

The Story of Lisburn's High Street Renaissance

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Lisburn City Centre



Background

- Unclear leadership role
- Lacking in a collective vision
- Lack of innovation

Major Public Realm Scheme

- Low Footfall
- Negative Publicity
- Poor Public Perception



New Service

Council created a City Centre Management Service

- Develop a strong relationship with businesses, Chamber of Commerce, other stakeholders
- Develop partnership working
- Lead the development of Lisburn City Centre
- Increase footfall
- Develop an offering to entice new retailers and encourage more city centre living
- Develop a plan of events and co-ordinate and evaluate

Strategic Approach

Lisburn City Centre Masterplan

- Regeneration of Key Opportunity Sites
- Programme of Public Realm Works
- Marketing and Animation Programme

Lisburn Historic Quarter Development Strategy

'A regional city with a historic heart'



Physical Regeneration



Business Development Initiatives

- Start Up Package and Signposting
- City Hub
- Shop Front Improvement Scheme
- Evening Economy Programme



LOVE LISBURN – Shop Local Initiative



Events

- Programme of events – 64 delivered in 2019
- Tailored for different groups
- Delivered in partnership with other stakeholders
- Free activities

FREE CITY CENTRE EVENTS MARKET SQUARE, LISBURN

6 MAY
11am - 2pm
KIDDE COUNTDOWN TO BALMORAL SHOW
Enjoy five family fun shows on site to the highly anticipated Balmore Show 2017 with pony fun, animal acts & crafts and more.

13 MAY
10am - 4pm
MEET THE NAVY
An opportunity to meet the men and women of HMS Pembroke the Royal Naval Reserve Unit based at The Royal Barracks with display stands from HMS Lisburn, Royal Marine Band, Sea Cadets and regular performances by the world famous band of the Royal Marines beginning at 11am.

20 MAY
THE MAYOR'S CARNIVAL PARADE
Come and join the fun of the Mayor's Carnival Parade with a whole host of international costumed performers, musicians and dancers - no tickets or reservations from local schools and community groups this year. Meet in the street of Lisburn City centre with further information available from special events. Let your imagination go wild with your supporters in display of their support!

27 MAY
LISBURN WORSHIP TOGETHER
See the Albion New Life Choir before the start of their hour. The group of Lisburn children will entertain you with their energy and passion in all of their song and dance. It's an open air concert not to be missed!

24 JUNE
11am - 4pm
GAMING ON THE BIG SCREEN
Compete in the ultimate gaming experience in Market Square on the Big Screen. GANE Lisburn is organizing the event and there will be plenty of prizes up for grabs.

25 JUNE
11am - 1pm
JUMP, JUGGLE AND JIVE...LEVEL
Jump, juggle and jive a back the summer for more juggling and jiving in Market Square. This event is suitable for children aged 2-8 years old and children must be supervised at all times.

25 JUNE
2pm - 4pm
MARKET SQUARES TUESDAY TEA DANCE WITH HOUSTY & FRIENDS
Due to popular demand, Housty is back with friends this summer. Come and dance with Housty at Market Square's outdoor Tuesday Tea Dance.

Please note children must be supervised at all times

LISBURN THE CITY FOR LIFE

f Lisburncitycentre
@Lisburn_city

LCCC
Lisburn & Castlereagh City Council

Tel: 028 9244 7543 | sophie.mcauley@lisburncas@agh.gov.uk
City Centre Management, 11-13 Market Square, Lisburn, BT28 1AE



Impact of Events



Stakeholder Support & Engagement

- Ambassador Programme
- Stakeholder Partnership Meetings
- Weekly Market
- Partnership Initiatives – Balmoral Show
- Free Public WI-FI



Promotions and Marketing

- Social Media Activity
- Integrated Marketing Campaign
- Printed Publications
- Blogger Events



7,000
Facebook
Followers



40,000 Gift
Guides
Distributed



Safe and Secure

- Citywatch – Retail Crime Audit
- Public Space CCTV
- Radiolink Service to Retailers



Clean and Green

- City Centre Ranger Service
- Street Cleansing & Litter Picking
- Hanging Baskets and Christmas trees



