

# LQ BID

# 2024-

# 2025

ANNUAL UPDATE

[linenquarter.org](https://linenquarter.org)

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# LINEN QUARTER LANDMARKS

- |   |                                       |    |                             |    |                                                 |
|---|---------------------------------------|----|-----------------------------|----|-------------------------------------------------|
| 1 | BELFAST GRAND CENTRAL STATION         | 10 | GRAND CENTRAL HOTEL         | 18 | LINENHALL STREET BOARDWALK                      |
| 2 | TOBACCO WORKS BUILDING                | 11 | LQ PARKLET @ PUGS           | 19 | ADELAIDE STREET BOARDWALK                       |
| 3 | GRAND OPERA HOUSE                     | 12 | STUDIO GIFTIG'S MURAL       | 20 | ORMEAU BATHS                                    |
| 4 | EWART BUILDING & BEDFORD SQUARE       | 13 | ULSTER HALL / CAREY GALLERY | 21 | ST MALACHY'S CHURCH                             |
| 5 | GREAT EXPECTATIONS – OPEN AIR GALLERY | 14 | LQ PARKLET AND PLANTING     | 22 | GASWORKS WATER FOUNTAINS                        |
| 6 | TERRI HOOLEY MURALS                   | 15 | THOMAS THOMPSON FOUNTAIN    | —  | GREAT EXPECTATIONS DEVELOPMENT OPPORTUNITY AREA |
| 7 | CROWN LIQUOR SALOON                   | 16 | BBC BROADCASTING HOUSE      |    |                                                 |
| 8 | BLACKSTAFF SQUARE                     | 17 | BANKMORE SQUARE             |    |                                                 |
| 9 | FLAXX BOARDWALK                       |    |                             |    |                                                 |



## LINEN QUARTER LOCALS



SAFE  
& CLEAN



## REGENERATION & INVESTMENT



PROMOTED  
& VIBRANT




HEALTHY &  
SUSTAINABLE

## PRIORITIES FOR THE YEAR AHEAD



OFFICIAL CHARITY  
PARTNER

## ANNUAL STATEMENT OF ACCOUNTS



MEET  
THE BOARD

## MEET THE TEAM



Chair, Linen Quarter BID  
**Sarah Cull**

**AS WE CONCLUDE THE FIRST HALF OF OUR FIVE-YEAR TERM, I AM DELIGHTED TO NOTE THAT 84% OF LINEN QUARTER BID'S 50 PROJECTS ARE COMPLETE OR UNDERWAY.**

In the year the Grand Central Station opened, visitors to our district will have noticed the positive impact of the BID – from the largest mural on the island of Ireland at Hope Street, to vibrant new planting, to our enhanced services to keep streets safe and clean.

LQ BID continues to work hard for organisations and employees who call this district home, including our “lunch and learn” programme, a full suite of free Health Week activities, social and

networking opportunities, or lobbying for strategically important matters such as late-night transport or Ending Violence Against Women and Girls. We continue to see strong levels of engagement and participation in our busy public events programme.

With a number of “big wins” still to achieve in the second half of our term, the Board and I remain committed to supporting the staff team in continuing to deliver for the Linen Quarter.

**OVER THE LAST 12 MONTHS THE LINEN QUARTER HAS REINFORCED ITS STATUS AS AN AREA OF INVESTMENT AND OPPORTUNITY.**

The £340m Grand Central Station has opened and, after years of lobbying from LQ BID, the North-South Glider has been confirmed and will be operational by 2030. Deloitte have taken possession of the Ewart as anchor tenant.

Following our 2023 “Great Expectations” initiative with Council and DfC, new investment is spreading across the former Golden Mile. Three major projects on Dublin Road and two on Great Victoria Street are in construction, while two hotels, Voco and Moxy, have been fully refurbished. We are delighted to welcome ‘Halt’ to the District, a vibrant street food hub on the former Europa bus station.

LQ BID continually engage with diverse stakeholders to enhance our sense of place. A dozen small scale public realm projects have been actioned this

year, with two larger schemes, exterior lighting for the Ulster Hall and creation of a Gasworks social space, planned for 2026.

We also aim to help businesses be the best version of themselves. We are one of the first three Ambassadors for the Belfast Business Promise and actively promote accreditation schemes from the Living Wage Foundation, Cycling UK, and locally based Jam Card. Chest, Heart and Stroke, headquartered on the Dublin Road, are our charity partner.

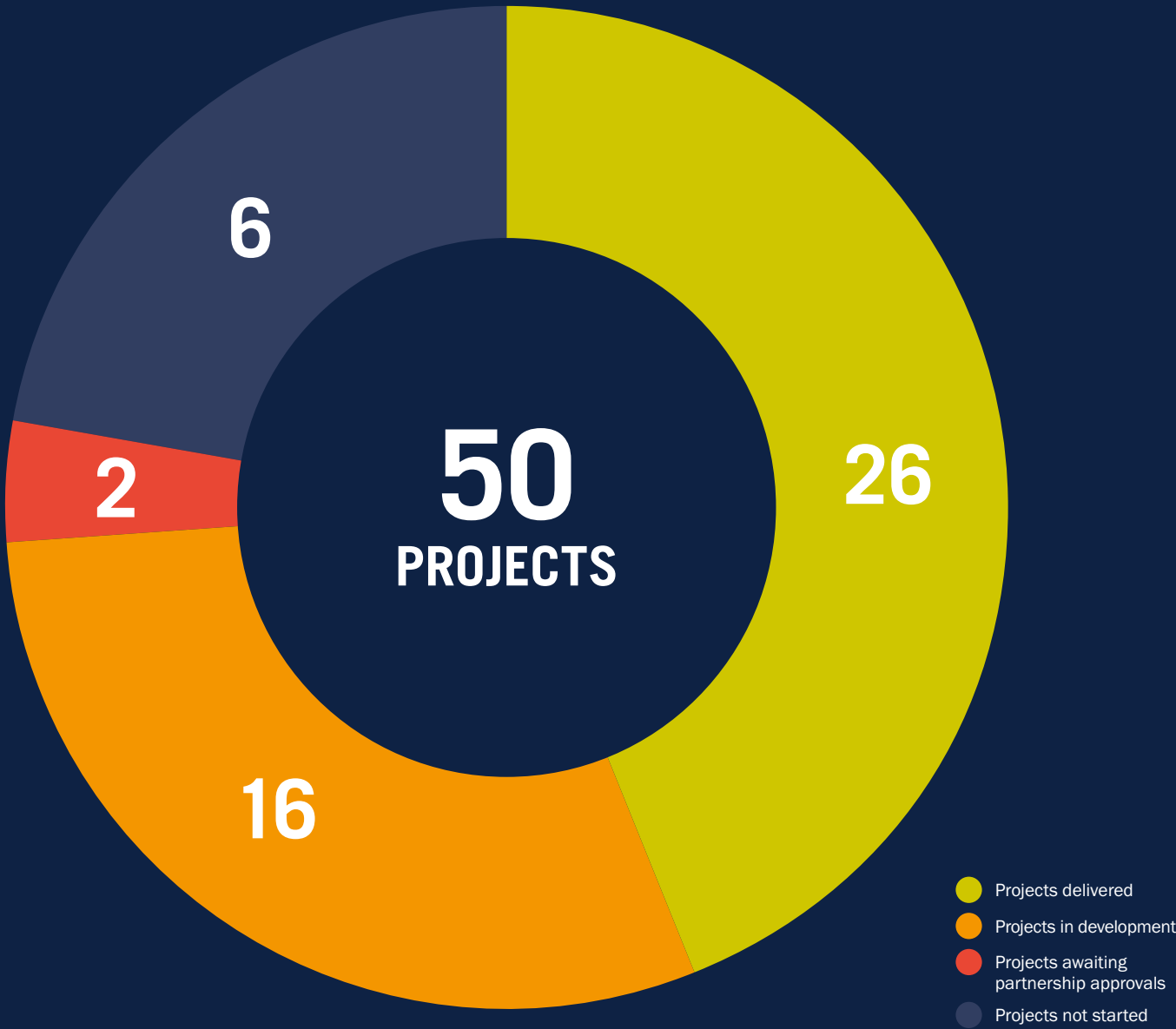
However, our true strength comes from our 300 member organisations, including the 15 who form our Board. Thank you to everyone who has participated in our projects and supported our collective work over the last 12 months.



