation alongside the redevelopment of the surrounding City Centre environs. The unique historic character of the area; denotes and is the USP and should be celebrated and continue to reused and redeveloped positively and sympathetically.

Prevalent to the Local Plan is the need for flexible City Centre use and a pragmatic approach to the reuse of ground floor building space within the retail core. Given the fluctuating nature of retail and the current concept of the 'high street'; a local plan policy needs to support a changing city centre environment and not hinder creative and collaborative reuse.

With a remit for the significant cultural and artistic stakeholders in the City Centre, an area that is currently limited in reference is Cultural, Arts and Creative Industries.

There is widespread acknowledgement that arts, culture and the creative industries can play a significant role in the cultural and physical regeneration of cities.

This can range in scope from the designation of physical areas such as creative clusters or hubs through to the development of cultural spaces (eg theatres, museums, art galleries) and on to ancillary or 'softer' entities/ activities which often spring up around creative areas eg bars and cafes, independent retailers, arts organisations and festivals.

Other cities in the UK have been pro-active in designating elements of developer contributions specifically for developing and supporting arts, culture and creative industries infrastructure (physical and otherwise) and it is extremely disappointing to us that arts, culture and the creative industries, and the substantial benefits that they bring to cities and their populations, receive limited mention.

In our opinion this is not only blinkered in terms of thinking but actually places Belfast at a distinct disadvantage in terms of other UK and ROI cities who are actively developing and growing their arts, cultural and creative infrastructure and capacity in order to meet the demands of a global tourist economy and an increasingly international and cosmopolitan workforce.

**Files should be no more than 10MB and in either PDF or Microsoft Word format:**

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## 9. Type of Procedure

**Q18. Please indicate if you would like your representation to be dealt with by:**

Written representations