

North City

BUSINESS CENTRE

A space for people to achieve something

*2025 Production Log of the North City
Business centre Rebrand*

Catherine Atkinson

Index

Introduction	1	Stage 3 - Capture	60
Module introduction		Photography & Filming	
Project		Branding	
Meet the team		Mockups	
The client		Website building	
Project management		Social Media templates	
Time management			
Stage 1 - Plan	10	Stage 4 - Deliver	86
First client meeting		Hand over	
Research & benchmarking		Reflections & evaluation	
The brief		Conclusion	
Feedback & Resolutions			
Stage 2 - Design	36		
Initial designs			
Revised designs			
Pitch deck			
Revised Pitch			
Individual presentations & pitch outcomes			

Introduction

Module introduction

MED313 - Interactivity for Social Enterprise

MED313 is about testing our academic skills in a wider sense and enabling us to have the knowledge and experience of what it is like to work as a team as if in a design agency working with clients. This module allows students who didn't have a placement year to gain a better understanding of the media industry as well as providing those who did not have a placement role relative to agency work or working as part of a team to gain experience and insight into what that might be like.

Interactivity for social enterprise provides an opportunity to work with our community partner using our design and technical skills to enhance their reach and communication with the wider public.

“Putting those skills back into the society from which you came”

The project

Reinvigorating NCBC's online presence to promote the organisation as they expand into its third location in North Belfast.

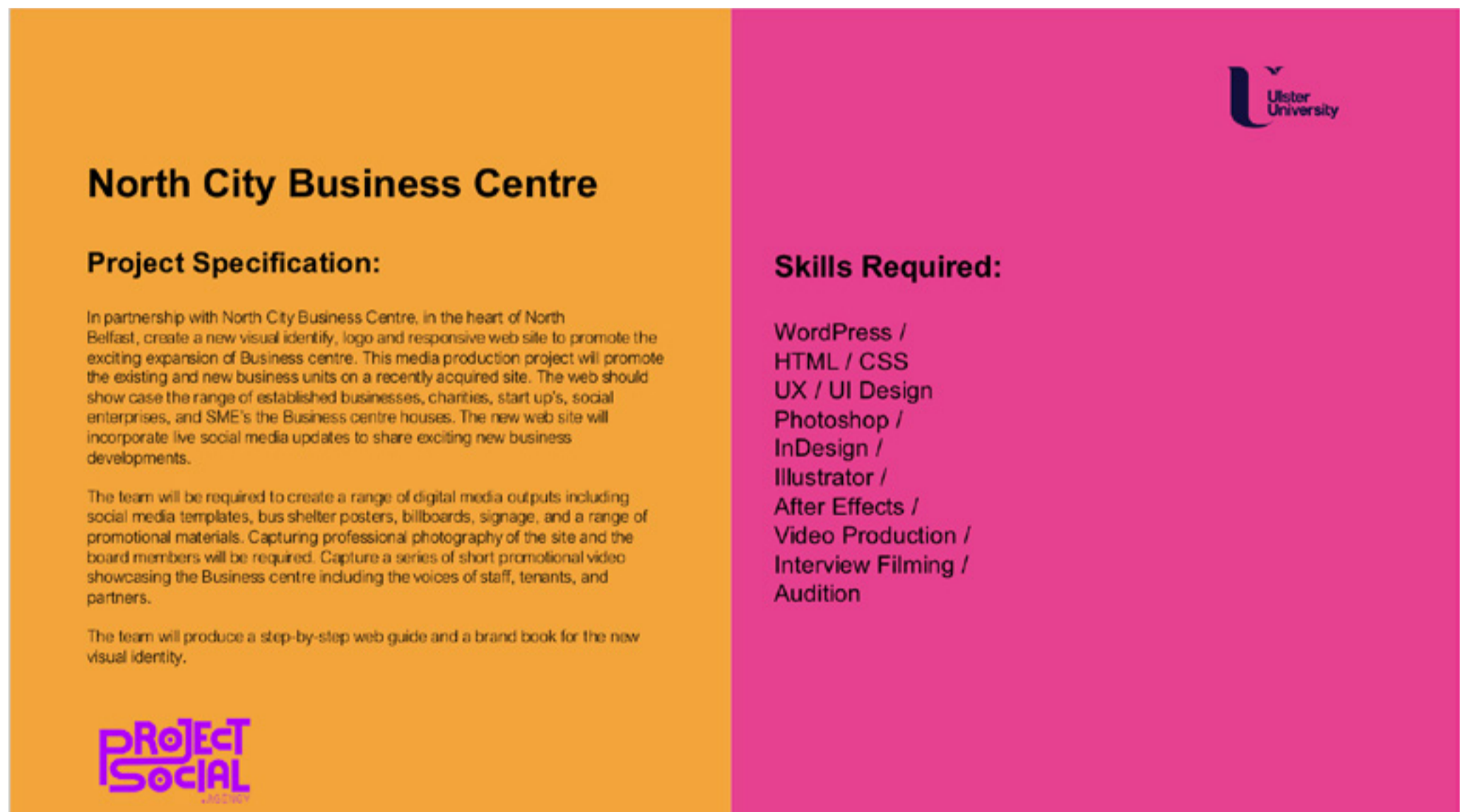
The project will be achieved by building NCBC a refreshed online presence which will contain a range of different media, such as photography and videography to capture shots of the premises, an immersive experience using 360 cameras, allowing for walk-through experiences of the units and facilities offered.

Social media reels will be created to promote various events hosted by NCBC, and short-form mobile content creation of individuals from NCBC, which will help create a deeper understanding of the business's personality and what it has to offer.

All of which has the intent of expanding NCBC's reach and widening its communication

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North City Business Centre

Project Specification:

In partnership with North City Business Centre, in the heart of North Belfast, create a new visual identity, logo and responsive web site to promote the exciting expansion of Business centre. This media production project will promote the existing and new business units on a recently acquired site. The web should show case the range of established businesses, charities, start up's, social enterprises, and SME's the Business centre houses. The new web site will incorporate live social media updates to share exciting new business developments.

The team will be required to create a range of digital media outputs including social media templates, bus shelter posters, billboards, signage, and a range of promotional materials. Capturing professional photography of the site and the board members will be required. Capture a series of short promotional video showcasing the Business centre including the voices of staff, tenants, and partners.

The team will produce a step-by-step web guide and a brand book for the new visual identity.

PROJECT SOCIAL

Ulster University

Skills Required:

- WordPress /
- HTML / CSS
- UX / UI Design
- Photoshop /
- InDesign /
- Illustrator /
- After Effects /
- Video Production /
- Interview Filming /
- Audition

When deciding which community partner to choose we were given a presentation showcasing their brief. This is how we decided which brief matched our skills and capabilities best. Once we had chosen the community partner that we had most interest in we then sent an email to Darren and Claire stating our order of preference for the community partner briefs and this was how our teams were determined.

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Skills Required:

- WordPress / ✓
- HTML / CSS ✓
- UX / UI Design ✓
- Photoshop / ✓
- InDesign / ✓
- Illustrator / ✓
- After Effects / ✓
- Video Production / ✓
- Interview Filming / ✓
- Audition ✓

As I completed my year of experience in industry placement as a web designer/developer and content creator, this brief was something I really engaged with and was excited to get started on as I felt I could really showcase my skills and capabilities aquired both academically and from my time in placement. I have experience capturing short-form content of smaller local businesses and chains throughout Northern Ireland and even around cavehill which is iconic to anyone who knows North Belfast. So I thought this was meant to be!

The team



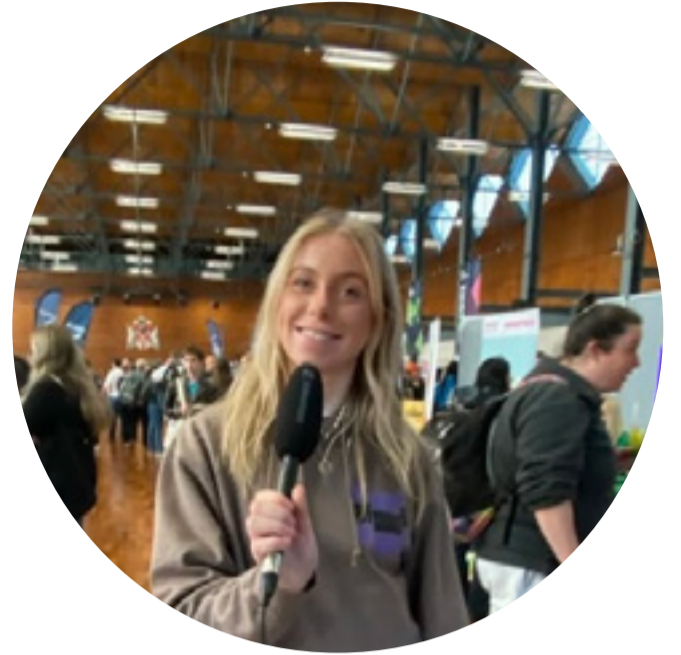
Karol

Karol's skills in web and design enabled him to contribute by joining me on a site visit in Belfast to capture photos and video footage of the premises, updating the old logos on our new images by completing logo composition, creating signage and merchandise mockups (window decals, bus shelters, coats etc.) and developing the website with me.



Kat
(ME)

During my time at placement I regularly switched between web design and content creation therefore a lot of my participation evolved around a technical angle such as site visits for photography and video capture, working on the website and creating mockups.



Amy

Amy's skills in graphic design enabled her to contribute by designing the brand book template and compiling team generated assets, including photography and logos, as well as producing the motion graphic logo animation.

Supporting Staff



Claire Mulrone



Darren Berkland

The client

Who are NCBC

North City Business Centre is an organisation that provides physical and online spaces for entrepreneurs to start their own businesses, continue to grow existing smaller businesses and provides a supportive environment for them to test their ideas.

They currently have two locations on Duncairn Gardens in North Belfast, and are now looking to expand with a further third location, strengthening their enterprise support for local businesses.

Thier purpose

“The creation of employment, training and work experience opportunities for residents living in economically and socially deprived areas, mainly in North Belfast and consequently a reduction in unemployment and financial hardship, leading to a better quality of life for the beneficiaries and consequent improvements in health and well-being.”

Their Mission

NCBC strive to encourage the development of SMEs in the surrounding community.

They also create employment and provide focus for social and economic regeneration in North Belfast by offering tailored business support and programmes, affordable commercial property, virtual office facilities and conference facilities.

How they do this

The spaces available are designed to meet tenants' needs and support the growth of their businesses. NCBC accomplishes this by using breakfast meetings to gather feedback and hosting guest speakers who provide advice. The insights gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public, further supporting the growth of the economy in and around the surrounding areas of North Belfast.

Their expected outcome from working with us

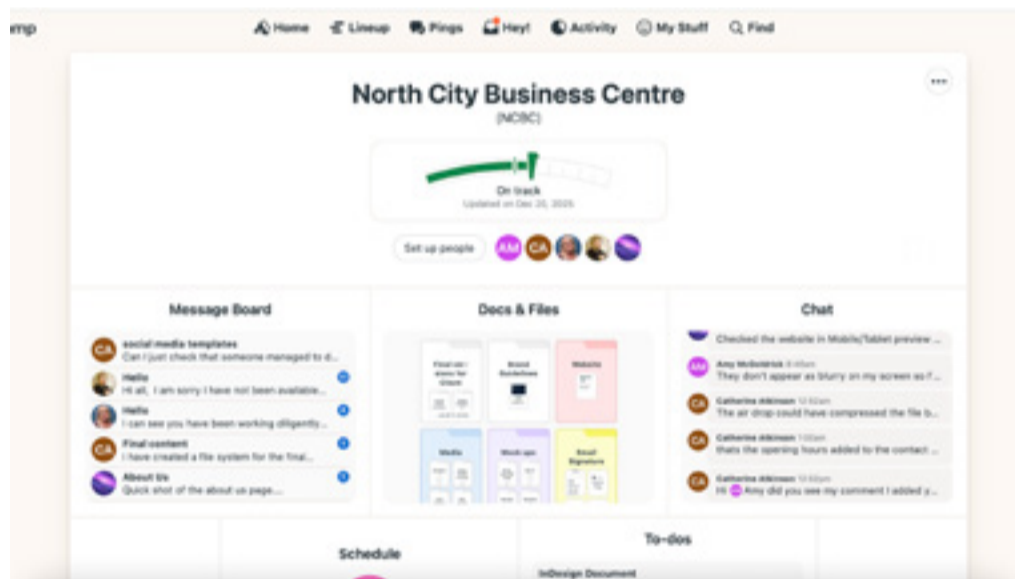
To have a complete rebranding of their Local Enterprise Agency, where there can gain more reach and become more accessible before opening a possible third location.

Project management



We originally replied on Snapchat to communicate; however, over time, this became a hub for excuses. Therefore, I decided to improve accountability and transparency by moving all communication to Basecamp instead. This allowed for more engagement and kept everything organised with all of Basecamp's unique project management tools.

This also ensured that Claire and Darren had live updates on the progress we were making as a group.

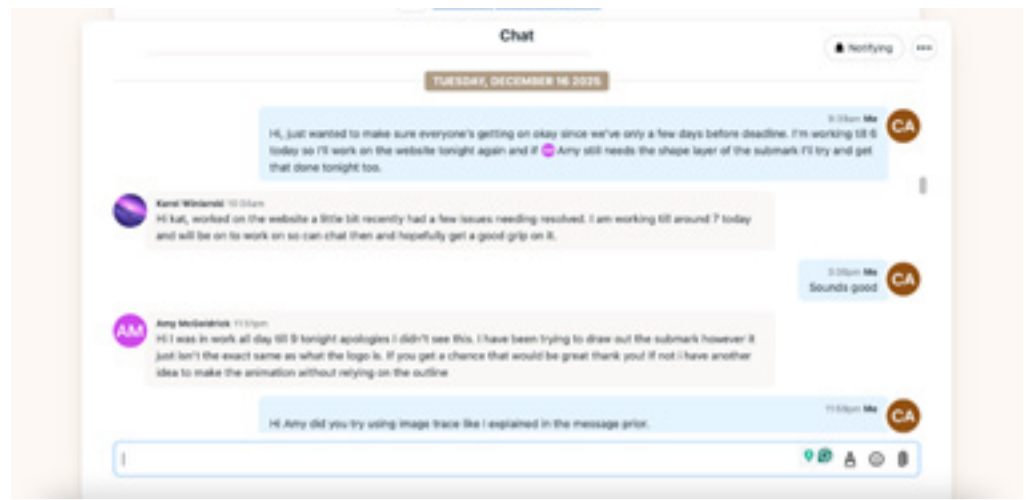


Basecamp's landing page was a hub full of clear instructions of how to get to the information you needed in as few clicks as possible.

Trending tools

Whilst using Basecamp we had **5** trending tools.

1. Main group chat
2. Message board
3. Project activity
4. Pings
5. Docs & files



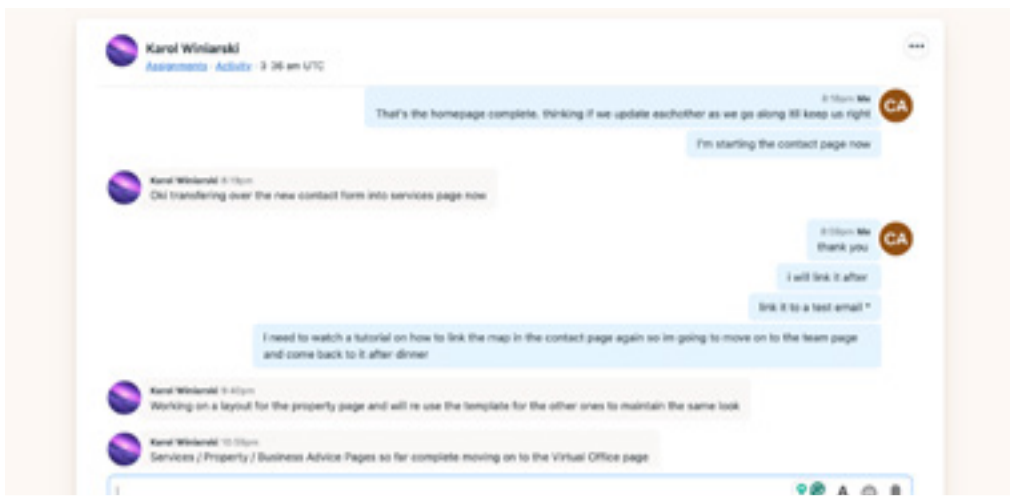
The **main group chat** allowed for us all to keep up to date on the progress of the project and discussions evolving around it, and unlike snapchat there is an archive of messages to refer back to instead of deleting after a while if you don't save them in time.



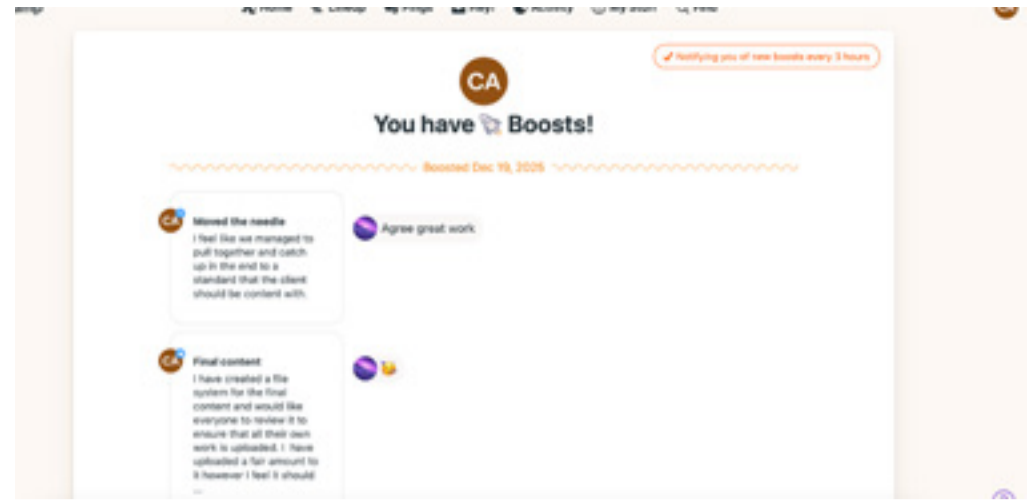
The **message board** allowed us to post important updates about the project for everyone to see as soon as they log into Basecamp. This was great for making sure important information wasn't overlooked.