LISBURN
LIGHT
FESTIVAL

LISBURN LIGHT FESTIVAL

CONCEPT





Events and Promotion

- 32 x Events across the 9 week period
- 60,000 Programmes printed and distributed
- TV & Radio advertising
- Billboard & Adshel Advertising
- Newspaper Advertisements
- Social Media Campaign

SWITCH ON EVENT



- Increased Footfall – up by 1,700 people on last year
- Friday Footfall – additional 1,900 people
- Saturday Footfall – additional 2,400 people



FROCK CRAFT FAIR

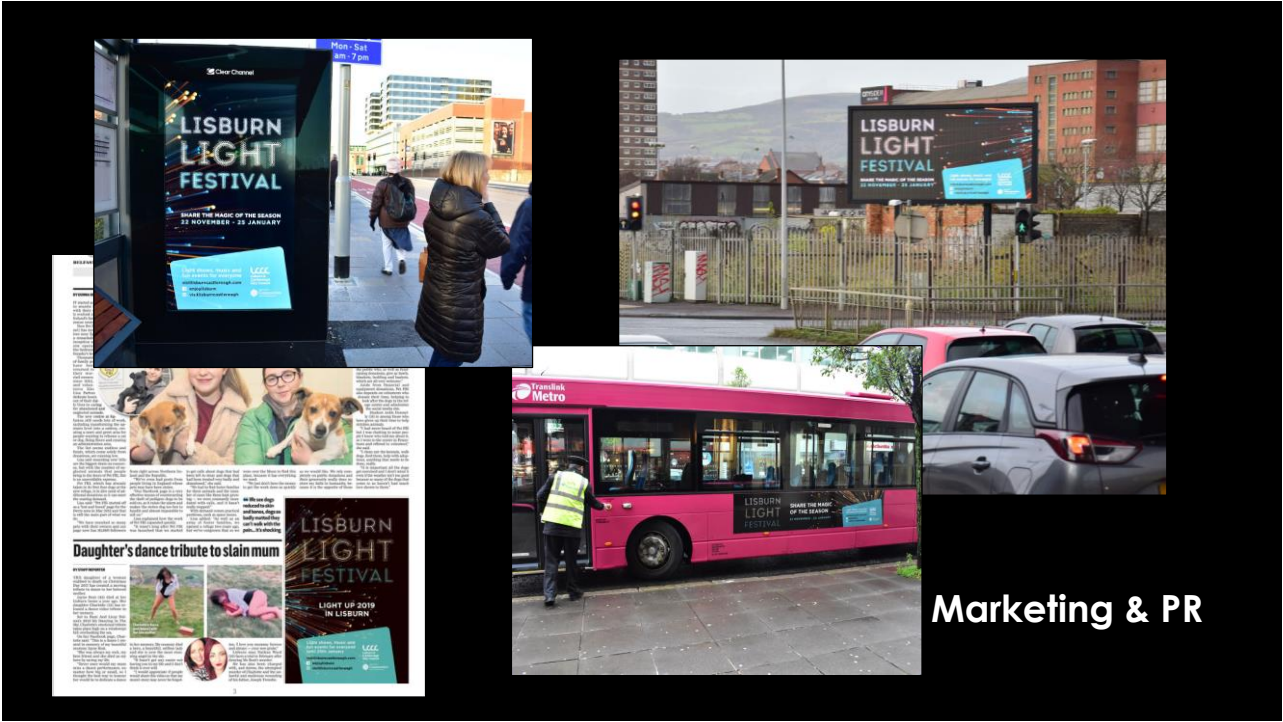


BLOGGER SHOPPING NIGHT

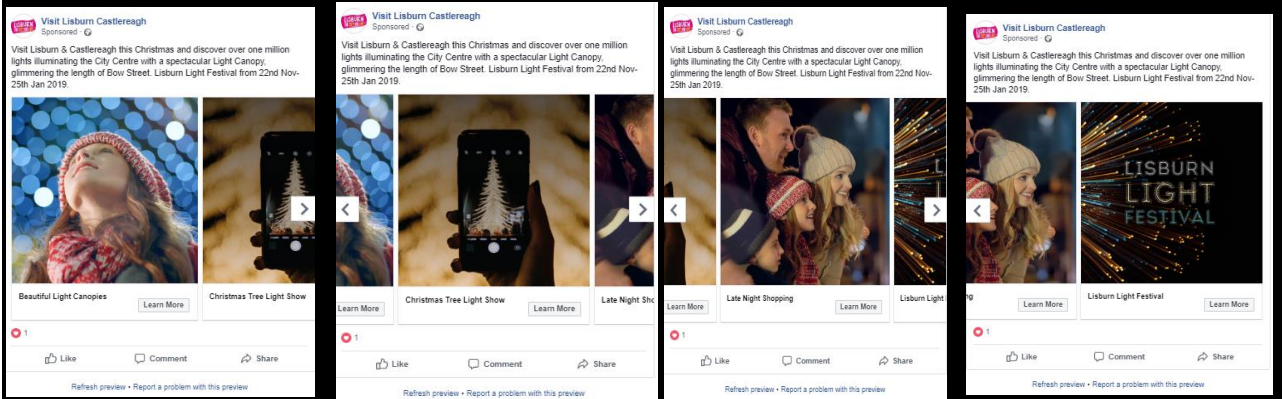
LIVE NATIVITY







Social Media Campaign



FUN DAY

Look out for our Minion and sidekick about town from around 3PM, handing flyers out for our Lucky Dip!

The activities kick off from 4PM with face painting and a lucky dip taking place in the shop itself

This coincides with the amazing activities being held outside the store by Lisburn Council, including photo opportunities with your children's favourite characters!

This all leads to the Light Festival Finale at 6PM.
A day not to be missed

LISBURN LIGHT FESTIVAL

SELFIE COMPETITION
Fantastic Prizes weekly!
#LisburnLightFestival

LISBURN'S 98FM
ON BLISS YOUR FESTIVAL, YOUR WIFE

PENNY SQ
EVENTS VENUE

Trader Initiatives

LISBURN LIGHT FESTIVAL

SHARE THE MAGIC OF THE SEASON
22 NOVEMBER - 25 JANUARY

Light shows, music and fun events for everyone
visitlisburncastlereagh.com

LCCC
Lisburn & Castlereagh City Council

Department for
Communities
www.communities-ni.gov.uk

What was your opinion of the Festival of Light?

Overall opinion	Respondents
Excellent	38%
Good	34%
No better than anywhere else	27%
Poor	1%
Total	100%

EXCELLENT

- Have never seen anything like it