Managing Director,  
Linen Quarter BID  
**Christopher McCracken**

**BUSINESS PLAN  
2023-28**

**IN THE FIRST HALF OF OUR SECOND TERM, LQ BID HAVE EITHER DELIVERED OR ACTIVELY PROGRESSED 84% OF THE BUSINESS PLAN**





# LINEN QUARTER LOCALS



## HAYLEY NORTON PEOPLE & CULTURE MANAGER, VOCO HOTEL (THE GASWORKS)

### 1. What do you like most about working in the Linen Quarter?

I love the location- there are several great bars & eateries right on our doorstep & everything is within walking distance. There is an urban vibrancy to the Linen Quarter that I just love.

### 2. What was your first experience of LQ BID?

My first experience of LQ BID was in attendance at their New Members lunch last year, prior to that I wasn't sure how they operated or what they did, but I quickly realised how impactful they are in the Linen Quarter district. After this event



I was excited to engage further with them and get the team at voco Belfast involved in their initiatives.

### 3. How do you think LQ BID adds value for your business and staff team?

LQ BID provides us with a range of ways to support our team and make an impact in our community, which is important to our organisation. We have had team members take part in volunteer planting and litter picking as well as Health Week initiatives, which offer something for all of our different team members and abilities.

We are in the Gasworks area and the BID are also investing in regeneration near the hotel. Although this is at planning stage it's great to see investment in the local area that is going to provide a positive impact to us.

The newest employee experience programme - Linen Live after 5 - is a brilliant way to support the local hospitality and entertainment venues in the district. The fact the BID provide these fantastic events at no cost to our team members is incredibly hard to believe!

### 4. How do you stay in touch with the LQ BID network?

I know the LQ BID team is just an email or call away, they are incredibly supportive, and the newsletters are a fantastic way to stay up to date and share internally with our team at voco Belfast.

### 5. Any final comments?

To say a massive thank you to the team at LQ BID for all that they do to make the Linen Quarter a great place to work & visit. Any event that I have had the pleasure to attend has been a roaring success and the initiatives do make a positive impact to us. I would encourage anyone in the district to get involved & communicate the events to your team- it really is worthwhile.



## MAURIZIO LIBERANTE PROGRAM MANAGER AT OFFERINGS, FACTOR LAW (GREAT VICTORIA STREET)

### 1. What do you like most about working in the Linen Quarter?

There is something energising about being in the Linen Quarter, it has this mix of history, hustle, and possibility. The initiatives the LQ BID team support, bring this mix together with future focus, placing sustainability at the heart of all that they do. They mirror and amplify the direction of travel of industry and society.

### 2. What was your first experience of

### LQ BID?

I was invited as representative of Factor Law to their Burns Night Event and 2024 Events Programme Launch. It was a brilliant evening - my first Burns Night celebration too - and it left a good impression on me, that the LQ BID team were action oriented, driving development from every direction.

### 3. How do you think LQ BID adds value for your business or staff team?

There is a baseline of care that makes a difference, cleaner streets, safer spaces, more visibility for local projects. But also, the work they support around sustainability and cultural programming gives us points of connection beyond the commercial. It encourages conversations that matter, which is good for morale and mission alike.

### 4. How do you stay in touch with the LQ BID network?

For general updates - the email updates and LinkedIn are very useful. Otherwise, Lawrence and Stevie often check in too, showing the care and attention they give to the relationships with organisations in the Linen Quarter. It feels natural rather than forced.

### 5. Any final comments?

Often you hear a lot about future cities: smart, green, 15 minutes. But what is happening here, in small and steady ways, is a reminder that progress can look like conversation, forums for changing mindsets and building together. The Linen Quarter is starting to feel like a place that is being actively shaped by the people in it and that is worth continuing.





# SAFE & CLEAN

## HIGHLIGHTS THIS YEAR INCLUDED RESEARCH AND EVENTS SUPPORTING NIGHT TIME AND FEMALE SAFETY, OUR THIRD VOLUNTEER DAY AS WELL AS BECOMING THE INAUGURAL SPONSOR OF THE SOS NI COMPASS ALLIANCE.

To coincide with the launch of the EVAWG Strategy, LQ BID undertook research into how safe women felt in the city, and hosted an expert panel with important stakeholders including the PSNI and the Night Czar, where local business women could share their experiences and lobby for change.

Our third volunteer event was in partnership with Keep Northern Ireland Beautiful, and saw 100 participants from businesses and the community install planting across the LQ, and remove 26 bags of waste, the equivalent of ten wheelie bins.