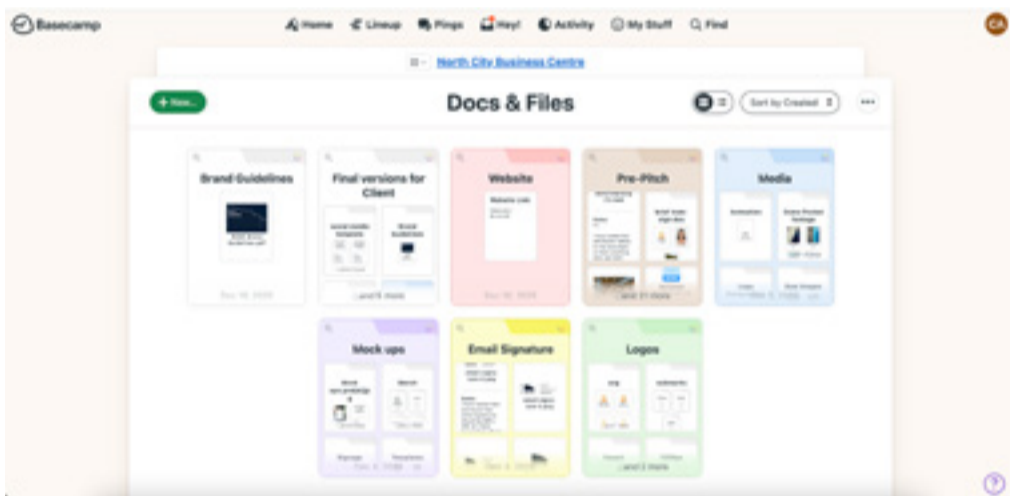
The **project activity** allowed us to see what was posted last and by whom. It is a record of all the contributions to the project so far in chronological order.



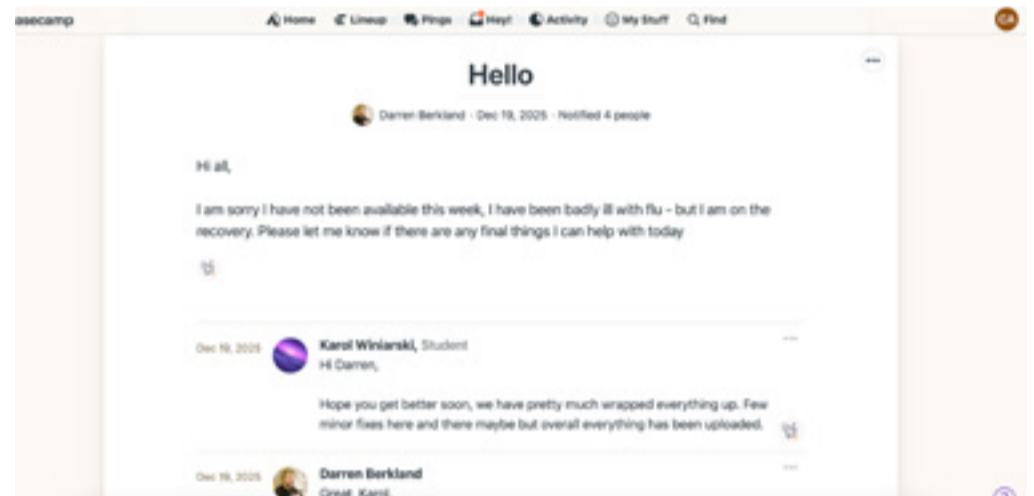
The **ping** tool allowed us to communicate with each other directly and privately without notifying other members. This worked well for Karol and I as a lot of our work was carried out in unsociable hours due to work and personal obligations. This ensured that noone else was notified.



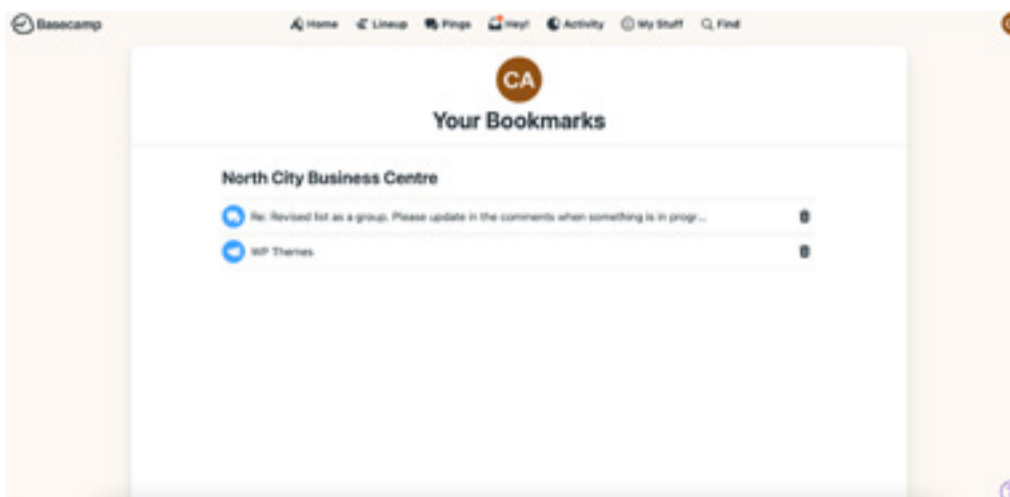
Just like Facebook and Instagram Basecamp lets users interact with other team members' posts using Boosts. This allows you to post Emoji reactions, such as a smile or thumbs up, and you can even use short words under 16 characters long.



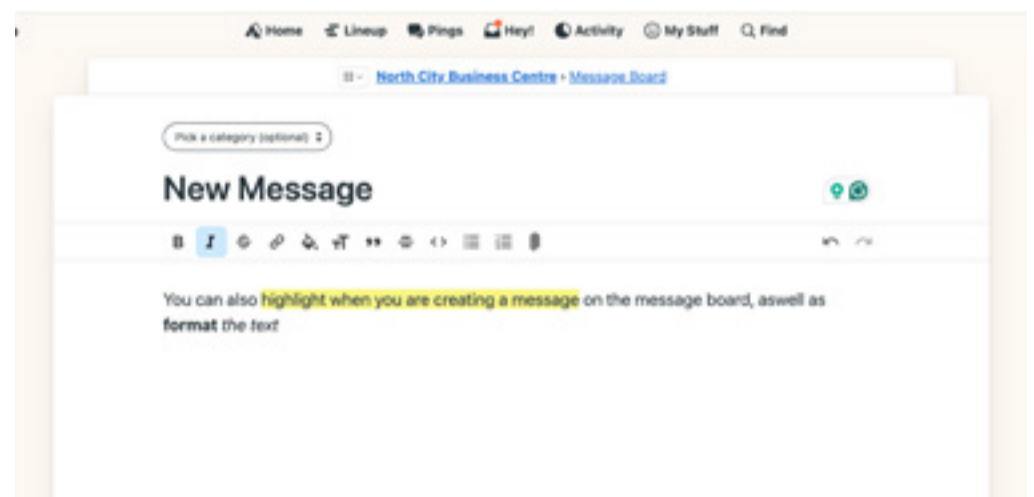
The **docks & files** tool allowed us have somewhere digital and online to store our work and organise it so its easy to find and it gave full transparency on what had and had not been completed, as well as the dates items were uploaded.



Again, like many other social media platforms, Basecamp enables users to treat the message board as a post, and from this, team members can leave comments to communicate rather than using the main group chat.



Basecamp also includes tools like bookmarks. This allows you to pin posts, comments and media that you find useful so you can have them all in one place. I liked using this tool for quick access for things I was referencing off of basecamp and then deleting the bookmark after I had finished needing the information.



Over all I feel this project management tool is the reason for our high level of communication, our transparency, organisation and understanding our constraints.

Time log

Research - 3h

Logo design - 12h

Benchmark - 6h

Brief content - 5h

Pitch design - 1h

Printing the pitch - 6h

Pitch - 3h

Filming/ site visit - 6h

Mock ups - 7h

Production Log - 44h

Class Time - 60h

group meetings - 30h

Travel to meetings - 5h

Basecamp - 8h

Total - 200 hours in total

Plan

First client meeting

01/10/2025

For our first client meeting, Bill Atkinson, the CEO of North City Business Centre, came to the university, and my amazing team sat down with him and ironed out all the details of the brief, whilst I could not attend due to an unfortunate family emergency.

I have no visual notes of this meeting as my team relayed the information back to me in person, and I trust they had a great meeting and were more than capable of finding out all the information we needed, along with the support of Claire and Darren.

I took a step back from project social between 01/10/2025 to 09/10/2025 to spend time with my family.

During this time, I was still able to attend Project Social classes to receive group feedback on our pitch from Darren and Claire, although the feedback was not what I hoped for. Many of the same issues were raised again, which suggested limited progress had been made in between classes. I feel this may have been due to the additional pressure placed on the group during my absence, as having fewer perspectives can make it harder to move forward when the group feels stuck. Once I was able to fully re-engage, I tried to contribute as much as possible and support our group moving forward and Darren noted an improvement in the work compared to the slow start we had.

I was worried my absence may have had a negative impact, so I tried to take responsibility and add as much value and time as I could to project social to ensure we didn't fall behind and prove that I was still doing my part.

Research and benchmarking

My Benchmarking

I researched sights for companies and organisations similar to NCBC. Karol also gave me a list of websites to look at aswell. I did my own research on NCBC's competitors and incorporated Karols suggestions to choose the websites I felt stood out the most and make an impact. These bacame my gold standard that I compare my benchmark (NCBC's online presence) to.

- Enterprise Causeway
- Mallusk
- Brewin Dolphin
- EnterpriseNI
- Roe valley enterprises

Category	Feature	Enterprise Causeway https://www.enterprisecauseway.co.uk/	Mallusk https://mallusk.org/	Brewin https://www.brewin.co.uk/	EnterpriseNI https://enterpriseni.com/	Roe valley enterprises https://roevalleyenterprises.co.uk/
First Impressions	Aesthetics	Hero banner with their baseline and hashtag that represents them. strong brand colours as soon as you enter the online space. theres not a lot of imagery, and they use a lot of white space. The information to visual content (images, animations, videos) doesn't seem balanced.	Contemporary corporate feel. It's laid out professionally with easy navigation; however, the colours are bright, bold and fun. There are animations, video content and lots of imagery. You have a lot of room to breathe through the information, and it's a visually pleasing site. This site is fun and would appeal to a wide range of users and potential audience.	Very corporate, clean layout, and easy to navigate. Lots of white space. cool tone colours, navy blue, grey and white, which are known for being corporate colours. Hero with their main aim in text and indication of the target audience. cards to direct the user to sections and pages that provide the information they are looking for. This provides quick navigation and accessibility in the site. There's also a video to make the information more engaging. Images displayed across the site help to make this web space more engaging; however, you get the feel this is aimed at an older market.	Again we're seeing the colour scheme of blues and greens gives it a corporate feel; however, the green makes it pop and adds some vibrancy. Bottom borders have rounded corners, and the buttons themselves animate their scale when hovered over. This adds interactivity and enhances engagement. The information is cleverly sectioned for easy navigation with accessibility in mind. The site itself has lots of animations, e such as numbers flipping as its counts up, and menu list items animating in colour when hovered over. This site is more fun and appealing due to these small interactive elements, colour scheme and easy navigation.	Again, seeing blues, however this colour scheme is lighter and doesn't feel as corporate. You can see they're using colours that link to the river roe as its the same colours used in their logo, which is using negative space as the river with either grey and blue to the sides of it to form the shape of an 'R' for River Roe. The web space features lots of images, and they are sharp and bright. This gives the user something else to look at to break up all the information in text. The web space also features a calendar for upcoming events which we haven't seen yet. This shows a sense of community spirit. The nav bar animated to add a background colour when hovered over, and the button border corners are rounded, so it diverts away from strict corporate layouts as it adds movement to the site.
	Identifiable Target Audience	On Home Page	On Home page	On Home Page	On the home page	On the home page
	Identifiable Chief Aim	On Home Page	On Home page	On Home Page	On home page	On home page
Look and Feel	Retina (HD ready)	Most of images are	Most images are	Some images are	Some images are	Most images are
	Responsive	Yes, not fully responsive. When on a screen sized 1440px by 900px the	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive
	Content in Prime Position	Yes. Uses hero, cards, banners and videos on the home page which helps section all the information and make it easily navigable to the information you want to find.	Yes. Uses a hero slider, designated sections for easy navigation of information, a very clear contact form on the home page, a carousel for tenant testimonies to condense the layout, and offers a video tour.	Yes. Uses hero with tag line, cards, banners, sections, videos and images which help to keep the information sparse and give the rest of the content room to breathe.	Yes, uses sections for information, image carousels, cards to highlight key information, bullet point lists, and maps for visual representation of all their locations.	Yes. uses a slider hero with a call to action on the first page, sections for easy information navigation, cards with images and text and calls to action and an interactive calendar.
	Body Text Font	proxima-nova, (sans-serif)	Overpass, (sans-serif)	Roboto, Arial (sans-serif)	General Sans (sans-serif)	SF-Pro (Sans-serif)
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top Left

Technical	Book Online	No. There is however a contact form on contact page	You can express interest online. There's an 'available spaces' button on the nav, which will tell you which spaces are available to rent, along with information about the unit and prices. Each space has an 'enquire now' call to action. This then opens a form and the user can fill it in to express interest in the unit and give consent for the business to contact them about it. There is also a Contact form on the home page and contact page.	No. There is no book online; however, users can request a call on their contact us and home page.	No booking online however users can make an account on their site for EconX.	No booking online however, users can contact the business from the contact form on the contact page.
	CMS	Wordpress	WooCommerce	WordPress	WordPress	WordPress
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Horizontal navigation bar, which switches to hamburger menu with a drop-down for screens with a width of under 1450px	Horizontal nav bar with primary menu in the top bar and a secondary menu beneath. This then changes to a hamburger menu, which opens a sidebar for a responsive layout for screen widths under 1200px.	Horizontal nav bar on the left-hand side, with a drop-down to showcase the sub-menu options. This nav turns to a hamburger menu on the right side when the screen width drops below 992px for a responsive design.	Horizontal Nav bar in the centre of the web space. This offers a drop-down sub-menu on 2 out of the 5 nav options. This changes to a hamburger menu on the right-hand side for screens under 1025px wide for a responsive layout.	Horizontal Nav bar on the right-hand side with a top bar sub-menu. The nav bar changes to a hamburger menu on screen sizes less than 767px wide for a responsive layout.
	Primary Menu Position	Top Right	Top Right	Top Left	Top Centre	Top Right
	Means of getting to top of page	Scrolling back to the top or clicking the links in the footer to reload the page	Scrolling back to the top or clicking the page line in the footer	Scrolling back to the top, clicking the page link in the footer and there's a 'back	Very limited. Scrolling back to the top or clicking the page's link in the footer	Scrolling back to the top or click on the link in the footer to refresh the page.
	Sitemap	None	None	None	None	None
	Bread crumbs	None	None	Inside the hero	Inside the top banner	Inside the hero
	Contact Us	In primary menu and footer	form on home page, and link to contact page on primary menu and footer	In primary menu and footer	In primary Menu and footer	In sub-menu in top bar
	No. of clicks to Contact Us	1 click away	0 clicks. On the home page and the designated contact page.	1 click away	1 click away	1 click away
Content	Explanation of Service	on the home page in the form of a video or 1 click away for textual.	On the home page	On the home page	On the home page	On the home page
	Evidence of Outdated content	Events blog on the first page and Units to Rent section are dead links.	No	Yes, a few deadlinks	Yes, a few deadlinks	Yes, a few deadlinks
	Social Media	Linked in footer. Facebook, X and Instagram.	Linked in footer. Facebook, X, instagram and LinkedIn	Linked in footer and contact page. LinkedIn, X, Facebook.	Linked in footer. Facebook, X, Instagram, LinkedIn, and Youtube.	Linked in footer. Facebook, X, LinkedIn.
	FAQ Section	None	None	None	None	None
	Privacy Policy	None	None	Yes	Yes	Yes
Search	Search	None	None	Yes	None	None
	Type of Search Button	N/A	N/A	Input field with a search icon	N/A	N/A
Functionality	Load Time	3s LPC	20.3s LPC	1.3s LPC	10.9s LPC	1.8s LPC
	Email Subscription	Yes, on every page in a banner above the footer	Yes, on a banner above the footer on every page	Yes, 1 click through the sub-menu	No	No
	Multilingual	No	No	No	No	No
	No. of languages (other than English)	N/A	N/A	N/A	N/A	N/A
Accessibility	How many font types	3	1	2	2	1
	Clear & accurate headings	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes	Yes	Yes
	Link underlining	No, arrows appear beside them	Yes	Yes	Yes	No
	Hyperlink change colour if visited	No	No	No	Yes	No
Overall Score		57%	57%	71%	62%	51%

Karol's benchmarking

Karol researched and benchmarked the remaining 5 sites as we agreed upon 10 sites in total including NCBC's current web

- North City Business Centre
- Banbridge Enterprise
- East Belfast Enterprise
- Carrickfergus Enterprise
- Ballymena Business Centre

Continuity

One of my tasks for the project brief was carrying out the benchmarking and doing the write up. Therefore to ensure continuity as if the brief was completed by one person I reworded some of Karol's benchmarking, and expanded on things. I also changed the format over to an indesign table from a word table to make it easy for Amy to adjust the colours when placing it into the brief design.