- We had such a great night we came in twice
- A wonderful atmosphere and spectacular show
- Including the events really set Lisburn apart
- There was great buzz in the city

GOOD

- The shops don't reflect the glamour of the lights
- Shame the shops didn't get involved
- More businesses needed to stay open and get behind the events
- Especially good for the kids
- The events were varied and fun
- The light shows were really different to anything else I have seen

NO BETTER THAN ELSEWHERE

- It was only in Bow Street
- Not enough open to encourage anything more than seeing lights
- Well it's not exactly Vegas
- I missed it when I visited – maybe do more shows
- If the shops wont open, bring in a market

Other comments

Shame not much opened after 5pm. Wetherspoons and a couple of take-aways. Seemed to be more big retailers opened and wee shops closed. If you don't vote you can't complain!

Came in twice to check if the shops were open. They weren't so we went to Sprucefield. Can't believe more shops didn't open in the evenings over Christmas.

It's very dreary now without the lights. Well done to the Council; great while it lasted.

Brought my mum here seeing she likes Lisburn, there's not much for younger shoppers though.

What is your overall perception of Lisburn City Centre?

Overall perception	Pre-campaign	Post-campaign
Very good	7%	10%
Good	26%	26%
Average	26%	39%
Poor	28%	15%
Very Poor	13%	10%

Pre-campaign Perception Score = -8



Post-campaign Perception Score = +11



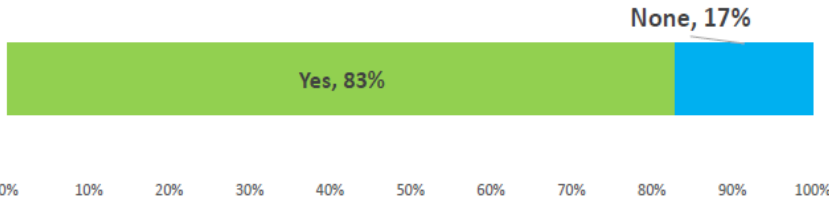
Pre campaign respondents gave Lisburn City Centre an overall perception rating as marginally lower than Average at minus 8 on a scale of -100 to +100.