LQ BID also became the first business to join the SOS NI Compass Alliance, supporting them to continue their vital preventative work in the night-time economy. We hosted our first night-time economy safety event, where members heard more about the work of the SOS Bus and how they could support it.



STATUS/ NUMBER	PROJECT	PROGRESS
1	A weekly 'safe and clean' street audit by LQ BID staff. This will maximise the effectiveness of existing services by identifying issues across the district and requesting an appropriate response from statutory providers to resolve problems.	Several street audits take place every week. LQ BID staff raise issues identified with statutory providers or task our own dedicated safe & clean resource to help resolve.
2	A dedicated LQ police officer to provide additional patrol hours. This experienced PSNI officer will have in-depth knowledge of the area and provide longer-term problem solving. Contact details will be shared with levy payers to facilitate direct access.	New term 2 contract signed with PSNI. PC Sarah Craig provides a full-time dedicated service to the District and all levy paying organisations have been issued with contact details.
3	Support for charity partners working to alleviate street-based problems in relation to alcohol, substance abuse, and mental health. The initiative will help create a safer night-time economy and will signpost people in need to longer term help.	We work with charity partners via the Purple Flag Steering Group, chaired by LQ BID, and the Belfast Night Czar. Dedicated annual funding is provided to SoS Bus NI and opportunities with additional partners are being scoped.
5	A £100k crime prevention fund to enhance security measures for individual businesses and deliver street-based interventions such as improved lighting and CCTV. This project will be delivered in partnership with PSNI design out crime advisors.	The £100k fund has delivered additional CCTV and is currently progressing installation of alley gates. Levy payers can also apply for security grants, which will be highlighted via an Autumn marketing campaign.
7	A daily (Mon-Friday) Clean Team, focusing on value added services such as power washing, graffiti removal & litter picking on private property. The team will also provide a scheduled service for levy payers, on request.	The Term 2 LQ Clean Team doubled capacity from 3 days per week to six days a week. The range of services, such as weed removal & biocide washes, has increased. Clean team services can be requested by members.
8	Make arrangements with DFI to introduce dedicated maintenance for Bankmore Square, which is currently badly neglected and suffers from blight and anti-social behaviour. This supports a complimentary meanwhile project to renew the space.	LQ BID renovated and maintained Bankmore Square from March 2023 to March 2025 as a free to use green space open to all. The lease has now ended due to Kainos & Glider construction, but we are still seeking to influence DFI around effective management of residual space.
9	Enhanced week-long deep cleans of the District at Spring, Summer, and Christmas, concentrated at high footfall locations and venues.	These focused events have moved beyond deep cleans for hotels & hospitality venues into week long events with volunteer days (in spring 2025 we hosted 100 volunteers), talks and events, members offers, such as free safety alarms, enhanced policing and intensive cleansing.
10	Additional planting across the District, including maintenance of year-round planting at parklets & other designated planters, the Thomas Thompson Fountain, and key public spaces including Blackstaff, Bankmore, and Shaftesbury Squares.	Since 2023 LQ BID have planted an additional six sites in the District, including Bankmore Square and an urban ecology garden on Great Victoria Street. We continue to scope out unloved areas to transform with urban planting.
11	Installation of colourful flower displays across the District from June to September, including tower flower boxes and hanging baskets along key streets and public locations.	LQ BID currently fund twenty-four summer flower towers for the main thoroughfares in the District. These are on display between June and Sept each year.
12	Pest control services at key locations, including Blackstaff and Bankmore Squares. Additional short term pest control along streets or public spaces can also be requested by levy payers.	We work with charity partners via the Purple Flag Steering Group and the newly appointed Belfast Night Czar. A structured programme of support to be developed.
4	A package of crime prevention measures to include educational/marketing initiatives, business training & distribution of safety products for staff.	Ad hoc measures, such as PSNI visits to local organisations, are ongoing. A more structured programme of crime prevention measures to be designed.
6	Manage a safer city centre initiative between all three Belfast BIDs, the PSNI and other agencies. The initiative will feedback business concerns and identify problem solving measures.	The three BIDs have structured partnership meetings and jointly appointed Belfast's first Night Czar in June 2024. We are collectively developing Belfast's first business crime reduction partnership (BCRP) for the city centre, to be launched late 2025.

- Projects delivered
- Projects awaiting partnership approvals
- Projects in development
- Projects not started



# REGENERATION & INVESTMENT

LQ BID CONTINUES TO PROMOTE THE DISTRICT THROUGH TACTICAL URBAN REGENERATION INITIATIVES, WHILE ALSO SHAPING GOVERNMENT INVESTMENT INTO THE LINEN QUARTER.

Projects completed this year include the installation of a mural on Hope Street celebrating connectivity and diversity of the Linen Quarter. Measuring 450m2, it is the largest mural on the island of Ireland.

The previous year also marked the installation of the first 'living mural' in the City Centre on Bruce Street, which includes nesting bricks for swifts, with high quality lighting added to existing LQ murals to support night time animation and sense of safety.

We co-funded the Rory Gallagher statue which was installed in front of Ulster Hall in January, a great addition to the streetscape that has boosted Bedford Street as a visitor destination.

The BID has also been working with government partners to progress a reimagined Blackstaff Square, an improved public space in the Gasworks estate, and a new LED lighting display for the Ulster Hall.