Category	Feature	North City Business Centre https://www.north-city.co.uk/	Banbridge District Enterprise https://bdeonline.com/	East Belfast Enterprise https://eastbelfast.org/	Carrickfergus Enterprise https://ceal.co.uk/	Ballymena Business Centre https://www.ballymenabusiness.co.uk/
First Impressions	Aesthetics	Text over image carousel, which is very jumpy	Image of conference room roughly indicating what they offer, matching colours, accompanied, creating a professional feel	Appealing short video that sets out the mood for the website, followed by a slick design	Appealing home page with a photo carousel which is moving at a nice pace show showcasing what's on offer	Pleasant entry to the website with a short introduction to the business and a "Contact Us" button
	Identifiable Target Audience	First glance text mentions units to rent, indicating the target audience could mainly be businesses/business start-ups	"Meet your business needs" first seen quote indicates the target audience is businesses	Heavy on the word "Entrepreneurs" throughout the whole homepage, indicating their primary audience	Clearly stated that they are working with "the local business community" and "entrepreneurs"	Target audience outlined on the landing page: "Entrepreneurs" and "Business Owners"
	Identifiable Chief Aim	The aim of the company has been fully explained on the About Us page	The goals of the company have been identified on the About Us page	Goals mentioned on the home page: "We support entrepreneurs at every stage"	Goals mentioned on the home page: "supporting budding entrepreneurs and growing businesses"	The goals of the company have been outlined thoroughly on the home page
Look and Feel	Retina (HD ready)	Images used are of low quality from the web, causing distortion	High-quality photography has been used, which seems to be up to date	High-quality images have been used, as well as any videos present	High-quality images have been used	High-quality photography has been used, which seems to be up to date
	Responsive	No, the website is not fully responsive for mobile screen sizes.	Fully responsive design	Fully responsive design	Fully responsive design	Fully responsive design
	Content in Prime Position	Positioning of content has a simple solution, not necessarily eye-pleasing.	Content seems to be placed nicely, positive use of white space present, as well as image-to-text proportion adequate.	Great placement of all content, well-thought-out website and planned.	Content placement excellent, one big mistake on the about us page, where text is cut off on one section of the page.	Great use of space, video and images on the website
	Body Text Font	Avenir, sans-serif	Sans Serif	Sans Serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top left
Technical	Book Online	No	Yes	Yes	No	No
	CMS	Wix	WordPress	WordPress/WooCommerce	WordPress	Wix
	Analytics Embedded	No analytics embedded	No analytics embedded	Google analytics	No analytics embedded	Google analytics
Navigation	Primary Menu Format	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Burger menu

	Primary Menu Position	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Top of the page, right-hand side
	Means of getting to top of page	Scroll back to the top of the page	Back to top button available	Scroll back to the top of the page	Scroll back to the top of the page	Scroll back to the top of the page
	Sitemap	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Sitemap available on (https://ceal.co.uk/site-map-tenants/)	No .xml file detected
	Bread crumbs	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable
	Contact Us	The "Contact Us" button on every page is easily accessible	"Get in touch" button available at the top right of the page	"Contact Us" button inside the burger menu	Contact information displayed in the header	"Contact Us" button on the landing page
	No. of clicks to Contact Us	1 Clicking on the "Contact Us" button will take you directly to the contact page	1 Clicking on the "Get in touch" button will take you directly to the contact page	2 User must click on the burger menu and then locate "Contact Us"	0 Contact information is provided in the header of the website	1 Clicking on the "Contact Us" button will take you directly to the contact page
Content	Explanation of Service	Yes	Yes	Yes	Yes	Yes
	Evidence of Outdated content	Outdated photos are used on the website	Page seems to be up to date	Website seems fresh, possibly updated not a long time ago	Photos seem to have been used the same for a few years back	Page seems to be up to date
	Social Media	Buttons available to access a Facebook page and X	No social media links detected	Social media buttons are available at the bottom of the page	Buttons for various platforms are available in the header	Part of the website used to promote their social media
	FAQ Section	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website
	Privacy Policy	No	No	Yes	Yes	Yes
Search	Search	No	No	No	No	No
	Type of Search Button	No	No	No	No	No
Functionality	Load Time	0.8s	1.36s	1s	0.8s	5.3s
	Email Subscription	Yes, email subscription made possible, sign up for the newsletter	No	Yes, provide an email for the newsletter	No	Yes, subscription is available
	Multilingual	No other languages detected	No other languages detected	No other languages detected	No other languages detected	No other languages detected
	No. of languages (other than English)	English (0)	English (0)	English (0)	English (0)	English (0)
Accessibility	How many font types	1	1	1	1	1
	Clear & accurate headings	Clear, accurate use of headings	Good use of headings	Good use of headings	Appropriate use of titles, headings, etc, website easily readable	Good use of headings
	Hyperlink change colour if visited	Links change colour while hovered on, but don't change back to the original colour after interaction	Links do not change colour after being visited	Links change colour after they have been interacted with	Links change colour on clicks, but are barely noticeable	Links fully underlined
Overall Score		34%	57%	63%	54%	66%

Creating the brief

After presenting our original brief to Claire and Darren, I took these notes on the Notes app on my macbook to use as a reference for the revised pitch. Most of it will not make sense unless you're in my head however there were just so many changes needed that I did not want to waste time by typing full structured sentences incase I fell behind or missed anything. You will see the most important bits of information were typed in capitals so I could clearly make them stand out without selected the highlighter tool constantly.

Feedback

tone - liked
convey with vibrant colours and excitement. Design of the brief should be exciting.

What about the design speaks to the client? be vibrant and exciting!

Community partner page -
There's no sentence to say -this is what North Belfast city centre is. meaning what it is. Get 'nbc' on page and use it throughout. Make the client stand out. different colour of nbc or bold.

mention and lead with the physical spaces that they are selling. A space for people to achieve something. It provides opportunity to people to start their own business. a safe space to test your ideas.

NBCB offer physical spaces for people to start their own businesses and a safe place for them to test their ideas.

NCBC allows for multiple businesses. This is how the second one should start. This is a charity, not an enterprise!

Proofread the flow.

Refer to the resident as a tenant, not a resident. If not using the word tenant find another one, but do not say resident.

Do not mention who set up the business and stuff as a main thing. You can just put leave in when it was established.

Use a hook/cliff hanger to move onto the project page. Make a paragraph that says WHAT'S THE ISSUE.

THE PROJECT is what's going to solve this issue. By doing this, our outcomes will be....

Mention the hook as maybe the opening of the 3rd site.

don't have to say new visual identity, say refresh or renew.

Explore other things than 'made in North Belfast'. The premise of promoting this is that the business can be promoted in North Belfast.

MAKE SURE YOU SAY THE ACTUAL CLIENTS NAME. THEY ARE NOT AN ENTERPRISE DO NOT MENTION ENTERPRISE !!!!

THINK WHAT DOES THIS TERM MEAN. Early stage entrepreneurs and startups are the primary audience!

Take out the transport part on target audience.

make your writing meaningfully dense. A stop sign says STOP, not HI THERE PLEASE PUT YOUR FOOT ON THE BREAK SO YOU CAN BRING YOUR CAR TO A STOP.

The target audience can be bringing business out of kids through workshops, starter businesses, and entrepreneurs.

deliverables
The actual thing we give to the clients

web presence,
Fully accessible and responsive website
social media

refreshed image of the business, including logo, typography.

new way of inviting people into the business

content
360 image
What are we using the content for

Likes that we've combined tone, style and message together.

tone - voice of what is is
style, how we use elements to promote that tone
message what were saying with this tone and style.

not contemporary professional

don't need the text next to the graph. flip it sideways to take up more space to give it impact.

Add contacts to the team page. Ulster email address.

think 6 words about yourself as a person
they know are experts. Tell them the fun stuff of who we are.

WE WILL INVESTIGATE HOW TO LOOK AT THIS BYLINE. In the byline paragraph.

don't say do or make. Say developed or will. don't get too technical in project.
The online presence will ... do what.

Online presence much better than website.
love the 360 camera idea - give more explanation to the client. can use words like - more immersive content.

NCBC are living proof that businesses can be made in North Belfast

don't think of objectives as objects. think WHAT WILL OUR PROJECT ACHIEVE.

The objective is not building a brand identity IT IS MAKING MORE PEOPLE KNOW ABOUT NBCB. only 3-4 objectives.
These are the things project (solving the problem) will achieve.

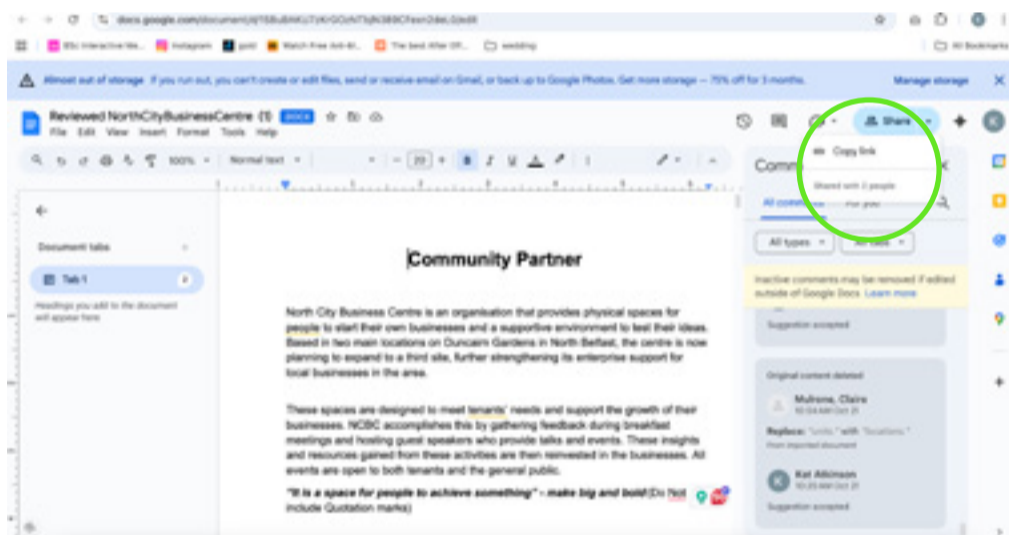
Revised brief

I decided the best way forward for the team was to focus on the changes provided by Claire and Darren before we added anything more or changed the design.

We decided to split the brief up into sections and go from there.

My tasks

- **Community partner**
- **What they offer**
- **Bench marking**
- **Deliverables**
- **Teams page**
- **Final content check**



I felt we needed to go by each section and see what was needed rather than looking at the brief as a whole. We decided to split up the pages and each work on them individually but on the same google drive document. This meant we could all see each others activity and work live. We were also able to edit each others work if we saw spelling mistakes, information we felt was missing or felt there was too much irrelevant information. This method worked best during in person sessions. We then gave this final document to Claire who added comments on changes that were needed. I feel this process really sped up the progress as we could just 'accept' or 'deny' the suggestions and it would automatically change for the majority of them.

Community Partner

I read through the brief my team had already made and adapted it to fit the requests Darren and Claire made in class. I did my own research on the community partner, condensed the existing information and added my own.

Community Partner

North City Business Centre offers a wide range of programmes which are catered to residents needs with the intention of further building their business. They have done this through breakfast mornings gathering information which is then reinvested into the businesses by bringing in guest speakers to provide talks and events such as their regular breakfast events. These events can be accessed by everyone including tenants and public.

The enterprise agency allows for multiple businesses and enterprises to become tenants in each of their units based in lower Duncairn Gardens. Along with this, a team of business and employment advisors are providing support for small businesses including those with an interest in setting up their own business, commercial property and conference room hire. As a result of this, this encourages and provides employment for residents in North Belfast. A virtual office service is available to individuals who are working from home. Sole Traders can purchase a business address and have access to a reception service for a small fee.

There is 49 units to let in the business centre ranging from 500 sq. ft. to 200 sq. ft. There are two sites located on Duncairn Gardens with plans for a third to open in a different location in North Belfast. The new site will include services hot desking and a communal space for all residents. Along with this a commercial meeting space that can be booked out to hold large groups. North City organises businesses by insuring there is no two businesses the same within the centre to minimise competitors.

In 1993 North City Business Centre was established by Sandy Brown, Irvine McKay, and Robin McConkey. The business centre was set up with the intention to regenerate investment into North Belfast. North Belfast is recognised as an area with high levels of poverty and deprivation.

Community Partner

North City Business Centre is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

NCBC provides space for multiple businesses and charities to operate as tenants within each of its locations. In addition, a team of business and employment advisors offer support to small businesses and individuals interested in starting their own business. NCBC also offer commercial property and conference room rentals, as well as a virtual office service for those who work from home. This service enables sole traders to purchase a business address and have access to reception support.


These spaces are designed to meet tenants' needs and support the growth of their businesses. NCBC accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.

As a result, NCBC plays a vital role in encouraging entrepreneurship, creating employment opportunities, and proving that successful businesses can grow and thrive in North Belfast!


It is a space for people to achieve something

What they offer


What NCBC offer



49 units to let in the business centre
(from 500 sq. ft. to 200 sq. ft.)



2 sites located on Duncairn Garden
(2nd location pending)



Professional guidance and advice
(on business start-up)

The new site will feature services such as hot desking, a communal space for all residents, and a commercial meeting area available for large group bookings. NCBC organises its businesses to ensure that no two are the same within the centre, helping to minimise competition and further demonstrating its support for its tenants and businesses.

Established in 1993, North City Business Centre was set up with the intention to regenerate investment into North Belfast as it's recognised as an area with high levels of poverty and deprivation.


Over the years, NCBC has played a vital role in strengthening the economy throughout North Belfast and has provided a safe and supportive environment for people to explore and develop their ideas and gain support for their businesses. As times change and the digital world evolves, we see an opportunity to build a refreshed brand and updated web presence.

Our team are excited to become a part of this project and aims to enhance NCBC's presence whilst maintaining its current identity and core values.

I added a page to show what NCBC offer as this information was originally on the community partner page and I wanted to break up the text. I created an infographic to keep the design and information engaging while also condensing the amount of text used.

Deliverables


Deliverables



Website

We will work our way into creating a whole new website, which will help the Enterprise throw itself deeper into the market and attract new tenants as well as job seekers


It is crucial to understand the importance of a fully functional website and how much this matters.



New Visual Identity

We will be working closely on a new logo design so that the business can bring in some freshness into the business.

Alongside the new logo, we will need to come up with a new colour palette for the Enterprise, which will empower what the company wants to achieve.



Content

We will also focus on updated content, professionally taken, enhanced photography and videography.

360 images will be taken within rooms available to book out, such as the conference room, to let possible customers have a look inside the building before they make up their mind whether they want it or not.

Deliverables

Web Presence

Content	Website
High quality images of NCBC's current facilities, rooms for hire, and team and board members to be uploaded on the website.	A redesigned new website design which will be more engaging, interactive and aesthetically pleasing to a wider range of audiences.
High quality Video testimonials of current tenants and events such as morning breakfast meetings and guest speakers. 360 guided tours through the rooms available to hire.	A dynamic design that will be fully responsive across all screen sizes.

Social Media

Short-form videos captured on an iPhone for time effective social media reels on Instagram and Facebook.

Links to website on all social media platforms

Set up of meta suite so NCBC can schedule posts for the week ahead and manage all their comments, direct messages and social media invites from one place across Facebook and Instagram.

High quality Images of NCBC facilities for their social media to advertise rooms available.

Custom Templates to use for event days and other information NCBC want to showcase. With instructions on how to edit them and upload across different platforms.

Instruction of how to stay engaged and relevant on social media. Such as replying to comments, peak times to post based on follower online activity and how to find these times (e.g. most followers online between 3pm-5pm).

Deliverables

Branding

A Bespoke Logo that captures NCBC's values and message of being a supportive place for smaller businesses in North Belfast.

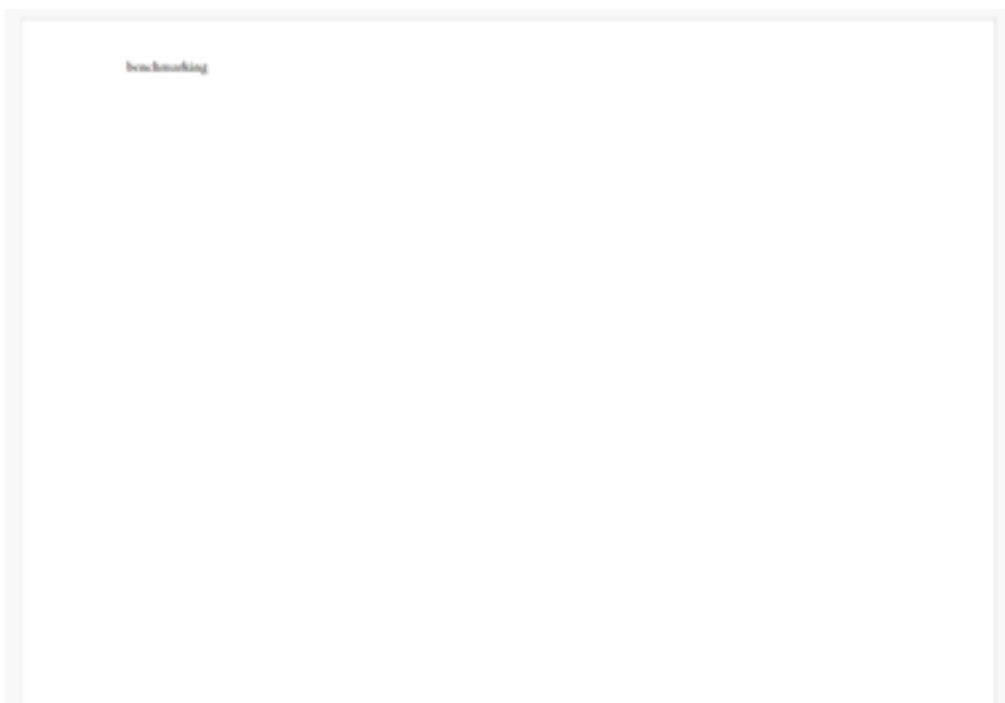
Typeface that reflects how NCBC is adaptable and inclusive of all ages. (legible to a wide age range, and those with visual impairments)

Improve the Brand Colour scheme to reflect on the area of north Belfast, the type of work NCBC do and the type of audience they're looking to attract.

