

► Welcome continued...

and to encourage shoppers and visitors to explore the wide variety of retail offering provided by Belfast.

Effective city regeneration requires infrastructure improvements to complement successful private sector commercial projects. In this context, BCCM welcomes the Department for Social Development's commencement of the £16m 'Streets Ahead' programme. The project will improve parts of the City Centre including shared public space as well as features like street furniture, lighting, signage, landscaping and public art. When completed the new streetscapes will add to the distinctiveness of Belfast and will encourage visitors to explore the City's historical, cultural and shopping areas.

The facts speak for themselves and Belfast's retail inward investment market is booming. Belfast has a young, well-educated workforce, excellent transport infrastructure and close linkages between universities and commerce.

A modern property infrastructure providing high quality locations for new businesses and retailers will ensure that Belfast continues to attract increasing numbers of visitors and shoppers and that the city takes its place at the top of the retail centres in the UK and Ireland.



William McGivern, Chairman of Belfast City Centre Management Company

### **Belfast City Centre Management:**

Belfast City Centre Management Company (BCCM) is a public/private partnership organisation that works to enhance the economic activities and shopping experiences within Belfast City Centre. The Company strives to add value to the work of the statutory agencies in relation to infrastructure initiatives, new retail opportunities and the promotion of excellence in urban management. It is core funded by Belfast City Council, the Department of Social Development and the Belfast Chamber of Trade and Commerce.

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