STATUS/ NUMBER	PROJECT	PROGRESS
16	<b>Concept Designs:</b> Maintain up-to-date webpages of recent and proposed capital projects and working with developers to help land new investment into the Linen Quarter.	LQ BID maintains and updates a register of major capital projects in the district at the following link: <a href="https://linenquarter.org/explore-lq/regeneration-investment-project-overview/">https://linenquarter.org/explore-lq/regeneration-investment-project-overview/</a>
21	<b>Delivery Projects:</b> Provide a consistent and unified voice to represent the area and support additional resource, both from existing services and emerging grant funding opportunities.	Delivered & ongoing. LQ BID are an active stakeholder in public policies and projects that impact regeneration, from the Bolder Vision to the Grand Central Station. Between 2023 – 2025 we have already secured over £400k of grants for additional delivery projects.
23	<b>Capital Projects for 2023:</b> A meanwhile renewal of Bankmore Square, to bring it back into public use. This will be a temporary project, in partnership with DFI and the Department for Communities, prior to the construction of the Glider route.	LQ BID renovated the Square between March & June 2023, including relaid lawns and paths, new benches, tree wrap lighting, and a wildflower meadow. The lease ended in Spring 2025, to facilitate the Kainos construction and Glider route, but we are seeking to influence proper maintenance of any residual space.
24	<b>Capital Projects for 2023:</b> Deep clean and tactical regeneration projects along the Dublin Road and Great Victoria Street. This six-figure spend, in partnership with the public sector, will support the regeneration of streets that have fallen into long term decline.	LQ BID extended to this area in February 2023 and immediately began to implement deep cleans and graffiti removal. In the following 12 months we invested £225k in partnership with the City Council and DfC to deliver 16 tactical regeneration projects along Great Victoria Street, including murals, vinyls and planting. Around 80% of these costs were grant funded.
14	<b>Concept Design:</b> Commission a consultancy report to explore how we can enhance the Gasworks experience for workers and visitors, including improved social space, accessibility and design features.	We have developed two interventions for the Gasworks, including granite seating and the dressing of the walkway between the Gasworks and the river. These are currently going through a planning and approval process.
15	<b>Concept Designs:</b> Work with statutory partners to explore further pedestrianisation, public realm, and green space where appropriate. This could include specific studies for Linenhall Street, the creation of a pocket park around the Thomas Thompson Fountain, and the remodelling of Shaftesbury Square.	LQ BID worked with DfC to renovate Bankmore Square in June 2023, and have produced a concept study to support a major redevelopment of Blackstaff Sq. We are also working closely with DFI in relation to the Eastern Transport Plan.
18	<b>Transport Studies:</b> Work alongside statutory partners to introduce a new parking strategy for the area, which will incorporate improved access for trade suppliers, taxis, disabled parking, cyclists and coaches.	A detailed commercial access strategy, with extensive local consultation, was published in 2023, and we are working to implement the ideas as part of DFI's Eastern Transport Plan.
20	<b>Transport Studies:</b> Contribute to emerging concepts for a cycling greenway from the proposed Gasworks Bridge to the Grand Central Station, along with wider connections to West and East Belfast.	LQ BID are waiting publication of the Eastern Transport Plan, with a view to tendering a supplemental cycling infrastructure study to envisage a best-in-class network running through the District. We will seek to work alongside DFI to deliver this as part of the Eastern Transport Plan.
26	<b>Delivery Projects (2023-2027):</b> Working alongside the Department for Communities to help deliver the renewal of Blackstaff Square.	An initial concept was launched in March 2023, which was then refined following local consultation. We are actively working with DfC to implement the concept via a major regeneration of Blackstaff Square.
28	<b>Delivery Projects (2023-2027):</b> Future partnership projects flowing from proposed public sector investment, such as Weaver's Cross, the Bolder Vision, or Streets Ahead V.	LQ BID are working with Translink to animate the Grand Central Station and Saltwater Square when complete. We also aim to support the new Halt street food market opening at the former Europa bus station.
13	<b>Concept Design:</b> Renew the vision for the Linen Quarter with a professionally produced overview for the area. This document will collate all the proposed public and private projects across the District and will help integrate investment in a coherent way.	We are waiting for the publication of the Eastern Transport Plan in late 2025 before starting this supplementary initiative.
17	<b>Transport Studies:</b> Produce an integrated document to visualise transport investment across the District, including the opening of the Grand Central Station, Glider, Gasworks Bridge, cycling infrastructure, Streets Ahead V, and possible reconfiguration of local roads.	We are waiting for the publication of the Eastern Transport Plan in late 2025 before starting this supplementary initiative.
19	<b>Transport Studies:</b> Work with statutory partners to improve the crossing point for cyclists and pedestrians between Ormeau Avenue and the Gasworks.	LQ BID have held initial discussions with DFI, and we understand crossing improvements have been approved in principle. The design and implementation could take place in 2027-28 (when construction of the North-South Glider route is anticipated).
27	<b>Delivery Projects (2023-2027):</b> Future projects flowing from the Linen Quarter concept and transport studies, including a specific focus on projects for the Gasworks.	A design for a new LED lighting display for Ulster Hall is being developed. LQ BID aim to progress further scoping after initial projects in the Gasworks are delivered, and transport studies are complete
22	<b>Capital Projects (2023-2027):</b> Additional parklets and cycle bays, subject to support from immediate organisations and granting of permissions.	A change in DFI policy has prevented further implementation of this project. LQ BID continue to liaise with DFI and wider stakeholders to secure policy and legislative change.
25	<b>Delivery Projects (2023-2027):</b> Stone benches and planting outside Bedford House, subject to permissions.	An architecturally designed concept has been created, but a change in DFI policy has prevented further implementation. LQ BID continue to liaise with DFI and wider stakeholders to try to progress this vision.

- Projects delivered
- Projects awaiting partnership approvals
- Projects in development
- Projects not started



# PROMOTED & VIBRANT

LQ BID WORKS TO MAKE THE LINEN QUARTER A MORE VIBRANT PLACE TO LIVE, WORK AND VISIT, THROUGH A SERIES OF EVENTS, EMPLOYEE EXPERIENCES AND DESTINATION MARKETING INITIATIVES INCLUDING PURPLE FLAG, AND OUR £100K VIBRANT DISTRICT FUND.

This year we appointed Belfast City Centre's First Ever Night Czar, Michael Stewart, and supported him to lobby for improvements in the Night Time Economy including the permanent provision of weekend late night transport

Our Annual events program continued to grow in both number and impact, with 100+ events organised including lunchtime learning, cultural celebrations and social opportunities for employees.

Our Annual Pétanque Tournament saw 28 local organisations take part, an increase from 16 in the first year. The competition was covered on BBC's The One Show, marking LQ BID's National TV Debut.

We also worked with Belfast One & Cathedral Quarter BIDs to re-invigorate our Annual Belfast Restaurant Week, with 105 events taking place across 59 venues, with an average revenue growth of 24% during the course of the week.