A more in-depth approach was required for the deliverables while also being straight to the point. This was supposed to be where the technical explanations come out therefore I explained the physical technical outputs expected.

Bench marking

The area for benchmarking in the brief presented to Claire and Darren was empty. Once I had researched and benchmarked my 5 websites and received Karol's benchmarking I merged them together and created a write up. I have only attached the write up below as the benchmarking table is displayed on page 10.



Benchmarking

During the development process, we used a research technique called benchmarking to help us produce the best possible outcome for NCBC online presence. Benchmarking allows us to research other similar businesses and websites by creating a series of criteria that we feel all sites should meet, we then score these sites based on how many best practices we noted within each site.

Our team decided to research 10 various business enterprise websites (including NCBC's current website) and compare what we thought worked well and what did not. These websites are:

- North City Business Centre
 - Enterprise Causeway
 - Millusk
 - Brewin Dolphin
 - EnterpriseNI
- Roe valley enterprises
- Banbridge Enterprise
- East Belfast Enterprise
- Carrickfergus Enterprise
- Ballymena Business Centre

The aim of this part of the research development was to grade all of these websites and compare them to the grade received by the NCBC current website.

The NCBC website was graded at 34%.

NCBC's website has been successful with some of the main elements that a good website should have, such as a clearly identifiable target audience, a nicely positioned logo which makes it clear who the website belongs to, and a super quick load time of 0.8 seconds—one of the fastest among all the websites reviewed. However, the website did lack some very important features that would have made it more engaging, such as videos and better, up-to-date photography.

3 main sites stood out to us.

After reviewing the NCBC website, we looked at the other websites for comparison. All of the other websites managed to score higher, with the Brewin Dolphin website scoring the highest, sitting at 71% and Ballymena Business Centre website scoring the second highest, sitting at 66%. Our highest-scoring web space is The Brewin, which scored 71% in the benchmarking. Therefore, this should be the minimum experience we provide for our users. This site has HD images, Videos, is fully responsive, has a quick load time of 1.3s and is very easy to navigate. Our second-highest score, Ballymena Business Centre included some extra features within their online space that allowed them to take the lead in benchmarking. An appealing landing page and fully responsive design helped their website gain a respectable number of points.

Close behind was the East Belfast Enterprise website, which came in third. Sitting at 63%, EBE has been successful in maintaining a well-established online presence. A video on the landing page looks visually appealing and is well-received by users visiting the site. EBE has also been successful in presenting high-quality, up-to-date photography that is relevant to the business. A fully responsive design and a fast loading speed of 1 second contribute to the overall smooth flow of the website, helping it achieve a higher grade in the benchmarking process.

Banbridge and Carrickfergus both had average websites that ticked off most of the basics. Both had quick loading times—1.36 seconds for Banbridge and 0.8 seconds for Carrickfergus. The websites featured clear headings that served their intended purpose well. However, some of the negative issues both websites had in common were the lack of email subscription options. Email subscriptions are essential for such businesses; without them, potential customers miss the opportunity to receive updates or news, which could lead to a loss of engagement or missed business opportunities.

All these websites and the process of benchmarking provide us with the opportunity to reflect on what worked well, what didn't work well and how we can use that to enhance the user experience of NCBC website and make it a more exciting and engaging workspace.

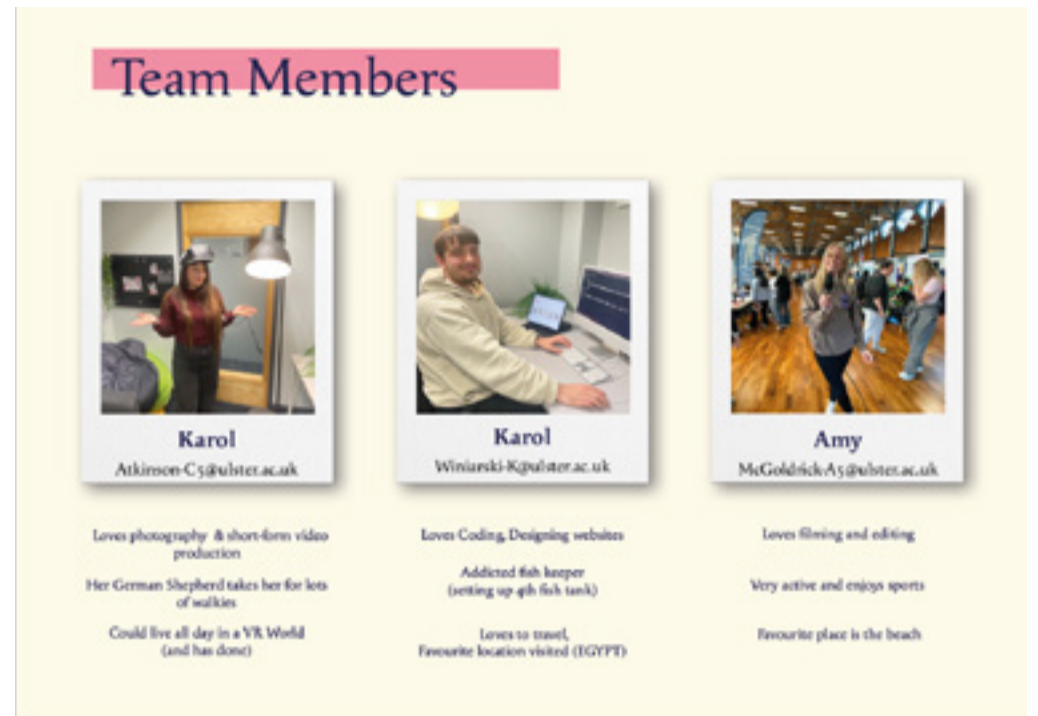
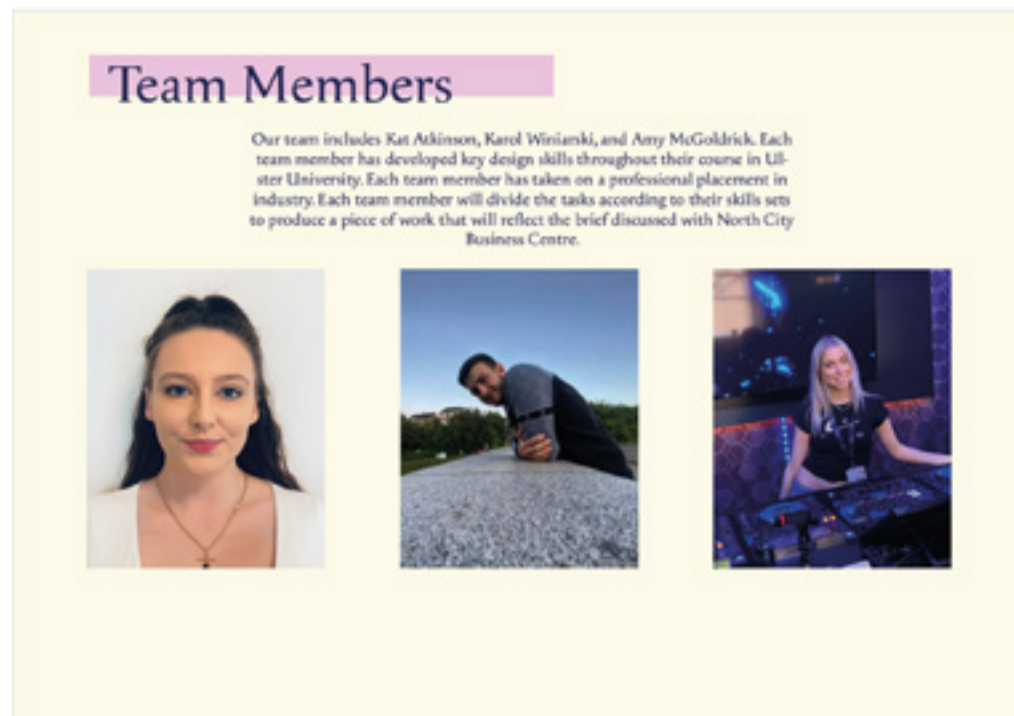
From this research, we know we need to have the bare minimum of:

- Engaging content (360 site tour)
 - HD images
 - Videos
- Easy navigation
- Fully dynamic (responsive)
- A clear and quickly identifiable of Target audience
 - A clear and quickly identifiable Chief Aim
 - Links to social media
- A quick way for users to get back to the top of the page without scrolling (such as an arrow)

Our team feels each of these elements plays a key role in creating a cohesive web environment that will benefit both the user and NCBC.

The main objective of this research was to ensure NCBC's website does not make the same mistakes as other sites and instead provides a joyful experience for users on the website.

Team page



For the team page, we were instructed to make the content more personal, as the client already understood our skill and capabilities. We also received feedback that the images used were inconsistent. As a group, we had anticipated this issue due to some miscommunication during the process. To resolve this, I asked all team members to upload 3 to 5 images featuring a range of tones and activities (for example, outdoor daytime, hobby related, or desk-based photos). However, this was not achievable for everyone, as some members were only able to submit a single image.

To work around this, we agreed to take coordinated photos together on campus so the images were consistent. Unfortunately, this wasn't possible on 2 occasions due to very last-minute availability constraints. To avoid delaying the brief further, Karol and I decided to take new photos after class that closely matched the existing image. While there is a slight difference in quality between the existing image and newer photos, the final selection is more consistent now.


Compilation

After updating my selections I downloaded my teams revised sections and input them into my document so it kept all the new information together in one document.

I then uploaded that document to Basecamp where Amy could then download it and make the design of the brief nicer.

Evaluation of final draft

As this is our first assessment being marked as a group I wanted to be sure we didnt overlook any small mistakes. Therefore I had a read through the finished breif and found 8 things that needed a small tweak. Once the changes were made, we were able to email the newly designed and revised brief to NCBC.

Oct 25, 2025  **Catherine Atkinson, Student** ...
Great work, a few changes needed.

Benchmarks
The benchmark colours are a little complicated. Generally, green would be good, and pink, being closer to red, would be bad. However they are both representing the same thing at times. example - using green (bad) for 'most images are' HD Ready, instead of using pink (good). Or leaving it blank (beige) for websites being 'fully responsive' but having 'not fully responsive' in green. Shouldn't we be putting 'fully responsive' pink rather than beige for being fully responsive, as this is a good thing?

I can see pink seems to be representing good but we have 'sitemap available (link here)' in green (bad) along with the options that say 'no site map located' also in green. so we have a good element which is the same colour as the bad elements.
Maybe a key could fix any confusion about what the colours represent. Like 2 small squares that are green and pink, and text beside it?


The percentages also don't add up right if it's 'how many good elements out of 35'. Example Brewin our highest scorer, only has 7/35 good elements in pink, which isnt 70% like it says. So I'll change these highlighted ones to match mine if someone can send the .indd file instead.



Page 4 - community partner
The boundary box of the last icon is cut off too soon so there's only half a person.

Page 25 - timeline
I feel week 10 - client feedback should be moved back to the left so its spacing to its plot point is the same as week 4 and week 7.

Page 26 - team page
The only email that shows fully is Karols. Mine and Amy dont have the full email on display as the text is too big for the boundary box.

The images used have also become pixelated and lower resolution somehow, almost like a screenshot of them was used instead of the raw file. It may be an exporting error, but definitely needs to be fixed.

Pages 27 and 28 aren't needed unless using a cover page. 

Oct 26, 2025  **Amy McGoldrick, Student** ...
I have added the indesign documents
if you have the images would you be able to replace them with the file as this was probably making the resolution lower 

The final brief

After making revision to the project brief we sent it off to our Client NCBC. When we got confirmation to go ahead from NCBC we started to research and develop our own individual ideas and progress based on the brief we created.

Here is the final brief we settled on and sent to North City Business Centre.

North City Business Centre

Made in North Belfast

Contents

- Community partner	3
- The Project	5
- Objectives	6
- Target audience	7
- Deliverables	8
- Tone, message & style	10
- Similar organisations/benchmarking	11
- Budget	22
- Timescale	25
- Team members	26

Community Partner

North City Business Centre is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

These spaces are designed to meet tenants' needs and support the growth of their businesses. **NCBC** accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.

It is a space for people to achieve something

NCBC provides space for multiple businesses and charities to operate as tenants within each of its locations. In addition, a team of business and employment advisors offer support to small businesses and individuals interested in starting their own business. **NCBC** also offer commercial property and conference room rentals, as well as a virtual office service for those who work from home. This service enables sole traders to purchase a business address and have access to reception support.

As a result, **NCBC** plays a vital role in encouraging entrepreneurship, creating employment opportunities, and proving that successful businesses can grow and thrive in North Belfast!

3

What NCBC offer



49 units to let
in the business centre
(from 500 sq. Ft. to 200 sq. ft.)



2 sites located
on Duncairn Garden
(3rd location pending)



**Professional guidance
and advice**
(on business start-up)

4

The Project

The project involves reinvigorating **NCBC's** online presence to promote the organisation as they expand into their third location in North Belfast. **NCBC** intends to help develop the economic development in North Belfast bringing it from a deprived area into a successful and ideal location for business owners.

The project will be achieved by building **NCBC** a refreshed online presence. This will have a contemporary feel and will be refreshed using a bright and exciting colour palette. Additionally, the site will have features to include a map showing the three hubs, along with links for social media platforms.

The online presence will contain different media; we will utilise both photography and videography to capture shots of the premises. To create an immersive experience, 360 cameras will be used to film the buildings, allowing for walk-through experiences of the units. This creates a complete image for businesses considering operating from a unit.

Also, as **NCBC** hosts various events, this will give an opportunity to record and create highlight reels that can be uploaded to their online presence. Finally, pieces to cameras with individuals from **NCBC** will be filmed which will create a deeper understanding of the business and what it has to offer. The project will be successful in refreshing the brand with intent to evolve alongside the digital world. The updated online presence and brand will ensure to reach each of the objectives set to reflect **NCBC's** purpose.

5

Objectives

By refreshing **NCBC's** brand and online identity we will

Encourage a strong sense of community

Create deeper engagement with local entrepreneurs, startups, business owners, and prospective tenants so that **NCBC** feels not just like a facility, but like part of the engine of North Belfast.

Promote **NCBC** as a hub where people support each other—through networking, mentoring, collaboration, and joint events—so that individuals see that success is possible within **NCBC**.

Increase visibility and community involvement in **NCBC** initiatives so people feel ownership and pride in what's built "in North Belfast."

Position **NCBC** as a professional, trusted partner

Enhance **NCBC's** reputation so that when new or growing businesses consider a base, **NCBC** is among their first choices because of its professionalism, supportiveness, and accessibility. **NCBC** should be a place that is friendly and inviting.

Ensure that **NCBC** is seen as the go-to place for quality business advice, reliable facility provision (units, conference/training space, virtual office services), and affordable, flexible support.

Drive economic development & accessible business support

We will expand and improve support services to lower barriers for people wanting to start or scale up a business—including mentorship, training, advice, funding guidance, and flexible leasing options.

Leverage **NCBC's** property assets (units, virtual offices, meeting space) to make business space accessible in size, cost, and location.

We will make sure people in North Belfast are aware of what **NCBC** offers, feel welcome, and know how to access support—especially those who may have been discouraged in the past.

6

Target Audience

The target audience for this project is individuals involved in business activities such as start-ups, entrepreneurs and small established businesses.

We want to focus on individuals with a mindset that values innovative solutions and seeks efficiency for the running of their business - individuals who are proactively seeking external support to help them achieve their growth objectives.

NCBC helps entrepreneurs with large-scale growth by providing their businesses with units, allowing for more space to carry out their business duties. It is also very beneficial for small businesses that are interested in renting temporary space to hold a meeting or an event. We also aim to attract individuals who understand the importance of structured training programmes and other resources provided by **NCBC**, who are also ready to invest in this type of support to help the growth of their business.

7

Deliverables

Branding

A Bespoke Logo that captures **NCBC's** values and message of being a supportive place for smaller businesses in North Belfast.

Typeface that reflects how **NCBC** is adaptable and inclusive of all ages. (legible to a wide age range, and those with visual impairments)

Improve the Brand Colour scheme to reflect on the area of north Belfast, the type of work **NCBC** do and the type of audience they're looking to attract.

Website

A reinvigorated new website design which will be more engaging, interactive and aesthetically pleasing to a wider range of audiences.

A dynamic design that will be fully responsive across all screen sizes.

8

Social media

Short-form-videos captured on an iPhone for time effective social media reels on Instagram and Facebook.

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Set up of meta suite so **NCBC** can schedule posts for the week ahead and manage all their comments, direct messages and social media invites from one place across Facebook and Instagram.

High quality Images of **NCBC** facilities for their social media to advertise rooms available.

Custom Templates to use for event days and other information **NCBC** want to showcase. With instructions on how to edit them and upload across different platforms.

Instruction of how to stay engaged and relevant on social media. Such as replying to comments, peak times to post based on follower online activity and how to find these times (e.g. most followers online between 3pm-5pm).

Tone, message & style

The tone of the project will be friendly, inviting and professional, creating a welcoming atmosphere for business owners considering **NCBC** as a place to run and grow their businesses. It's all about making people feel supported and confident, showing that **NCBC** is here to help local entrepreneurs every step of the way.

The style will reflect this approachable and community-focused spirit through vibrant and exciting colours, capturing the energy and opportunity that **NCBC** offers. The visual identity will be fresh and engaging, designed to connect with people from all walks of life in North Belfast.

The message is "**Made in North Belfast.**" This speaks to the heart of **NCBC**—it's built by people born and bred in the area, rooted deeply in the local community, and growing alongside it. It celebrates the economic growth and positive change that **NCBC** brings to North Belfast, highlighting that this success is homegrown and something the whole community can be proud of.