Post campaign respondents gave Lisburn City Centre an overall perception rating as above average at plus 11 on a scale of -100 to +100.

This is an improvement of 19 points.

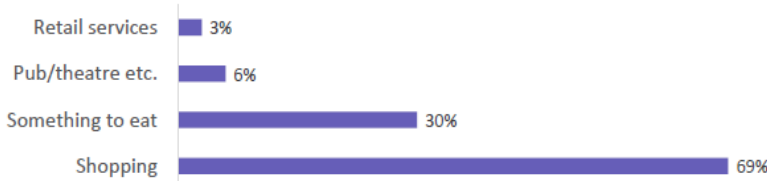
What other activities did you do when visiting Lisburn City Centre?

Did you do other activities when attending Festival of Light events?



5 out of 6 attendees to the Festival of Light events said they carried out other activities while in the city.

What other activities did you participate in during your Festival of Light visit?



Two thirds of people who attended a Festival of Light visit also took the opportunity to do some shopping while in the city.

3% availed of retailer services such as hairdressing appointments, beauty treatments, eye-tests and similar activities.

How likely are you to recommend a visit to Lisburn to friends, family or colleagues who have not visited before?

Net Promoter Score	Pre-campaign	Post-campaign
Detractors (0-6)	55%	34%
Passives (7-8)	28%	45%
Promoters (9-10)	17%	21%

Pre-campaign Net Promoter Score: Minus 38.

Post-campaign Net Promoter Score: Minus 13

Pre-campaign – NPS



Post-campaign – NPS



This is an increase of 25 points, mainly due to a decrease of respondents moving from being Detractors to being Passives.

Search

Home Posts Videos Photos About Com

Cool FM
10 Dec 2018 at 20:41

An amazing sight! Over one million lights illuminate Lisburn city centre during the Festival of Light display 🌟🌟🌟

Soarscape



470 152 comments • 140 shares • 42K Views

Like Comment Share

Send Message

Sibéal Cromie
Caoíme McGrógán

1w Like Reply

View 1 previous reply

Sibéal Cromie Caoíme McGrógán yeh!

Samuel Brayshay
How long is this staying up in Lisburn as I think it should stay for good. It does seem to bring more people into the town center.

1w Like Reply

Marian Mc Donald
Kieran Mc Kernan we could go to this next sat

1w Like Reply

Hannah Crawford
Matthew Walsh

1w Like Reply

Write a comment...

You, Frances Macdonald an...

Chloe Noble
Matt Wilson see not just the city for life but also lights

3w Like Reply

Matt Wilson woneer how the council ar...

Danielle Douglas
Mark Ferguson

3w Like Reply

May Young
Fantastic.

3w Like Reply

Joanne Moore
Emma Hslaw we shall take a visit wen you come home

3w Like Reply

Julie Magill
It's fab

3w Like Reply

Write a comment...

Congratulations to all concerned for the magnificent effort you made over the Christmas period with your light festival - the lights, music - sense of 'happening' - it brought out so many of our citizens each day to enter into the festivities. Even on Christmas Day we came, from infants to very senior citizens and enjoyed the impromptu dancing and

singing!
The Nativity Play on the Saturday was excellent. Even though it was a very cold afternoon, the light patterns on the 'tree' were something I'd never seen before. So again Thank you so much - it made my heart sing and very proud of Lisburn

Yours
A grateful citizen

Results

- Increased Footfall – **up by 6%** across the Festival period (additional 50,600 visits)
- Enhanced the environment – **positive visitor feedback**
- Increased civic pride – **civic pride score increased by 10%**
- Users' negative perception of the City Centre **improved by 9.5%**
- Highlighted and promoted Lisburn City Centre as a positive lifestyle destination - **promoters score increased by 25 points**

**Estimated Additional Spend Potential
£1,720,400**



CARD GROUP RESEARCH – AVERAGE SPEND PER VISIT

EVALUATION SUMMARY

- Exceeded ALL targets – including additional spend
- Business feedback positive
- Community and partner buy-in

LISBURN LIGHT FESTIVAL RETURNS



NEW PLANS

- Revised Masterplan
- New Hotel and Shared Office Space
- Development Brief – Laganbank Quarter
- City Centre Support Fund

