



Belfast Restaurant Week Programme Support

Invitation to Apply

Overview of the Role

Belfast's three Business Improvement Districts (Linen Quarter BID, Belfast One and Destination CQ) are seeking to appoint a project co-ordinator to support the BIDs in delivering the annual Belfast Restaurant Week program due to take place between October 7th – 13th 2024.

About Restaurant Week

Belfast Restaurant Week was created in 2019 and, since 2022, the project has been a collaborative effort between the three Belfast BIDs. The event is a significant platform for promoting local hospitality businesses who are levy payers of one of the three BIDs.

Previously, participating venues were expected to provide a price-led offer during lunch and dinner for the duration of the week. For 2024, the aim is to evolve the format into an experience and event led offer. A price-led offer will still be possible but is no longer a core requirement. Restaurants will instead have creative control to put on customer experiences such as tasting menus, whiskey events, or cocktail masterclasses.

For more information on the previous iteration of Belfast Restaurant Week, visit;

<https://belfastrestaurantweek.org/>

About the BIDs

A business improvement district (BID) is a defined area within which businesses elect to pay an additional fee in order to fund projects within the district's boundaries.

Belfast has three Business Improvement Districts. Belfast One covers the retail core of the City Centre. Destination CQ covers the cultural Cathedral Quarter, Smithfield & Union areas while Linen Quarter BID operates within the historic Linen Quarter of the City as well as Great Victoria Street, Dublin Road and the Gasworks.

For more information, visit;

<https://belfastone.co.uk/>

<https://cathedralquarterbelfast.com/>

<https://linenquarter.org/>

Specifications

The appointed individual/group will be expected to fulfil the following specifications of the project co-ordinator role, across 4 areas;

1. Client liaison

Take part in regular project meetings with BRW Steering Group (which has representatives from all three BIDs) and provide timely information ahead of, and in between, these sessions;

Act as a central point of contact between participating venues and BRW Steering Group, and support venues with any queries they raise;

2. Participant Engagement

Manage venue sign up process and promotion, ensuring experiences and menus are submitted to BIDs Steering Group in timely manner to support promotional activities;

Act as a central point of contact for participating venues, supporting them to access and utilise marketing collateral;

Lead on the co-ordination of an industry launch day, supporting venues to understand and engage with Belfast Restaurant Week;

Carry out regular spot checks to ensure restaurants are utilising marketing collateral and promoting the event;

Create and distribute a template feedback form for each of the restaurants, and ensure at least a 50% return rate;

3. Project Management

Act as central co-ordinator for the event program, under the direction of the BIDs Steering Group;

Co-ordinate delivery of a successful Belfast Restaurant Week Programme;

Assist BRW Steering Group with the development of a project management plan, which includes key milestones and KPI's;

Act as an overall ambassador for the event, helping grow awareness of Belfast Restaurant Week as a three BIDs initiative and positioning it as a valuable tool for local businesses and wider city centre;

Attend key experiences as part of the programme, and supporting with co-ordination where required;

Submit an evaluation of the event, benchmarked against the KPI's, highlighting areas which worked well and where there is potential room for improvement;

Support Card Services, an independent research company, in their external consumer satisfaction evaluation of the event, by supplying timely information and helping liaise with key stakeholders and venues to do the same.

4. Communication & Marketing

Support key stakeholders with marketing and promotion, including in the distribution of promotional collateral;

Support BRW Steering Group & designated PR agency to put a successful media launch;

Support BRW PR agency to distribute information, ensuring widespread pickup and fielding any media enquiries to BRW Steering Group in a timely manner;

Application Process

To be considered for this role, please produce a document which contains the following;

- An introduction to you/your company as well as your CV and two appropriate references;
- Two case studies which illustrate previous examples of your experience in promoting food and drinks or city events. Each Case study should be no more than 1 page and include (1) who your client was (2) what you set out to do and how you went to do it (3) the impact of the initiative and (4) the results delivered;
- Your approach to how you would undertake this project, which should detail how you would fulfil all the requirements of the specification outlined above (please ensure that information is provided to address each of the four themes);
- A quote for fulfilling this work including a cost breakdown of how this figure has been calculated for example a summary of days required to fulfil the specifications of this role and how this breaks down over the period of the project;

Please send the above documentation by email to stephen@linenquarter.org by 5pm on Wednesday May 1st 2024. Or if you have any questions, please contact Stevie at this same address.

Returned documents will be evaluated by the three BIDs using the following matrix;

Skills/Experience – 10%

Case Studies – 10%

Your Approach - 40%

Cost – 40%

We anticipate that applicants will be invited to present to the determining panel on the week of May 6th- 12th and will be appointed shortly thereafter.