Benchmarking

During the development process, we used a research technique called benchmarking to help us produce the best possible outcome for **NCBC** online presence. Benchmarking allows us to research other similar businesses and websites by creating a series of criteria that we feel all sites should meet, we then score these sites based on how many best practices we noted within each site.

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The NCBC website was graded at 34%

NCBC's website has been successful with some of the main elements that a good website should have, such as a clearly identifiable target audience, a nicely positioned logo which makes it clear who the website belongs to, and a super quick load time of 0.8 seconds—one of the fastest among all the websites reviewed. However, the website did lack some very important features that would have made it more engaging, such as videos and better, up-to-date photography.

Three main sites stood out to us

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All these websites and the process of benchmarking provide us with the opportunity to reflect on what worked well, what didn't work well and how we can use that to enhance the user experience of **NCBC** website and make it a more exciting and engaging web space.

Only just realised there was a page number missing from the design. As it jumps from 13 to 15.

From this research, we know we need to have the bare minimum of:

- Engaging content (360 site tour)
- HD images
- Videos
- Easy navigation
- Fully dynamic (responsive)
- A clear and quickly identifiable of Target audience
- A clear and quickly identifiable Chief Aim
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- A quick way for users to get back to the top of the page without scrolling (such as an arrow)

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The main objective of this research was to ensure NCBC's website does not make the same mistakes as other sites and instead provides a joyful experience for users on the website.



Category	Feature	Enterprise Causeway https://www.enterprisecauseway.co.uk/	Mallusk https://mallusk.org/	Brewin https://www.brewin.co.uk/	EnterpriseNI https://enterpriseni.com/	Roe valley enterprises https://roevalleyenterprises.co.uk/
First Impressions	Aesthetics	Hero banner with their baseline and hashtag that represents them. strong brand colours as soon as you enter the online space. there's not a lot of imagery, and they use a lot of white space. The information to visual content (images, animations, videos) doesn't seem balanced.	Contemporary corporate feel. It's laid out professionally with easy navigation; however, the colours are bright, bold and fun. There are animations, video content and lots of imagery. You have a lot of room to breathe through the information, and it's a visually pleasing site. This site is fun and would appeal to a wide range of users and potential audience.	Very corporate, clean layout, and easy to navigate. Lots of white space. cool tone colours, navy blue, grey and white, which are known for being corporate colours. Hero with their main aim in text and indication of the target audience. cards to direct the user to sections and pages that provide the information they are looking for. This provides quick navigation and accessibility in the site. There's also a video to make the information more engaging. Images displayed across the site help to make this web space more engaging; however, you get the feel this is aimed at an older market.	Again we're seeing the colour scheme of blues and greens gives it a corporate feel; however, the green makes it pop and adds some vibrancy. Bottom borders have rounded corners, and the buttons themselves animate their scale when hovered over. This adds interactivity and enhances engagement. The information is cleverly sectioned for easy navigation with accessibility in mind. The site itself has lots of animations, such as numbers flipping as its counts up, and menu list items animating in colour when hovered over. This site is more fun and appealing due to these small interactive elements, colour scheme and easy navigation.	Again, seeing blues, however this colour scheme is lighter and doesn't feel as corporate. You can see they're using colours that link to the river roe as it's the same colours used in their logo, which is using negative space as the river with either grey and blue to the sides of it to form the shape of an 'R' for River Roe. The web space features lots of images, and they are sharp and bright. This gives the user something else to look at to break up all the information in text. The web space also features a calendar for upcoming events which we haven't seen yet. This shows a sense of community spirit. The nav bar animated to add a background colour when hovered over, and the button border corners are rounded, so it diverts away from strict corporate layouts as it adds movement to the site.
	Identifiable Target Audience	On Home Page	On Home page	On Home Page	On the home page	On the home page
	Identifiable Chief Aim	On Home Page	On Home page	On Home Page	On home page	On home page
Look and Feel	Retina (HD ready)	Most of images are	Most images are	Some images are	Some images are	Most images are
	Responsive	Yes, not fully responsive. When on a screen sized 1440px by 900px the hamburger menu does not display all nav options.	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive

	Content in Prime Position	Yes. Uses hero, cards, banners and videos on the home page which helps section all the information and make it easily navigable to the information you want to find.	Yes. Uses a hero slider, designated sections for easy navigation of information, a very clear contact form on the home page, a carousel for tenant testimonies to condense the layout, and offers a video tour.	Yes. Uses hero with tag line, cards, banners, sections, videos and images which help to keep the information sparse and give the rest of the content room to breathe.	Yes, uses sections for information, image carousels, cards to highlight key information, bullet point lists, and maps for visual representation of all their locations.	Yes. uses a slider hero with a call to action on the first page, sections for easy information navigation, cards with images and text and calls to action and an interactive calendar.
	Body Text Font	proxima-nova, (sans-serif)	Overpass, (sans-serif)	Roboto, Arial (sans-serif)	General Sans (sans-serif)	SF-Pro (Sans-serif)
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top Left
Technical	Book Online	No. There is however a contact form on contact page	You can express interest online. There's an 'available spaces' button on the nav, which will tell you which spaces are available to rent, along with information about the unit and prices. Each space has an 'enquire now' call to action. This then opens a form and the user can fill it in to express interest in the unit and give consent for the business to contact them about it. There is also a Contact form on the home page and contact page.	No. There is no book online; however, users can request a call on their contact us and home page.	No booking online however users can make an account on their site for EconX.	No booking online however, users can contact the business from the contact form on the contact page.
	CMS	Wordpress	WooCommerce	WordPress	WordPress	WordPress
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Horizontal navigation bar, which switches to hamburger menu with a drop-down for screens with a width of under 1450px	Horizontal nav bar with primary menu in the top bar and a secondary menu beneath. This then changes to a hamburger menu, which opens a sidebar for a responsive layout for screen widths under 1200px.	Horizontal nav bar on the left-hand side, with a drop-down to showcase the sub-menu options. This nav turns to a hamburger menu on the right side when the screen width drops below 992px for a responsive design.	Horizontal Nav bar in the centre of the web space. This offers a drop-down sub-menu on 2 out of the 5 nav options. This changes to a hamburger menu on the right-hand side for screens under 1025px wide for a responsive layout.	Horizontal Nav bar on the right-hand side with a top bar sub-menu. The nav bar changes to a hamburger menu on screen sizes less than 767px wide for a responsive layout.
	Primary Menu Position	Top Right	Top Right	Top Left	Top Centre	Top Right
	Means of getting to top of page	Scrolling back to the top or clicking the links in the footer to reload the page	Scrolling back to the top or clicking the page line in the footer	Scrolling back to the top, clicking the page link in the footer and there's a 'back to top' call to action in the footer too.	Very limited. Scrolling back to the top or clicking the page's link in the footer from the few listed.	Scrolling back to the top or click on the link in the footer to refresh the page.

	Sitemap	None	None	None	None	None
	Bread crumbs	None	None	Inside the hero	Inside the top banner	Inside the hero
	Contact Us	In primary menu and footer	form on home page, and link to contact page on primary menu and footer	In primary menu and footer	In primary Menu and footer	In sub-menu in top bar
	No. of clicks to Contact Us	1 click away	0 clicks. On the home page and the designated contact page.	1 click away	1 click away	1 click away
Content	Explanation of Service	on the home page in the form of a video or 1 click away for textual.	On the home page	On the home page	On the home page	On the home page
	Evidence of Outdated content	Events blog on the first page and Units to Rent section are dead links.	No	Yes, a few deadlinks	Yes, a few deadlinks	Yes, a few deadlinks
	Social Media	Linked in footer. Facebook, X and Instagram.	Linked in footer. Facebook, X, instagram and LinkedIn	Linked in footer and contact page. LinkedIn, X, Facebook.	Linked in footer. Facebook, X, Instagram, LinkedIn, and Youtube.	Linked in footer. Facebook, X, LinkedIn.
	FAQ Section	None	None	None	None	None
	Privacy Policy	None	None	Yes	Yes	Yes
Search	Search	None	None	Yes	None	None
	Type of Search Button	N/A	N/A	Input field with a search icon	N/A	N/A
Functionality	Load Time	3s LPC	20.3s LPC	1.3s LPC	10.9s LPC	1.8s LPC
	Email Subscription	Yes, on every page in a banner above the footer	Yes, on a banner above the footer on every page	Yes, 1 click through the sub-menu	No	No
	Multilingual	No	No	No	No	No
	No. of languages (other than English)	N/A	N/A	N/A	N/A	N/A
Accessibility	How many font types	3	1	2	2	1
	Clear & accurate headings	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes	Yes	Yes
	Link underlining	No, arrows appear beside them	Yes	Yes	Yes	No
	Hyperlink change colour if visited	No	No	No	Yes	No
Overall Score		57%	57%	71%	62%	51%

Category	Feature	North City Business Centre https://www.north-city.co.uk/	Banbridge District Enterprise https://bdelonline.com/	East Belfast Enterprise https://eastbellfast.org/	Carrickfergus Enterprise https://ceal.co.uk/	Ballymena Business Centre https://www.ballymenabusiness.co.uk/
First Impressions	Aesthetics	Text over image carousel, which is very jumpy	Image of conference room roughly indicating what they offer, matching colours, accompanied, creating a professional feel	Appealing short video that sets out the mood for the website, followed by a slick design	Appealing home page with a photo carousel which is moving at a nice pace show showcasing what's on offer	Pleasant entry to the website with a short introduction to the business and a "Contact Us" button
	Identifiable Target Audience	First glance text mentions units to rent, indicating the target audience could mainly be businesses/business start-ups	"Meet your business needs" first seen quote indicates the target audience is businesses	Heavy on the word "Entrepreneurs" throughout the whole homepage, indicating their primary audience	Clearly stated that they are working with "the local business community" and "entrepreneurs"	Target audience outlined on the landing page: "Entrepreneurs" and "Business Owners"
	Identifiable Chief Aim	The aim of the company has been fully explained on the About Us page	The goals of the company have been identified on the About Us page	Goals mentioned on the home page: "We support entrepreneurs at every stage"	Goals mentioned on the home page: "supporting budding entrepreneurs and growing businesses"	The goals of the company have been outlined thoroughly on the home page
Look and Feel	Retina (HD ready)	Images used are of low quality from the web, causing distortion	High-quality photography has been used, which seems to be up to date	High-quality images have been used, as well as any videos present	High-quality images have been used	High-quality photography has been used, which seems to be up to date
	Responsive	No, the website is not fully responsive for mobile screen sizes.	Fully responsive design	Fully responsive design	Fully responsive design	Fully responsive design
	Content in Prime Position	Positioning of content has a simple solution, not necessarily eye-pleasing.	Content seems to be placed nicely, positive use of white space present, as well as image-to-text proportion adequate.	Great placement of all content, well-thought-out website and planned.	Content placement excellent, one big mistake on the about us page, where text is cut off on one section of the page.	Great use of space, video and images on the website
	Body Text Font	Avenir, sans-serif	Sans Serif	Sans Serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top left
Technical	Book Online	No	Yes	Yes	No	No
	CMS	Wix	WordPress	WordPress/WooCommerce	WordPress	Wix
	Analytics Embedded	No analytics embedded	No analytics embedded	Google analytics	No analytics embedded	Google analytics
Navigation	Primary Menu Format	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Burger menu

	Primary Menu Position	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Top of the page, right-hand side
	Means of getting to top of page	Scroll back to the top of the page	Back to top button available	Scroll back to the top of the page	Scroll back to the top of the page	Scroll back to the top of the page
	Sitemap	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Sitemap available on (https://ceal.co.uk/site-map-tenants/)	No .xml file detected
	Bread crumbs	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable
	Contact Us	The "Contact Us" button on every page is easily accessible	"Get in touch" button available at the top right of the page	"Contact Us" button inside the burger menu	Contact information displayed in the header	"Contact Us" button on the landing page
	No. of clicks to Contact Us	1 Clicking on the "Contact Us" button will take you directly to the contact page	1 Clicking on the "Get in touch" button will take you directly to the contact page	2 User must click on the burger menu and then locate "Contact Us"	0 Contact information is provided in the header of the website	1 Clicking on the "Contact Us" button will take you directly to the contact page
Content	Explanation of Service	Yes	Yes	Yes	Yes	Yes
	Evidence of Outdated content	Outdated photos are used on the website	Page seems to be up to date	Website seems fresh, possibly updated not a long time ago	Photos seem to have been used the same for a few years back	Page seems to be up to date
	Social Media	Buttons available to access a Facebook page and X	No social media links detected	Social media buttons are available at the bottom of the page	Buttons for various platforms are available in the header	Part of the website used to promote their social media
	FAQ Section	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website
	Privacy Policy	No	No	Yes	Yes	Yes
Search	Search	No	No	No	No	No
	Type of Search Button	No	No	No	No	No
Functionality	Load Time	0.8s	1.36s	1s	0.8s	5.3s
	Email Subscription	Yes, email subscription made possible, sign up for the newsletter	No	Yes, provide an email for the newsletter	No	Yes, subscription is available
	Multilingual	No other languages detected	No other languages detected	No other languages detected	No other languages detected	No other languages detected
	No. of languages (other than English)	English (0)	English (0)	English (0)	English (0)	English (0)
Accessibility	How many font types	1	1	1	1	1
	Clear & accurate headings	Clear, accurate use of headings	Good use of headings	Good use of headings	Appropriate use of titles, headings, etc, website easily readable	Good use of headings

	Are links visually distinct	No, hard to locate links that look just like most text on the website	Links are of different colours, making them stand out more	Links are not clearly shown, hard to tell what the main text/link	Links are off a different colour, ensuring they are highly recognisable	Links are of different colours, making them stand out more
	Link underlining	No	While on hover, the link gets underlined	No	No	While on hover, the link gets underlined
	Hyperlink change colour if visited	Links change colour while hovered on, but don't change back to the original colour after interaction	Links do not change colour after being visited	Links change colour after they have been interacted with	Links change colour on clicks, but are barely noticeable	Links fully underlined
Overall Score		34%	57%	63%	54%	66%

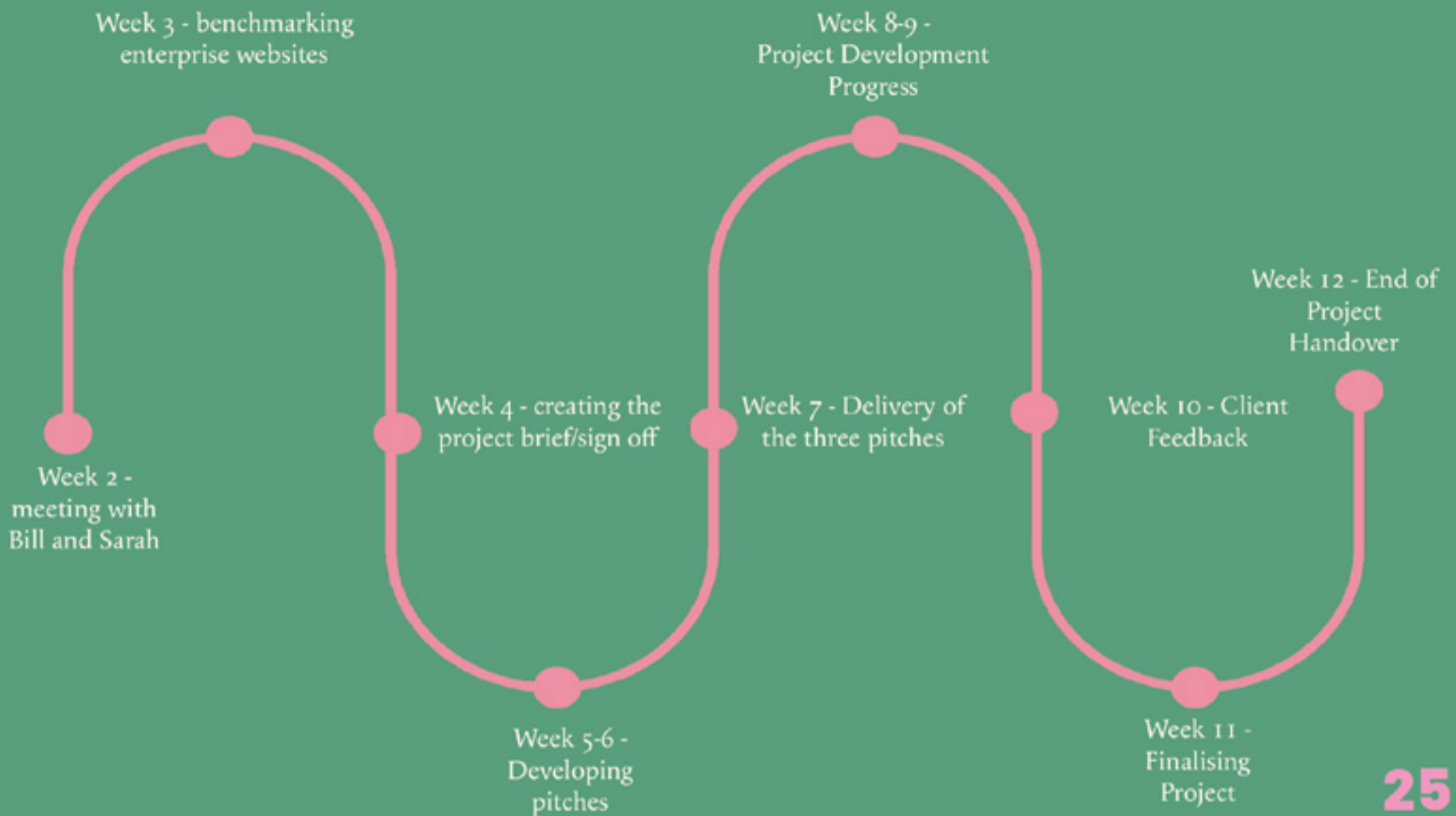
Budget

NCBC has no set budget for this project and does not require any extra items including printing, merchandise etc. The website on the other hand will require some additional costs to fulfil the goals needed to be achieved. NCBC requires a big online space therefore the website will require a bigger amount of space (considering video and high-quality photographs) We will look at 2 available offers on WordPress that could handle the workload. Extra storage is also available within the business plan with extra costs which would allow for more room on the website, Possible costs have been outlined below.