STATUS/ NUMBER	PROJECT	PROGRESS
29	A weekly digital newsletter that will highlight activities throughout the District, including LQ BID events and levy payer news. This will be supported with active social media, and an up-to date website.	A digital newsletter with informative district updates is circulated every week, along with growing social media. The LQ website was redeveloped in January 2024.
32	A Welcome Pack for every levy payer, including a guide to the area, gift card, and promotional material.	An updated Welcome Pack was designed and distributed to all levy payers in March 2024. We have also introduced annual welcome lunches for new levy payers joining the district.
33	Curating a vibrant calendar of activities through BID run events, including restaurant weeks, health week, Re[act] Festival, games night, AGM, business breakfasts, and regular member's social and networking opportunities.	We launch comprehensive annual events plans each year at our annual levy payers dinner in January. In 2025 events have been supplemented with 'Alive after 5' promotions.
34	Curating a vibrant calendar of activities by extending existing festivals into the Quarter. Examples include Four Corners, Imagine, Blues, Trad Fest & Culture Night. The BID will also fund promotional experiences for members at existing LQ venues.	New for 2025 includes a month long TradFest celebration at the Grand Central Station, and a relaunched Culture Night. We are also supporting Belfast City Council with their Sunday animation initiative.
35	Ongoing roll out of visual branding for the Linen Quarter using the bespoke colours and brand identity designed for the district. This includes vinyl wraps, banners, street installations and public art.	The LQ brand and colour scheme has been extended to Great Victoria Street & Dublin Road, with a growing sense of identity throughout the Linen Quarter.
36	Establish a £100k "Vibrant District Fund". This will co-fund ideas from levy payers who want to do something to improve the vibrancy of their workplace or the District.	At the half-way point of the term around £50,000 of joint projects have been funded including murals, planting, and awnings.
38	<b>City Centre Promotion:</b> Deliver two city centre restaurant weeks each year (in Q1 and Q3) in partnership with Belfast One and Destination Cathedral Quarter.	Following consultation with stakeholders, a decision was made to deliver one restaurant week per year, which now takes place every October in partnership with Belfast One and Cathedral Quarter BIDs.
39	<b>City Centre Promotion:</b> Work across all three BIDs to promote Belfast City Centre through the gift card, purple flag accreditation (for the Nighttime Economy), and other joint marketing initiatives.	The Gift Card can be used throughout the city centre. The Purple Flag stakeholder group is chaired by LQ BID. As well as ongoing ATCM accreditation for the City Centre One the three BIDs recruited Belfast's first Night Czar in June 2024 and in 2025 we commissioned detailed research on the Night Time Economy alongside the Department of the Economy.
31	A specific food and drink promotion package, including marketing material that collectively sells the district, food tours, PR initiatives, and bespoke events.	LQ BID co-fund restaurant week and support hospitality through our social media. Two specific initiatives were launched in 2025: the "Alive after 5" programme that encourages those who work in the area to socialise in the area and a new local offers page exclusively for members <a href="https://linenquarter.org/offers/">https://linenquarter.org/offers/</a>
37	Story telling initiative through the installation of QR codes across the district. The codes will be linked to web pages providing information on history, architecture, people, and place.	Potential locations have been scoped and draft narratives scripted. We now aim to approach building owners and develop content for hosting on our website.
30	A professionally run destination marketing campaign to promote the district, including sense of place, events & experiences, and levy payer stories. The ongoing campaign will use a range of channels, from Instagram to PR & print media, and will enhance awareness of member services as well as branding the district itself.	Branding and marketing of the district is ongoing, but the dedicated campaign has not yet been developed.

- Projects delivered
- Projects awaiting partnership approvals
- Projects in development
- Projects not started



# HEALTHY & SUSTAINABLE

## DRIVING SUSTAINABILITY, WELLBEING, AND INCLUSION: LINEN QUARTER LEADS WITH ACCREDITATION, CLIMATE ACTION AND HEALTH INITIATIVES TO BUILD A SUSTAINABLE, EQUITABLE AND HEALTHIER URBAN DISTRICT

We've made strong progress toward a healthier, more sustainable district. Through expanded co-funding support, more levy-paying organisations have achieved Living Wage and Cycling Friendly accreditation. With 60% of all accredited sites in Northern Ireland, Linen Quarter leads in Cycling Friendly Accreditation.

Our RE[act] Festival for a Sustainable Belfast welcomed 1,200 participants across 40 events, highlighting our collaborative approach to climate action, inclusion and placemaking.

Employee wellbeing remains a priority, with our 6th annual Health Week offering 100 separate events, being our biggest yet, alongside seasonal health programmes such as five a side football and gym classes.

We're also proud to be named an original Ambassador of the Belfast Business Promise, having met all eight pledges supporting inclusive, sustainable growth.



STATUS/ NUMBER	PROJECT	PROGRESS
40	<b>Healthy District:</b> An annual health week, with a range of activities for LQ based employees, including personal health checks, physio, first aid & CPR training, mental health, cycling initiatives, fitness classes, and healthy eating.	The 6th annual health week took place from 9-15 June 2025 with 100 free events, the most detailed programme to date. Our healthy district initiatives also include gym classes, 5 a side football, and a summer pétanque tournament.
41	<b>Healthy District:</b> Co-funding AED's that levy payers wish to purchase for their organisation. The BID will help levy payers register their devices with the national database and provide annual training and ongoing awareness.	We have co-funded four AED's in the Linen Quarter. Existing AED's in the district have also been mapped with LQ BID providing annual AED training. We promote BHF RevivR App and have appointed NI Chest, Heart & Stroke as our Charity Partner(2025-27).
43	<b>Healthy District:</b> Provision of cycling support for employers and employees, including subsidised workplace accreditation and free cycle training and maintenance for staff. LQ BID will fund 75% of the cost of the employer's accreditation, which is a national scheme led by Cycling UK.	LQ BID have co-funded six accredited organisations in the District as cycling friendly employers. The district is now firmly established as a regional leader in Cycling Friendly Accreditation, with 60% of all accredited locations in Northern Ireland based within the district. We have also developed a new accreditation with Cycling UK for cycling friendly buildings, with the Ewart winning a gold award this year alongside Invest NI.
44	<b>Sustainable District:</b> Curating the biennial RE[act] Festival for a Sustainable Belfast. The Festival incorporates keynote speakers, local organisations, and individual activities, and provides a forum to debate critical issues. RE[act] is delivered in partnership with the BCC Resilience Commission.	The bi-annual RE[act] Festival took place 12-14 November, with three sponsors, 30 events partners, and 40 events. Highlights included launch of the Better on Board charter and guest appearances from Joe Kennedy. A smaller interim festival will take place in November 2025, before the full event returns in 2026.
42	<b>Healthy District:</b> Management of air quality monitoring across the Linen Quarter, combined with an area-based health assessment. Datasets will be used to make the business case for additional health related investments.	Four monitors have been purchased and we are actively recruiting for volunteers by loaning the devices to levy payers to help us collect air quality data and to make their own personal air quality assessments. A hotspot map of the District is being developed.
46	<b>Sustainable District:</b> Provision of sustainable waste management. LQ BID has selected RiverRidge as the preferred supplier for the District due to its superior commitment to sustainable practices – including free consultancy and reduced landfill – along with the competitive rates offered as a bulk provider.	Originally launched in term one, we have 90+ locations in the district with 180+ members signed up to RiverRidge. A pilot project to measure waste management in the district is currently being explored with RiverRidge.
47	<b>Sustainable District:</b> Green Energy, in partnership with Power NI. LQ organisations can sign up for accredited green energy at no extra cost, along with free support to reduce energy use and improve efficiency.	Originally launched in term one, but with low take up. The service is currently being scoped for a second iteration later in term 2.
48	<b>Sustainable District:</b> Climate awareness training, and other packages to support sustainability, will be offered to levy payers at no or significantly reduced cost.	Originally launched in term one, with several successful training sessions. A further round of training will take place later in 2025, with other supporting activities currently being scoped.
49	<b>Sustainable District:</b> Work with statutory partners to bring forward plans for active and sustainable travel, and fund sustainability concept studies to support initiatives such as the roll out of superblocks or green buildings within the District.	Research on superblocks, green buildings, and pedestrianisation were published in term one. Conversations around implementation of these concepts are ongoing.
50	<b>Sustainable District:</b> Encouraging the adoption of best practice initiatives for organisations across the District. This includes support for ESG reporting and helping to create a more sustainable and inclusive economy through the roll out of the JAM card and company accreditation from the Living Wage Foundation.	LQ BID is actively supporting levy payer accreditation for JAM card and Living Wage, including financial support. We have also received the Ambassador Status for Belfast Business Promise and have started our community outreach/good relations initiative. A scheme to support ESG reporting, and other best practices, will be developed later in term 2.
45	<b>Sustainable District:</b> Free building audits – administered by Climate NI – who will review the energy use, waste and carbon of buildings as well as the sustainability of products and services.	Scoping work for this service will start later in 2025.