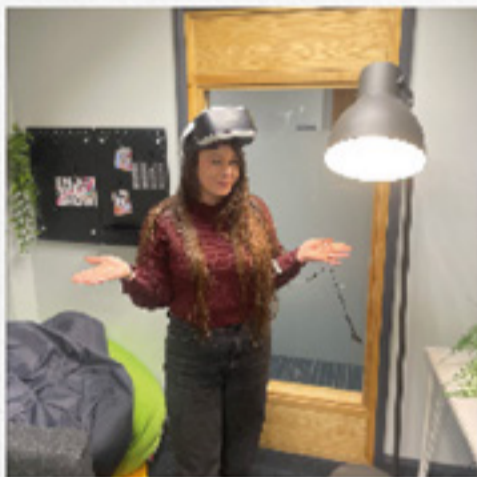
Plans available	Cost per month	Costs per year	Features
Premium	£7	£84	<ul style="list-style-type: none"> - 13 GB Storage - Unlimited pages, posts, users, and visitors - Free domain for one year - Ad-free browsing experience for your visitors - All premium themes - Fast support from our expert team - Premium stats - Install plugins - Customise fonts and colours sitewide - Connect Google Analytics - Upload Videos
Business	£20	£240	<ul style="list-style-type: none"> - 50 GB storage - Unlimited pages, posts, users, and visitors - Free domain for one year - Ad-free browsing experience for your visitors - All premium themes - Priority 24/7 support from our expert team - Premium stats - Install Plugins - Customise fonts and colours sitewide - Connect Google Analytics - Upload Videos - SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments

Additional storage	
Business plan	Costs per month
50 GB + 50 GB	£40.71
50 GB + 100 GB	£67.83
50 GB + 150 GB	£101.75
50 GB + 200 GB	£135.67
50 GB + 250 GB	£169.58

Timescale



Team Members



Kat

Atkinson-C5@ulster.ac.uk

Loves photography & short-form video production

Her German Shepherd takes her for lots of walkies

Could live all day in a VR World (and has done)



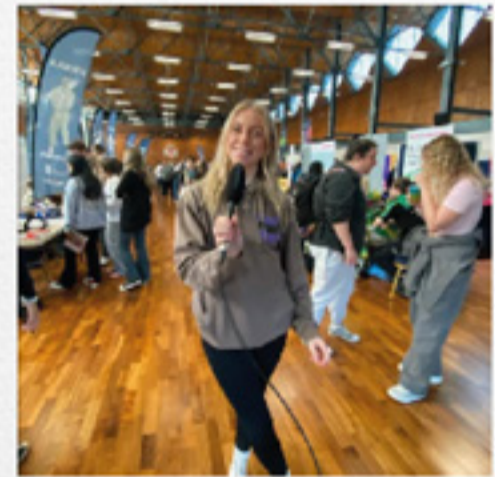
Karol

Winiarski-K@ulster.ac.uk

Loves Coding, Designing websites

Addicted fish keeper (setting up 4th fish tank)

Loves to travel, Favourite location visited (EGYPT)



Amy

McGoldrick-A5@ulster.ac.uk

Loves filming and editing

Very active and enjoys sports

Favourite place is the beach

Design

Initial designs

Very questionable

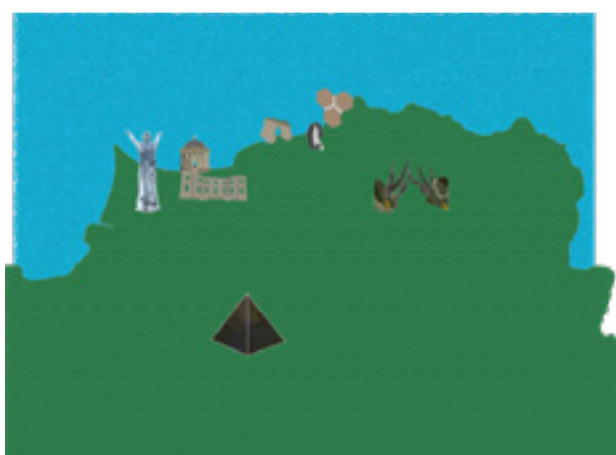


This design was based off of the most basic logo I could think of as I felt it gave me less room for error. However as you can see it looks like its just a logo for the sake of being a logo, it's not very good and it looks like a stop sign.



This design was based off of a previous project I had completed where I traced around an area on a map and used it as a navigation in a 360 virtual reality website.

However after tracing around North Belfast and trying to match the colour to a map green I decided that it reminded me of a Pocket dragons cartoon dancing, or a crocodile on 2 legs with it's jaw at the top left and its tail above it foot on the bottom right.



This next design was actually based off of a website that my Fiance had taken over from an agency. They had the logo of a castle and I tried to see if I could make it work with Cavehill behind it as North Belfast has a castle in front of Cavehill.



Slight progress



Originally I had this logo with NCBC integrated throughout all the buildings to act as windows however my macbook book died before I could save it so this is a remake of the original. When presenting the original logo to Claire she reminded me that there aren't any skyscraper style buildings in either logos of NCBC. Therefore I adapted this by making the buildings shorter and longer like a strip mall however this is the file that got deleted so I have nothing to show of it.

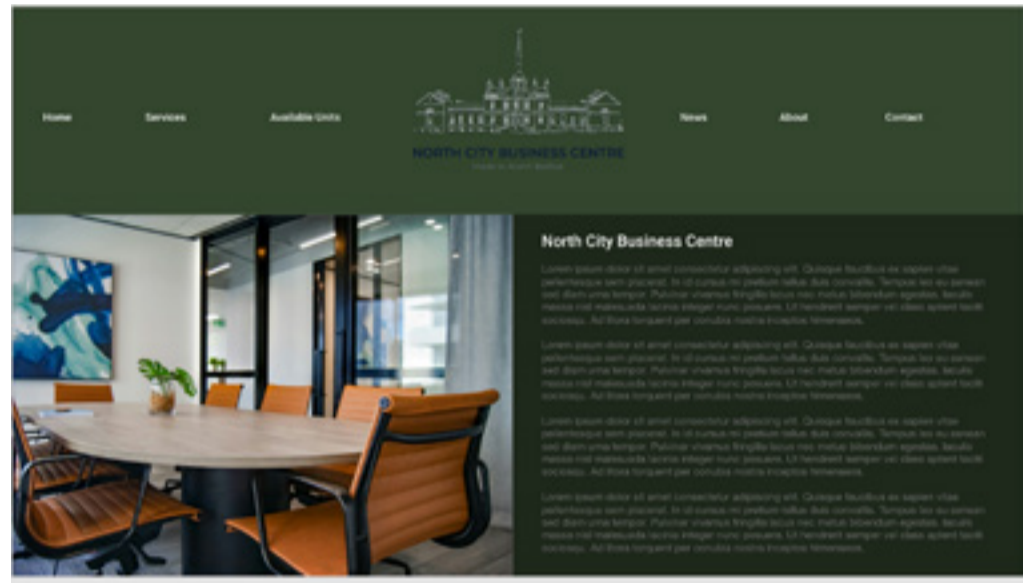
First tangible idea

For this idea I went down a rabbit hole off all North Belfasts tourist spots and iconic locations which brought me to Clifton House. I thought that the architecture was stunning, so I put an image of it into rapidresizer.com to convert it into a sketch art style. Then I image traced it in Adobe Illustrator and expanded it so I could then delete all the white areas in the image and turn it into a transparent PNG, which could be used for web and other design work.



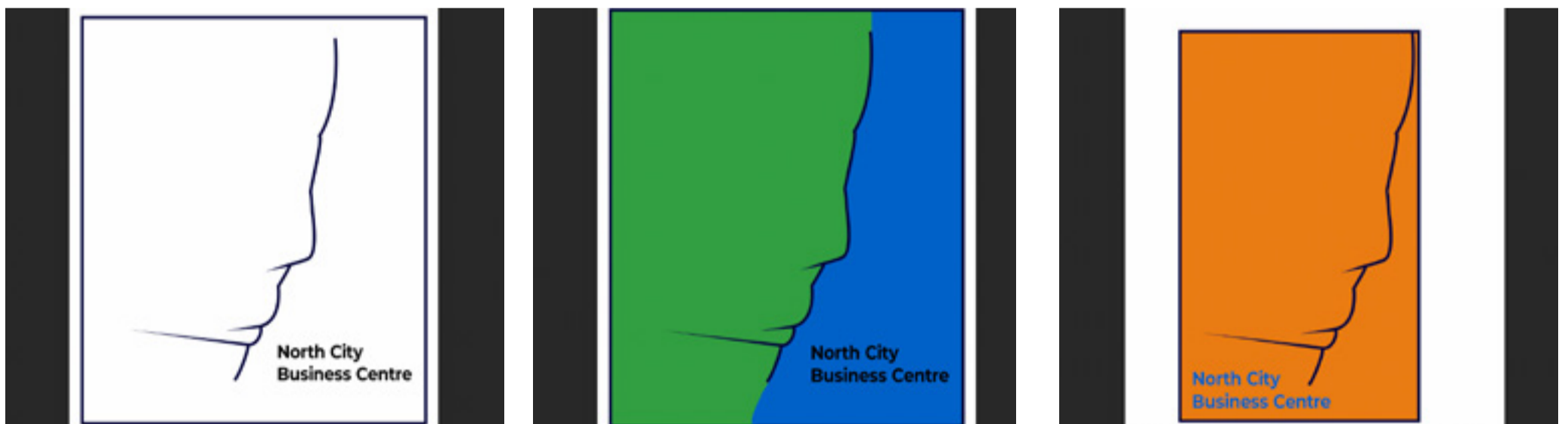
The only issue I had with this concept was that I wasn't following a brief for Clifton House. The website made me realise that the location I had picked was too iconic and well well branded to represent a vague area. I needed something that couldn't be tied down to a brand already.

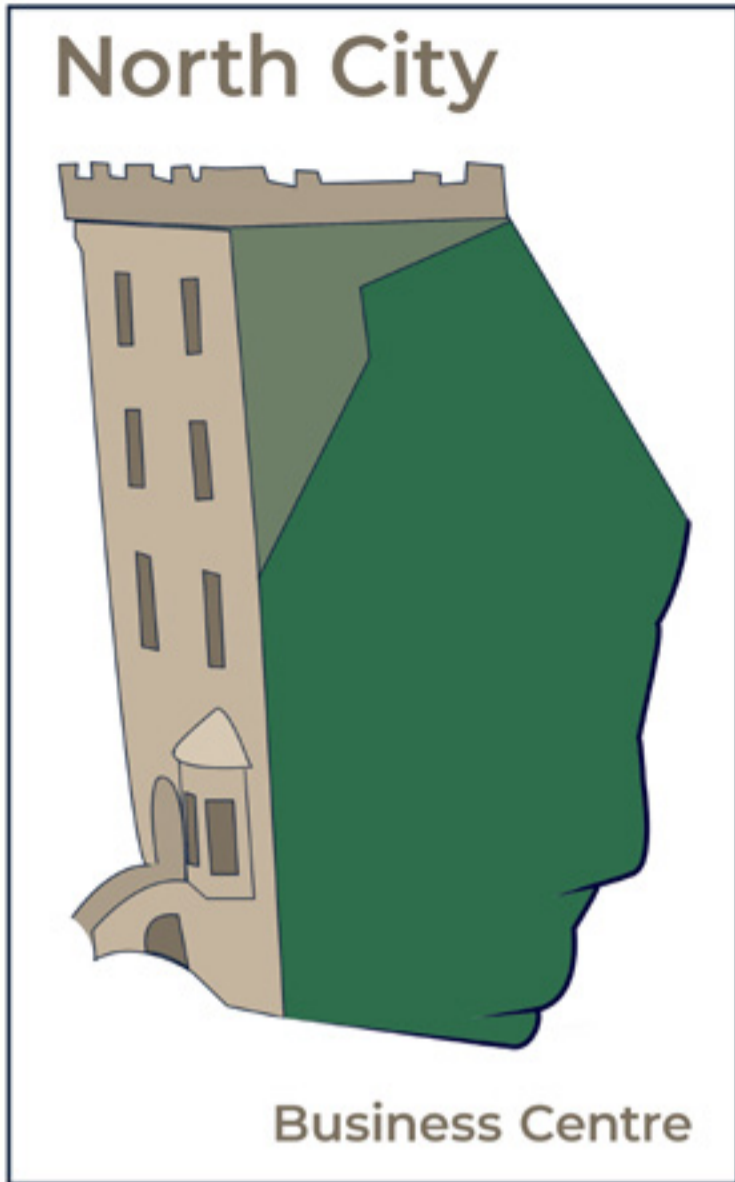
I then adapted this idea into a webdesign. I used adobe XD to design it from scratch, playing around with logo placements and using a colour scheme that reminded me of heritage but also giving it a deep, rich rustic feel.



Second concept

My second concept came from trying to expand on iconic locations around North Belfast that weren't already branded somehow or iconic to any other business. This led me to remember when I did social media content creation for local businesses of North Belfast and they all had one thing in common; they mentioned Cavehill.





I was stuck on the map theme and the colour scheme of blues and greens as well as not wanting to let go of the first concept. Therefore I created this monstrosity and realised I needed a step back and a refresh. This led to me trying to help Karol in his development stage.

Karols logo



Karol had posted multiple logos with brick work onto Basecamp however non of them felt right to him or Darren. I had spent a lot of time on my own logos and I dont find that much enjoyment from graphic design so to be able to come back and look at my own design with fresh eyes without losing productivity I tried to create a version of karols logo with the brick work. Non of the designs worked and i dont think they inspired anything from him however when we met in person I helped him realign his current logo as Claire and Darren said he needed to think out where the brick would end and he wasnt entirely sure about where the negative space of the top brick would end. I also helped him come up with the 'steps to success' pitch idea. I felt this was a great back and forth during our in person meeting at coleraine campus.



Revised designs

After taking a break from my own designs I was able to come back to them and start fresh. I decided to work with just the outline and see what I could do to develop this further as I had a strong idea in my head.



For the designs in this showcase, I used an online tool to colour pick all the different colours present in the cavehill photo. I then tried to incorporate these into the logo somehow. Some logos used all the colours, others only used one. My favourite out of these is the bottom left as it's simple and I feel merchandising this and marketing it as a brand would be quite easy.

Darren was on a spree of condensing logos on this day and got us to tell Karol and Amy what to delete off of their logos. He set a rough guide of deleting 7 things which is why I have such a condensed one in this bottom left corner. You can see the process of having the text, the outline, all the different colours and then how it changes to the outline, one rectangle of green and the text. Then I take away the top part of Cavehill that connected to the green rectangle, and then the last one the outline is gone completely. Leaving only 2 elements; the text and the green rectangle.

I also tried to incorporate North City Business Centres help to the growing economy in North Belfast but using an arrow pointing up along with a graph as a way to showcase leveling up. For this style I went back to basics with Roger Black's red, white and black high contrast design style.

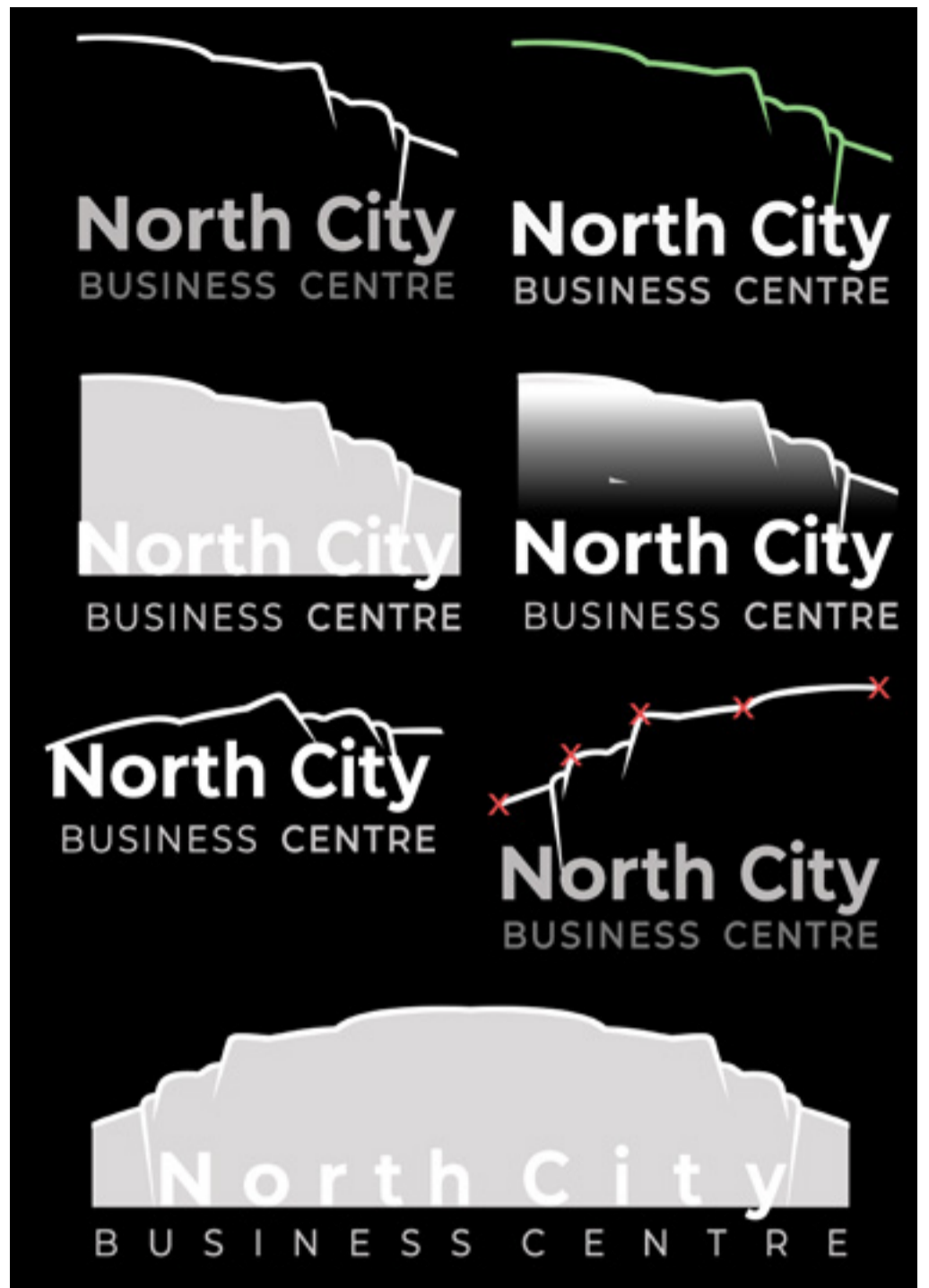


For the designs in this showcase, I used the outline and tried to extend it so I could fit the logo inside of the negative space however this didn't look right. I then duplicated the outline and flipped it horizontally so it reflected the design, and then put the logo inside of it. The new way seemed better however Cavehill does not look like this in real life so it takes away the authenticity.

I then tried to change the style again by added a fill into the negative space which again didnt work, however it did inspire me to delve further into this idea of having a fill and a stroke on the design.

I came up with these designs and was able to change the colour of certain elements and areas. I then came into class and presented the designs to Darren and he said about taking away the top right corner of the design.

I followed this instruction as well as progressed with more negative space and subtracting elements which I will show below.



Here are a few further developments of the design above. None of these stand out to me. In these versions, I try to play about with typography and spacing and colour to highlight NCBC however none of them jump off of the page at me.

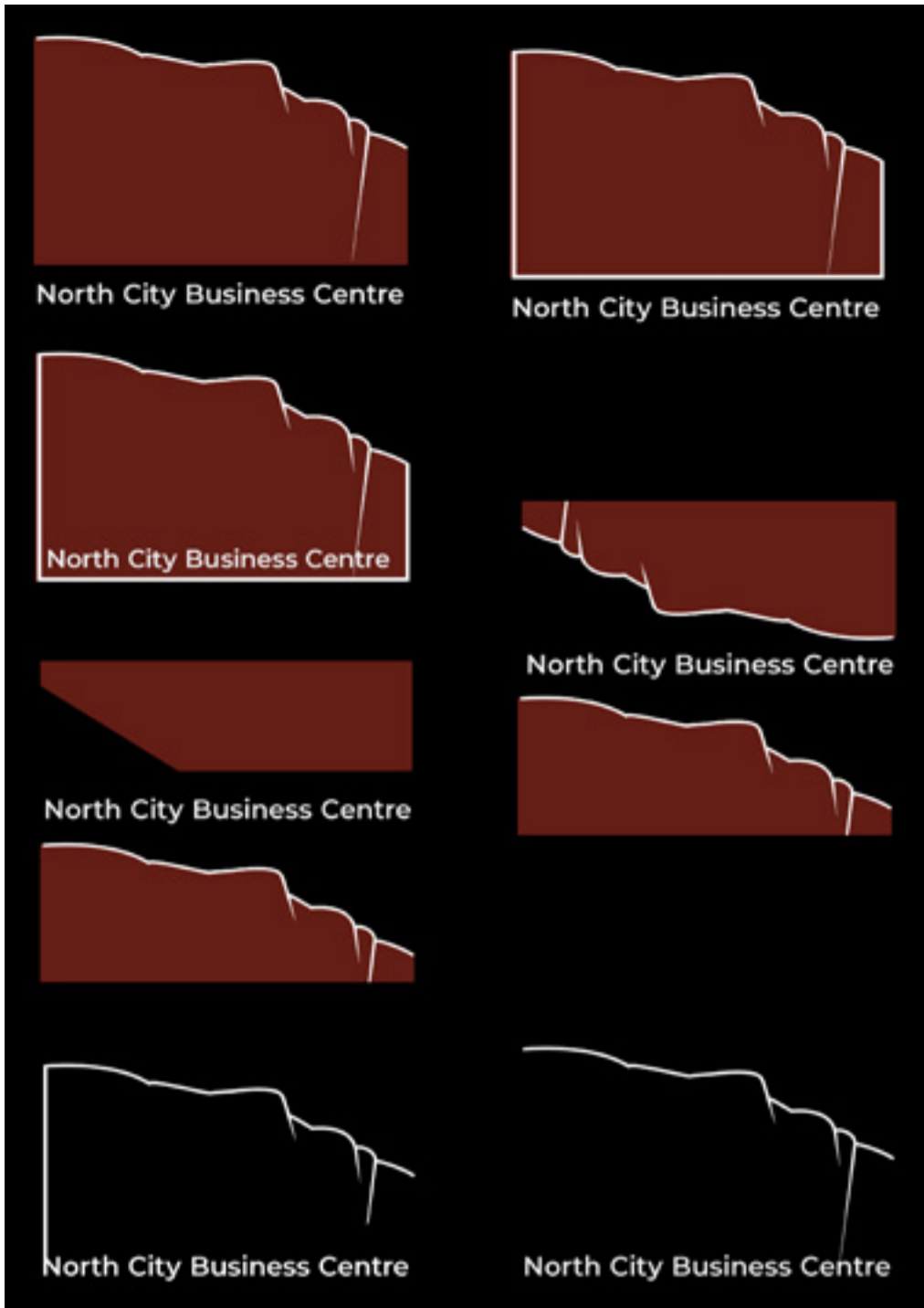


I did experiment with colour such as beige and white space. I also tried just a plain logo of cavehill with a red fill which i found worked really well. The 2 with the most promise or development from this are the top 2 on the left. I like how simple the outline is and how it works with the negative space, and I like how prominent and the impact the top left has with the high contrasting red, black and white.



I came back to the Roger black theme for the logo as I felt this stood out well. I also tried to incorporate both the Cavehill feature and an inclining graph together. The first one looks like the head of a ship where as the second one looks like a box of cinema popcorn. I felt neither of these fit what i was looking for.

I had already decided on the text as this point so there wasn't much need for change as I found my styles are better being bulky rather than delicate and elegant. So the text seemed to fit most designs made.



I developed further to try and find the best version of the logo and realised that to me, simple is always better. I prefer a clean look with less elements. Therefore these were my 2 favourites however I felt the client wanted to capture the feel of Noth Belfast and showcase that they are approachable and just like the rest of North Belfast NCBC share the link of Cavehill.



After speaking with Darren and Claire, we confirmed that the cavehill version would be the logo I present to NCBC.

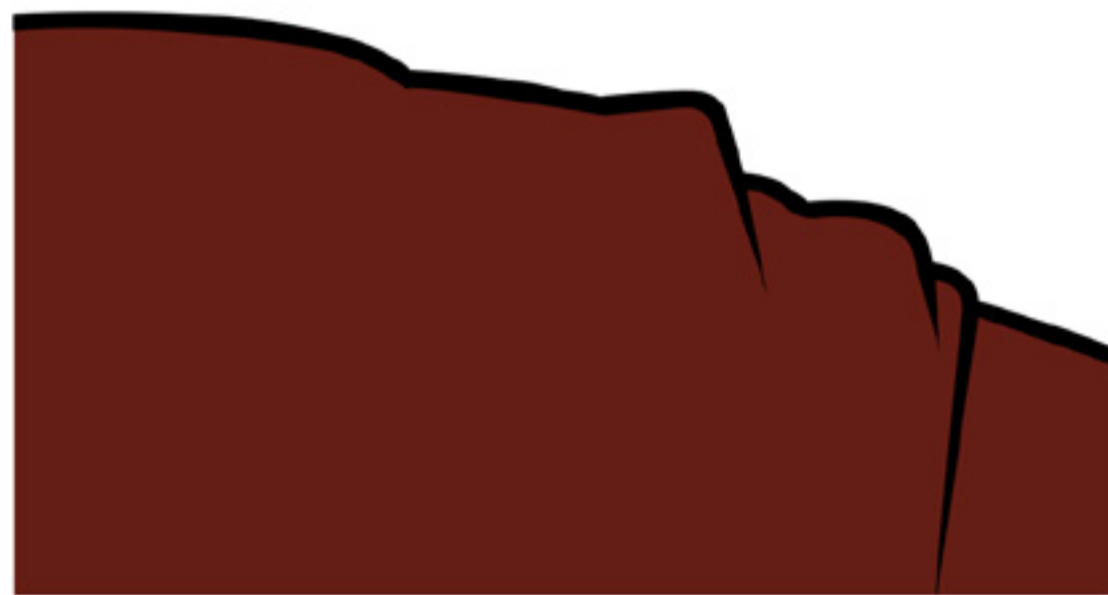
Pitch deck

I was the one who created the design for our pitch decks and I used wire frames so Karol and Amy only had to drag and drop images into the boxes and they would automatically fit the layout. I also left a black page and labeled it Blank page to ensure nobody deleted it. It was a great way of remembering that we needed the blank pages to divide our work, I then deleted the label prior to printing.

I had issues when printing our pitch decks such as a group member uploading their part after we were supposed to have it already printed. Then when it came to me printing it both members said they were available if I needed help however I got no response until hours later after asking for help as the printer kept skipping pages. I was at the university for roughly 5 hours trying to print the pitch deck and luckily Jim Donaghey was still on campus and helped out however after he left there were still issues that he had worked out as the printer's fault, not the documents. I'm also grateful that Jim covered the costs of printing whilst he was there. I managed to get everything printed in the end.

North City Business

Pitch Deck



North City

BUSINESS CENTRE

Concept



My logo concept is an experimental design based on one of the most iconic attractions in North Belfast – Cavehill.

As shown in the image above, I took a photograph of Cavehill and traced its outline as the foundation of my design. I then increased the stroke and filled the negative space with a colour that represents heritage, as North Belfast has a rich culture and history that I wanted to incorporate into the logo itself.

I chose a sans serif font for the text within my logo because I wanted it to be easily legible and accessible to a wide range of viewers. I also feel that a sans serif typeface is adaptable to a wide range of mediums, both in print and on the web.

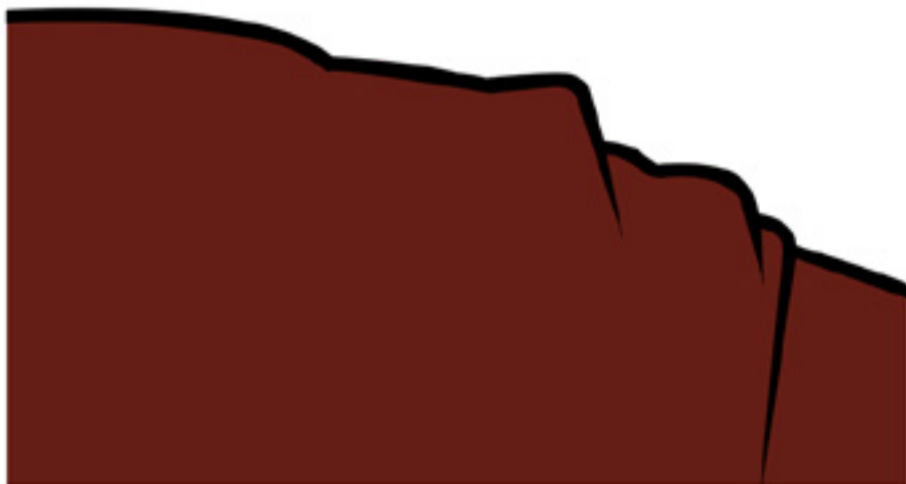


While researching various logo styles I found a lore that 7 eleven originally had all Caps "ELEVEN" however John P. Thompson Sr.'s wife suggested that they should soften the logos appearance and the graphic designer later changed it to have a lower case "n" to give it a more graceful and friendly whilst giving a smooth look. Therefore I implemented this theory by using case sensitive typography on the larger typeface and upper case on the smaller typeface.



I researched various location-based logos and used the process of taking the most iconic features of the location (for example, the Sydney Opera House highlights its distinctive sails) to follow the outline of Napoleon's Nose at Cavehill.

Submarks



Colour Variations



Share a l

Greyscale





Typography

Montserrat

The quick brown fox jumps
over the lazy dog

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

1234567890

Montserrat is easy to read and has strong legibility. It offers a clean, modern typeface that is highly adaptable across a wide range of merchandise and print materials due to its extensive font family and weight options. Its style also complements modern design trends, helping the brand feel current, trustworthy, and visually appealing to a wide audience as well as giving it that professional look and feel.

Heading

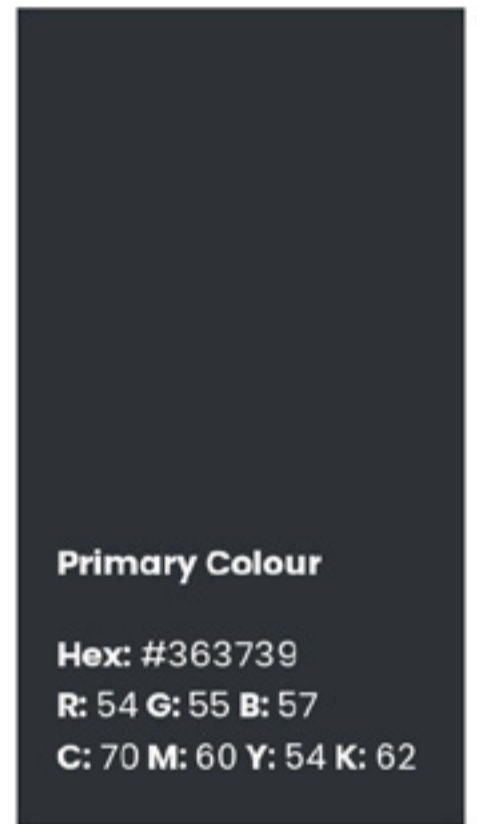
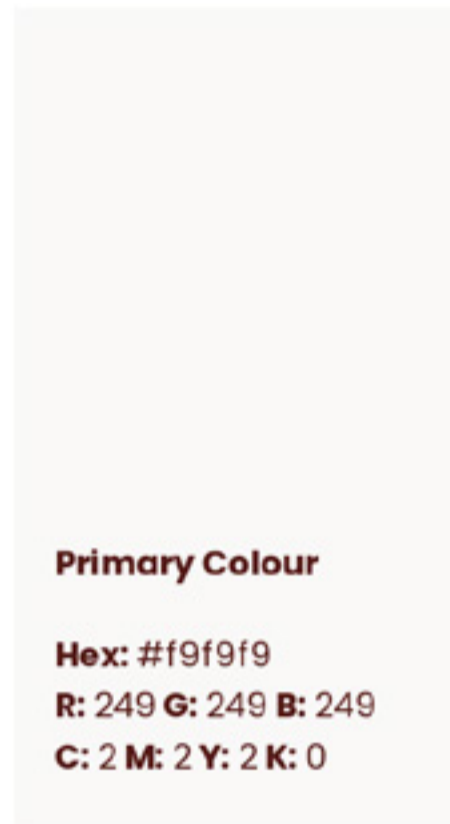
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Colour Palette



Website/Social Media



Website/Social Media



Signage



Merchandise



Merchandise



Stationery



Revised pitch deck

Thankfully for once so far we only had 2 issues. One issue was that I had written the title in a smaller typeface so when I changed it to a font none of my team were using in their pitch it scaled up and cut off the last word of North City Business centre. This was an easy fix.

The second issue was Karol's images exported very low resolution however I could not fix this as I didn't have Karol's images which meant I would have to search through Basecamp to find them and may have used the wrong ones. So I changed the title page and uploaded it so Karol could make his changes to the images.

Nov 24, 2025



Darren Berkland

Hi all,

This looks good - I'm impressed how far you've come. Two immediate things:

- 1) Why is the cover North City Business, and not North City Business Centre?
- 2) Karol's images on the exported pdf are exceptionally low res.



Nov 24, 2025



Catherine Atkinson, Student

Hi Darren,

I changed the font and it must have cut off the title I changed it now. And for Karol's images I won't be able to do anything because it's what he has exported as a pdf and if I use his ind file I'll then have to search through base camp for the images and relink them and they might even be uploaded in a low quality format so it'll have to be a fix for Karol to do. I'll upload the pdf with the fixed title and see if Karol can delete his pages from it using Acrobat and add in the new pages



Fixed title page

North City Business Centre

Pitch Deck

Fixed images

Colour Variations



Colour Variations



Individual pitch presentation

We organised our individual pitch presentations to take place at the Belfast campus on 26/11/2025. This meeting involved Karol, Amy, Claire and I as well as our community partner represented by Sarah and Chris.

The day before our pitch I printed out our teams pitch as well as combined them all together into one PDF. I also felt that non of my team would know to bring a laptop with them and by the time I had finished printing (due to some errors) it was too late to inform them or ask. Therefore I brought my Macbook and it was a good thing I did as nobody else brought theirs. The only issue I had was that I didn't own a Macbook adapter as they don't have USB ports, however Claire was able to find me one in the campus.

The community partner went through all our designs and initially weren't too sure about my design, however they ruled out Karol's quite quickly as they felt 'steps' had been used to frequently for other organisation's marketing strategies. Bill seemed to like my logo however Sarah wasn't as interested. She did however say she thought Bill (the CEO) would prefer my design concept as it very much gives North Belfast as its statement. Chris did say he preferred Amy's design as the colours were very similar to the ones in their current logo, therefore it would be a brand refresh rather than a completely new feel.

Chris then suggested I change the colour of my logo to blue. When I did this there was further back and forth and the decision was made for Sarah to send both logos to Bill. He replied with 'The blue one', therefore everyone assumed it would be Amy's logo as it was originally blue, however I did have my doubts as I knew she had sent my updated logo with the new blue colour.