- Projects delivered
- Projects awaiting partnership approvals
- Projects in development
- Projects not started



# NEXT YEAR'S PRIORITIES/ UPCOMING INTERVENTIONS

BELOW ARE SOME OF THE PRIORITIES WE WILL AIM TO TAKE FORWARD IN THE THIRD YEAR OF OUR TERM (2023-27), ALONGSIDE OUR ONGOING PROJECTS AND INITIATIVES.

1

## ULSTER HALL LIGHTING SCHEME

LQ BID is working with the Council to elevate the Ulster Hall as a visitor destination and local heritage asset by installing multi-colour LED lighting features on its front elevation that will make it possible to project customised lighting designs. The anticipated lighting display will promote Bedford Street as a people-centered thoroughfare connecting the City Centre with Queen's Quarter.

2

## SECURE YEAR- ROUND LATE NIGHT TRANSPORT

As Chair of the Purple Flag Steering Committee, which oversees the Belfast City Centre Night Czar, we are lobbying for the introduction of year-round Late Night Transport for Belfast including through an open letter to the First & Deputy First Ministers.

3

## COMMUNITY ENGAGEMENT

Community outreach will be a bigger priority as we continue our efforts to be a good neighbour, acting as the bridge between communities and businesses and supporting knowledge exchange. We will also look at how we can make a small grants program available to support community activities and festivals.

4

## BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

The three BIDs are working collaboratively to set up the first BCRP for Belfast City Centre. Following a model of national best practice, the BCRP will provide analytical packages to the PSNI to tackle retail crime, anti-social behaviour, and late-night crime. It will also conduct business crime surveys and explore setting up a Belfast pub-watch.

5

## SUPPORT THE SUCCESS OF GRAND CENTRAL STATION

The Belfast Grand Central Station means that the Linen Quarter is now the front door to the city of Belfast. We are working to support the success of the station and the wider Weavers Cross development, with increased animation, helping to support the modal shift to sustainable travel and supporting the investment opportunities the transport hub is bringing to the district and beyond.

6

## GASWORKS SOCIAL SPACE

LQ BID has developed a detailed proposal to transform the central green space in the Gasworks estate into a more inviting social space by installing enhanced planting, seating and lighting features. The proposals seek to build on the anticipated increase of pedestrian and cycling movements along the Gasworks - Bankmore St - Bruce St active travel corridor after completion of the Lagan pedestrian bridge, while also promoting the Gasworks green space as a City Centre amenity open to all.

# MEET OUR FIRST OFFICIAL CHARITY PARTNER (2025-27) NI CHEST HEART & STROKE

We are delighted to announce that Northern Ireland Chest Heart & Stroke will be Linen Quarter BID's first official charity partner for 2025-2027, following a detailed application process over the past few months.

Located on 21 Dublin Road, their building has been a landmark in the Linen Quarter for many decades. We spoke to Regina Cox, our Partnership Manager at NICHHS, to find out more about the charity and about their exciting plans for the partnership and how you can get involved.

### Tell us about Northern Ireland Chest Heart & Stroke

We have been leading the fight against chest, heart and stroke illnesses in Northern Ireland since 1946.

At Northern Ireland Chest Heart & Stroke **We Care, We Prevent, We Research, and We Campaign.**

We provide expert **care** and support to anyone living with chest, heart and stroke conditions. We work to **prevent** these illnesses, by helping detect their early signs and empowering individuals to make healthy choices.

We fund **research** to advance how we treat, care for and prevent chest, heart and stroke conditions. We **campaign** for better care, treatments and awareness of these conditions.

The need for our work has never been greater. Here's some of the most up-to-date available statistics on chest, heart and stroke conditions in Northern Ireland and they demonstrate why our work is so vital:

- Today there are **at least 400,000 people** in Northern Ireland living with chest, heart or stroke conditions. That's up to **1 in 4** of us.



- **17 deaths** a day are caused by chest, heart and stroke conditions when combined.

- Deaths due to chest, heart and stroke conditions, **when combined**, are the **number 1 cause of death of people** in NI.

As a charity, almost 90% of our income comes from public donations, so we are very grateful to the Linen Quarter BID for choosing us to be their charity partner.

### How have you worked with LQ BID in the past?

We love working with the LQ BID team and our staff have taken part in many of the great events. As a health charity it's great to see the variety of health events that take place every year. From the yoga to the dance classes there is lots to enjoy and we're delighted to offer our health checks as part of LQ Health Week each year.

Last year we took part in the Annual Pétanque Tournament for the first time and we're proud to say that we are the reigning Pétanque champions! We're looking forward to defending our title this year. A huge favourite of all of our staff is the Dog Petting event.

### What can we all expect to see during the next 2 years?

We're looking forward to working with Linen Quarter BID over the next 2 years and are putting plans in place for how local organisations and their employees may be able to get involved, from business breakfasts, health promotions and fundraising activities.

Next year we'll be celebrating our 80th anniversary. There'll be exciting events and opportunities to improve members health and lots more. All will be revealed soon, so watch this space!



# SUMMARY INCOME STATEMENT

Belfast Central Business District (BID) Ltd - Linen Quarter BID  
Annual Report and Accounts Summary 2024/25

## SUMMARY INCOME STATEMENT for the year ended 31st March 2025

	Notes	2025 £	2024 £
<b>INCOME</b>			
Levy collection	1	732,528	608,539
Grants	2	20,000	285,671
Other income	3	42,501	22,606
		<b>795,029</b>	<b>916,816</b>
<b>PROJECT COSTS</b>			
Safe & Clean	4	200,495	167,541
Healthy & Sustainable	4	100,296	75,521
Promoted & Vibrant	4	215,832	147,871
Regeneration & Investment	4	124,791	379,766
		<b>641,414</b>	<b>770,699</b>
<b>OTHER COSTS</b>			
Setup costs		—	—
Admin & Organisation	5	108,043	103,803
		<b>108,043</b>	<b>103,803</b>
<b>SURPLUS</b>		<b>45,572</b>	<b>42,314</b>

# BALANCE SHEET

Belfast Central Business District (BID) Ltd - Linen Quarter BID  
Annual Report and Accounts Summary 2024/25

## SUMMARY STATEMENT OF FINANCIAL POSITION (BALANCE SHEET) as at 31st March 2025

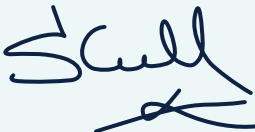
	Notes	2025 £	2024 £
<b>NON CURRENT ASSETS</b>			
Fixtures, fittings & equipment		—	—
		<b>0</b>	<b>0</b>
<b>CURRENT ASSETS</b>			
Stocks	4	—	—
Receivables	4	658,990	511,331
Cash and cash equivalents	4	243,149	334,468
		<b>902,139</b>	<b>845,799</b>
<b>CURRENT LIABILITIES</b>			
Payables and deferred income	3	(589,982)	(579,214)
		<b>(589,982)</b>	<b>(579,214)</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>312,157</b>	<b>266,585</b>
<b>RESERVES</b>			
Income statement	4	312,157	266,585
		<b>312,157</b>	<b>266,585</b>
<b>EQUITY</b>		<b>312,157</b>	<b>266,585</b>

### DIRECTORS' STATEMENT ON THE SUMMARY FINANCIAL STATEMENT

The directors present herewith the summary financial statement of Belfast Central Business District (BID) Ltd for the period ended 31st March 2025 and confirm the following:

- the summary financial statement is only a summary of information derived from the company's annual accounts;
- the summary financial statement does not contain any additional information derived from the directors' report;
- the full annual accounts, the Chartered Accountant's report and the directors' report can be obtained on application to Belfast Central Business District (BID) Ltd;
- the annual accounts were approved by the Board on 19th June 2025.

This directors' statement was approved by the board of directors on 19th June 2025 and signed on its behalf by:



Sarah Cull  
Chair of Directors



Christopher John McCracken  
Managing Director



# NOTES TO THE SUMMARY INCOME STATEMENT AND BALANCE SHEET

## NOTES TO THE SUMMARY INCOME STATEMENT

### 1. Levy collection £732,528 (2024: £608,539)

	YEAR 7 2024/25		YEAR 6 2023/24		TERM 1 2018/19 to 2022/23		TOTAL
Levy billed in year	779,940		661,466		2,345,012		3,786,418
Levy adjustments (incl permanent write offs)	0		(40,490)		(30,056)		(70,546)
Levy recognised	779,940		620,976		2,314,956		3,715,872
COLLECTION							
in 2018/19: £380,365	—	0.00%	—	0.00%	380,365	16.22%	380,365
in 2019/20: £453,087	—	0.00%	—	0.00%	453,087	19.32%	453,087
in 2020/21: £293,043	—	0.00%	—	0.00%	293,043	12.50%	293,043
in 2021/22: £529,519	—	0.00%	—	0.00%	529,519	22.58%	529,519
in 2022/23: £488,452	—	0.00%	—	0.00%	488,452	20.83%	488,452
in 2023/24: £608,539	—	0.00%	554,078	89.23%	54,461	2.35%	608,540
in 2024/25: £732,528	671,076	86.04%	23,503	3.78%	37,948	1.64%	732,528
Total collection	671,076		577,581		2,236,875		3,485,535
Outstanding levy balance at 31 Mar 2025	108,864	13.96%	43,395	6.99%	78,081	3.37%	230,337
COLLECTION RATE	86.04%		93.01%		96.63%		93.92%

### 2. Grants £20,000 (2024: £285,671)

- Belfast City Council - £20,000
- 2023/24 grants received were:
- Belfast City Council - Great Victoria Street Scheme £205,671
- DfC - Brunswick Street & Bankmore Square projects £80,000.

### 3. Other income £42,501 (2024: £22,606)

This is specific project income, event sponsorship and contributions from other organisations towards shared expenses.

### 4. Project costs £641,414 (2024: £770,699)

Direct costs allocated to activity in furtherance of the BID company's aims.

### 5. Admin & Organisation £108,043 (2024: £103,803)

Overall costs related to governance and administration of the BID company amount to £108,043 (2023: £103,803) which is 13.58% (2024: 11.32%) of total declared income (levy received plus other income), or 14.74% (2024: 17.06%) of total levy collected in the year. Overall admin costs in years 1 to 7 total £562,319 which is 12.84% of total income in the period.

## NOTES TO THE SUMMARY STATEMENT OF FINANCIAL POSITION

### 1. Receivables £658,990 (2024: £511,331)

At the date of signing of the accounts, £28,632 (2024: £7,372) of these debts remains due to the company, all other debtors recognised in the accounts have been received.

### 2. Cash and cash equivalents £243,149 (2024: £334,468)

At the statement date, all funds are held in business current accounts. The Board has approved that £100,000 be invested in a reserve fund to which the company has immediate access.

### 3. Payables and deferred income £589,982 (2024: £579,214)

Relates to trade creditors of £25,169 (2024: £30,535), Value Added Tax of £95,122 (2024: £88,924), HMRC payroll taxes of £3,765 (2024: £nil), next-year levy received in advance of £458,712 (2024: £442,825) and accrued expenses of £7,214 (2024: £16,930). At the date of signing of the accounts, all creditors have been paid.

### 4. Reserves £312,157 (2024: £266,585)

All reserves are carried forward to be applied to projects in the forthcoming financial year(s).

# MEET THE BOARD

The Linen Quarter BID is an independent not for profit company that focuses on delivering specific improvements in the area. The BID was democratically elected for a five-year term, starting in February 2018, and is governed by a Board of Directors drawn from local organisations across the area. The BID's mandate was extended for another five years after a re-ballot in January 2023.



**Sarah Cull**  
LQB Chairperson  
Credit Manager  
Danske Bank



**Colin Mounstephen**  
LQB Deputy Chairperson  
Director  
Deloitte



**Fearghal McKinney**  
LQB Company Treasurer  
Chief Executive  
British Heart Foundation



**Christopher McCracken**  
LQB Managing Director  
& Company Secretary



**Eamon Butler**  
Director  
CBRE



**Ciara Davidson**  
Head of Governance &  
Stakeholder Engagement  
ICC Belfast



**Jeanette Donohoe**  
Director and Head of  
Insolvency  
Cleaver Fulton Rankin



**Louise Doyle**  
Station Manager  
Belfast Grand Central  
Station



**Orla Farquharson**  
Director of Limelight  
Limelight



**Avril Keys**  
Internal Comms &  
Engagement Lead  
BBC



**Ruairi McLaughlin**  
General Manager  
Voco Hotel



**Michael Mitchell**  
Associate Director  
ARUP



**Paul Roberts**  
Chief Executive Officer  
Community Places NI



**Mairead Scott**  
Managing Director  
MCS Group



**Jonathan Topping**  
Clayton Hotel  
General Manager



**Andrew Wiggam**  
Head of Operations  
Grand Opera House



# MEET THE TEAM



**Chris McCracken**  
Managing Director  
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**Charlotte Irvine**  
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**Christiaan Karelse**  
Regeneration Manager  
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Manager  
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**Sara Elliott**  
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Manager  
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**Halli Richard**  
Business Engagement  
Manager (Temporary)  
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halli@linenquarter.org



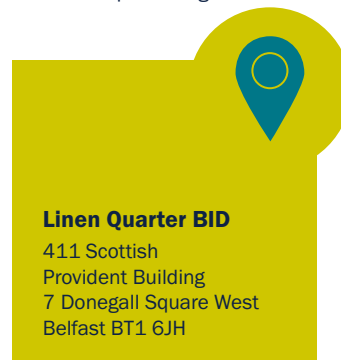
**Constable Sarah Craig**  
Dedicated PSNI Officer  
07825 634384  
streetbeat@psni.police.uk



**Ryan Magee**  
Clean Team  
Contact:  
charlotte@linenquarter.org



**Fergal Donnelly**  
LQ Gardener  
Contact:  
charlotte@linenquarter.org



# HERE'S WHAT YOU HAD TO SAY ABOUT LQ BID

Taken from our 2023/24 Annual Survey

“JUST A WEE LINE TO SAY THANK YOU FOR A FANTASTIC NIGHT AT THE CHINESE NEW YEAR & EVENTS PROGRAM LAUNCH. YOUR TEAM DID A WONDERFUL JOB AND IT WAS GREAT TO HEAR ABOUT ALL THE EXCITING INVESTMENTS IN THE LINEN QUARTER. PLEASE PASS ON MY THANKS AND CONGRATULATIONS TO EVERYONE”

Patricia, Apple Recruitment

“THANKS AGAIN FOR A GREAT LUNCHTIME LEARNING EVENT (AND FOR ARRANGING A VEGGIE OPTION, MUCH APPRECIATED!)”

Robert, ARUP

“RE[act] WAS A FANTASTIC FESTIVAL, 3 DAYS OF AMAZING, ENLIGHTENING AND INSPIRING EVENTS. DELIGHTED INVEST NI COULD BE PART OF IT. THANKS TO YOU AND THE TEAM FOR ALL THE HARD WORK AND EFFORT”

Paddy, Invest NI

“FANTASTIC TO SEE THE REGENERATION OF THIS AREA, LARGELY AS A RESULT OF THE EFFORTS OF LQ BID IN STEERING THIS FORWARD. THE LINEN QUARTER IS FEELING ALIVE AGAIN!”

Aoife, Atkins

“I REALLY ENJOY WORKING IN THE LINEN QUARTER. IT'S KEPT CLEAN, I FEEL SAFE, IT'S REALLY ACCESSIBLE BY TRAIN OR CAR, AND THE EVENTS PROGRAMME, ESPECIALLY THE PÉTANQUE TOURNAMENT, KEEPS US CONNECTED AS A TEAM”

Grainne, Navigator Blue

“THE PARKLET OUTSIDE SNAXX ON LINENHALL STREET IS A GREAT JOB AND IS BEING USED WIDELY BY PEOPLE IN THE AREA”

Member of Public

“AFTERNOON TEA AND DINNER BOOKINGS WERE UP CONSIDERABLY ON THE SAME WEEK LAST YEAR. WE CAN CONFIDENTLY SAY THAT BELFAST RESTAURANT WEEK WAS A HUGE INFLUENCE ON THE INCREASE”

Lauren, Fitzwilliam Hotel

“THE ACTIVITIES PLANNED FOR LQ BID RESIDENTS HAVE BEEN A GREAT WAY TO MEET OTHER ORGANISATIONS AND GETTING OUR TEAM OUT OF THE OFFICE. THE PÉTANQUE TOURNAMENT HAS BEEN THE HIGHLIGHT OF THIS!”

Conor, Relate NI/ Family Mediation NI

“WE HAVE REALLY ENJOYED THE LQ BID COMMUNITY EVENTS AND TAKING PART IN LOOKING AFTER THE AREA, AS WELL AS HEALTH WEEK. THE LINEN QUARTER HAS REALLY CHANGED OVER THE YEARS, WITH LQ BID BEING A CLEAR DRIVING FORCE!”

Rachel, NICCY



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