Sarah realised that she had sent the blue version of both mine and Amy's logos as they were leaving and said she would let Claire know later on in the day which one Bill confirms as he was traveling back from holidays on this day and may not reply promptly.

Sarah, Chris and Claire left whilst I packed up my macbook and checked in with the group to see how we were all feeling as Karol's idea was the first one to be taken away and it was quite quick. During this time Claire came back with everyone to inform us that Bill decided that it should be my logo the organisation progressed with.

I checked in with Amy to see how she was feeling as I'm sure it wasn't the best feeling thinking they picked her design and then having it changed very last moment to someone else's.



Development

Logo refinement



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North City Business Centre

Pitch Deck



North City

BUSINESS CENTRE

Concept



Submarks



Colour Variations

For each site location



Greyscale





Typography

Montserrat

The quick brown fox jumps
over the lazy dog

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

1234567890

Montserrat is easy to read and has strong legibility. It offers a clean, modern typeface that is highly adaptable across a wide range of merchandise and print materials due to its extensive font family and weight options. Its style also complements modern design trends, helping the brand feel current, trustworthy, and visually appealing to a wide audience as well as giving it that professional look and feel.

Heading

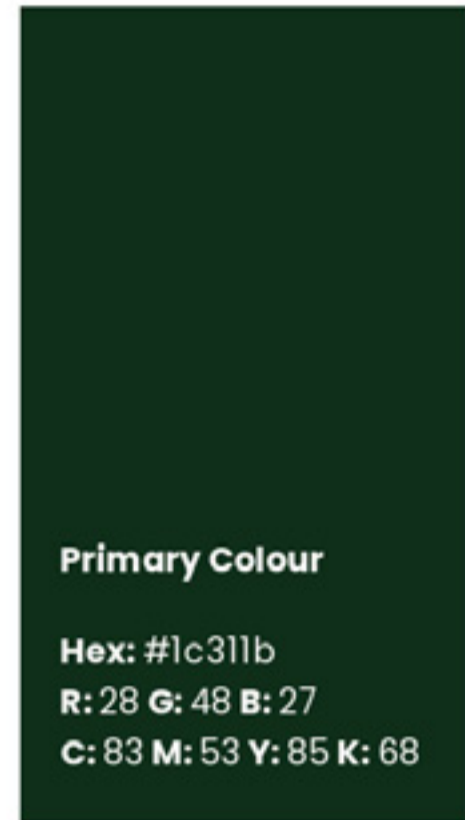
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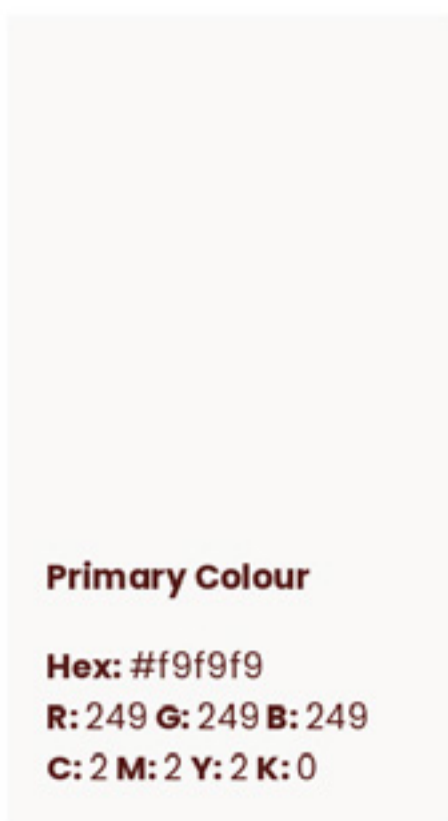
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Colour Palette



Colour Palette



Website/Social Media



Website Themes

Available for £20 a month with WP business and adaptable 50GB



Astra

★ Available on Business

Astra

Features

- Blog
- Custom colors
- Custom logo
- Custom menu
- E-commerce
- Editor style
- Entertainment
- Featured images
- Full width template
- Left sidebar
- Microformats
- One column
- Post formats
- Right sidebar
- RTL language support
- Theme options
- Threaded comments
- Translation ready
- Two columns



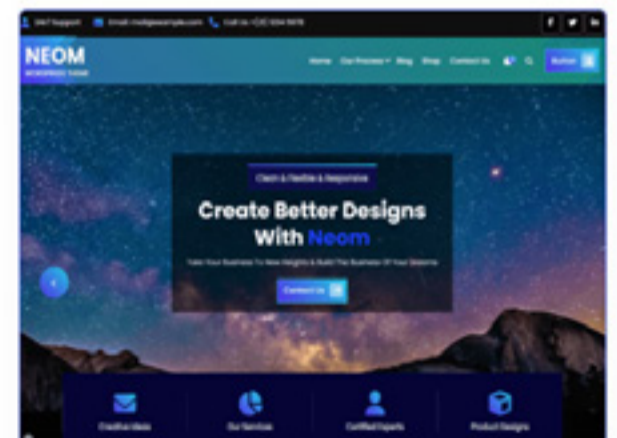
Soul Anchor

★ Available on Business

Soul Anchor

Features

- Block editor patterns
- Block editor styles
- Blog
- Custom background
- Custom colors
- Custom header
- Custom logo
- Custom menu
- Editor style
- Entertainment
- Featured image header
- Featured images
- Flexible header
- Footer widgets
- Four columns
- Block themes
- Full width template
- Grid layout
- Left sidebar
- One column
- Photography
- Post formats
- Right sidebar
- RTL language support
- Sticky post
- Style variations
- Template editing
- Theme options
- Threaded comments
- Three columns
- Translation ready
- Two columns
- Wide blocks



Neom Dark

★ Available on Business

Neom Dark

Features

- Blog
- Custom background
- Custom colors
- Custom header
- Custom logo
- Custom menu
- Editor style
- Education
- Featured image header
- Featured images
- Flexible header
- Footer widgets
- Full width template
- Grid layout
- News
- One column
- Right sidebar
- Sticky post
- Theme options
- Threaded comments
- Translation ready
- Two columns

Website/Social Media



Signage



Signage



Signage



Merchandise



Merchandise



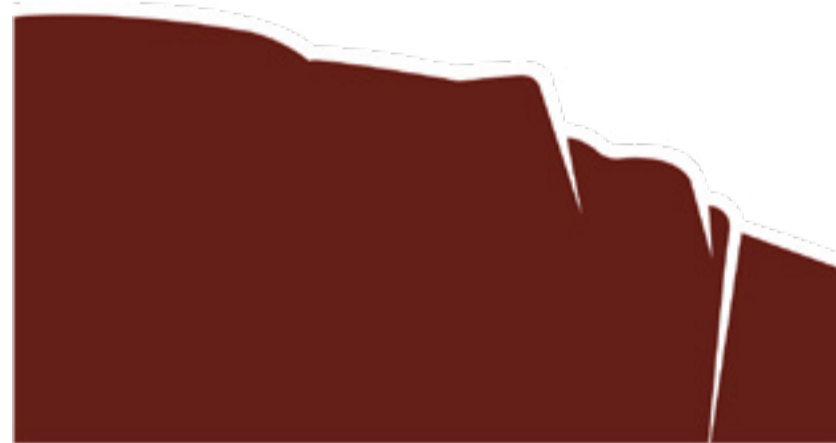
Stationery



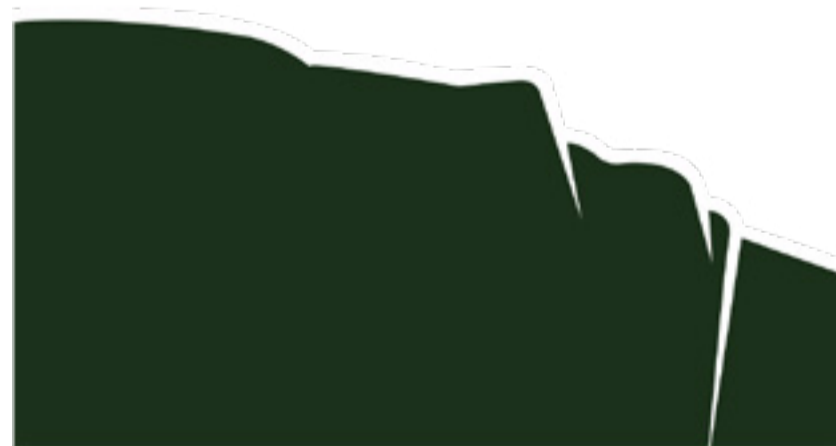
Final logo Designs



North City
BUSINESS CENTRE



North City
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North City
BUSINESS CENTRE

Photography and filming

We arranged a visit to NCBC's 2 main locations on Duncairn Gardens. The purpose of this visit was to capture media assets such as photos and video footage to use for their new branding and web presence,

Location shot list

- Conference room
- Lobby
- Available units to rent
- Car parking facilities
- A few of the businesses
- Exterior of the building

Aims of our visit

- Videos and photos captured on mobile phone.
- Photos captured on the Canon EOS 750D DSLR Camera.
- Photos and videos captured on DJI OSMO Pocket 3 Camera Ki for social media content.
- Photos and videos captured on RICOH THETA V 360 Degree Spherical Camera for an immersive online experience for tours of the location and facilities on the website.
- Audio voice overs recorded on the Rode Wireless Go Pro Microphone Kit for short-form social media content.

Locations we were allowed to capture

- Part of the Lobby
- Car parking facilities
- Exterior of the building

We could not use the conference room as they were having their christmas party.

We could only work with about a 3x3 metre area of the lobby as we could not move christmas tree and Sarah did not want the images to be representative of seasons, she wanted timeless.

We also were not allowed to feature any businesses with is the exact opposite of what our brief was.

We felt a bit defeated as we booked out all the equipment, picked it up from the University and traveled an hour and a half to be told we could not be there for the reason we agreed to be. It was extremely limiting on our abilities.

Outcome of our visit

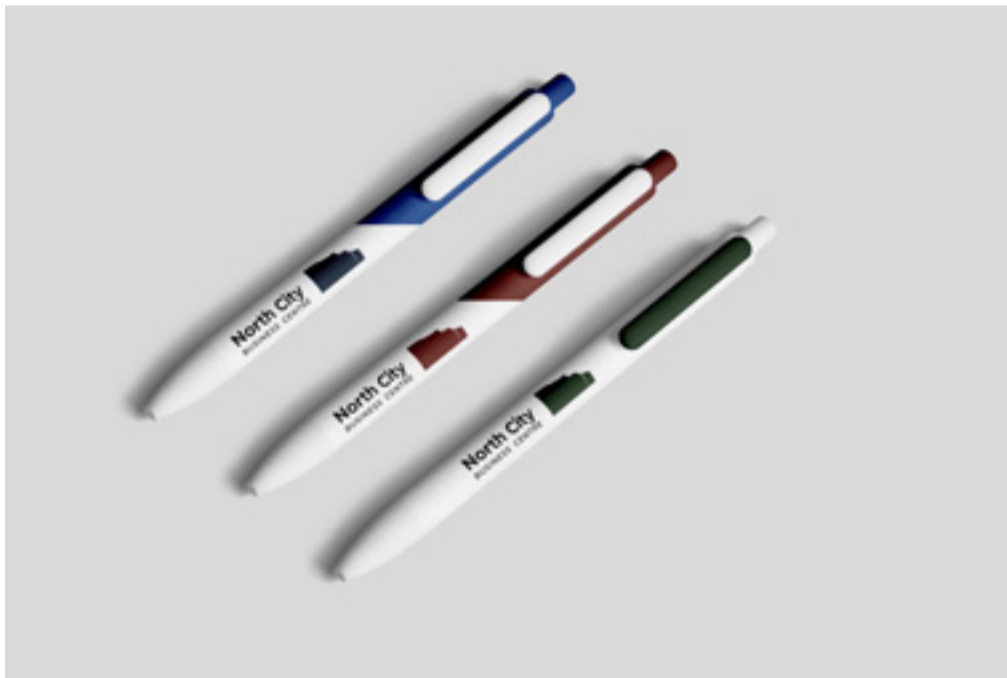
- **Very limited visuals, not enough content to make a social media reel.**
- Photos captured on the Canon EOS 750D DSLR Camera. These were mostly closeups as we didn't have space to move away from the subject especially in the lobby where we had to avoid the tree.
- Photos and videos captured on DJI OSMO Pocket 3 Camera Ki for social media content.
- **No 360 videos as the car park was busy, we weren't allowed near businesses, the conference room had a party, and no available units to rent.**
- **Sarah would not record a voice over for us.**

Mockups

Email signature

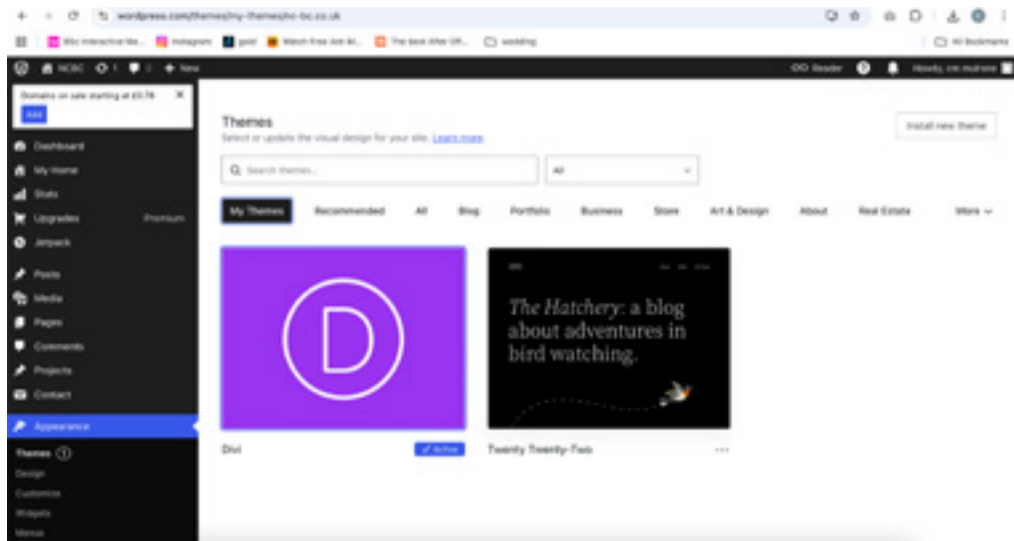


028 9074 7470
nc-cb.co.uk
mailbox@north-city.co.uk
2 Duncairn Gardens,
Belfast BT15 2GG





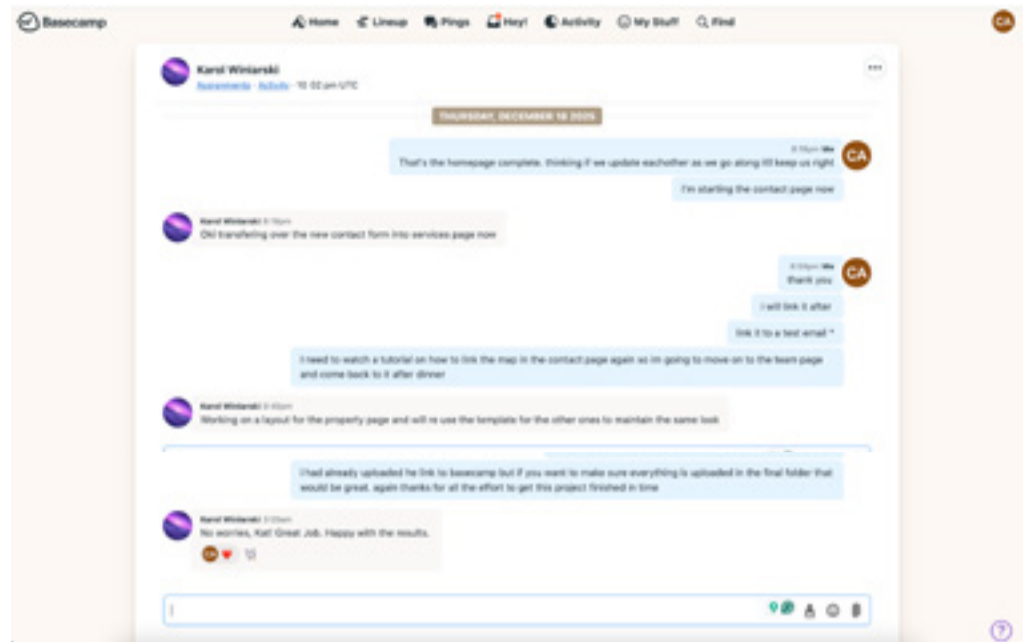
Website building



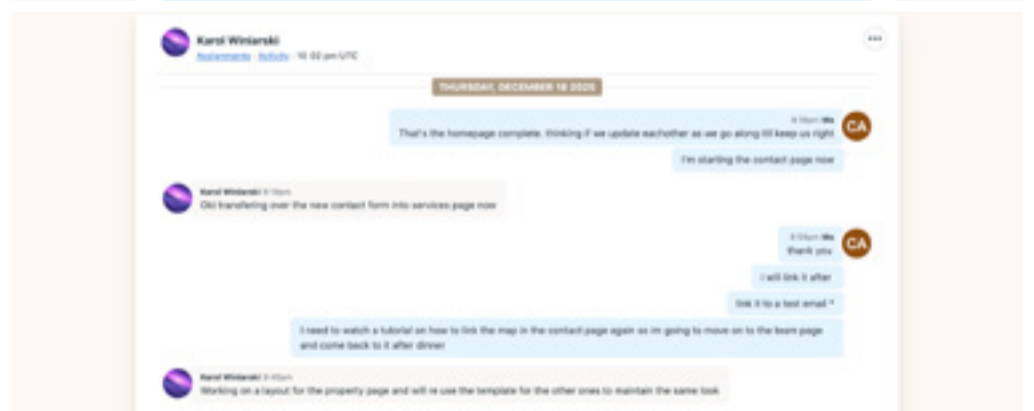
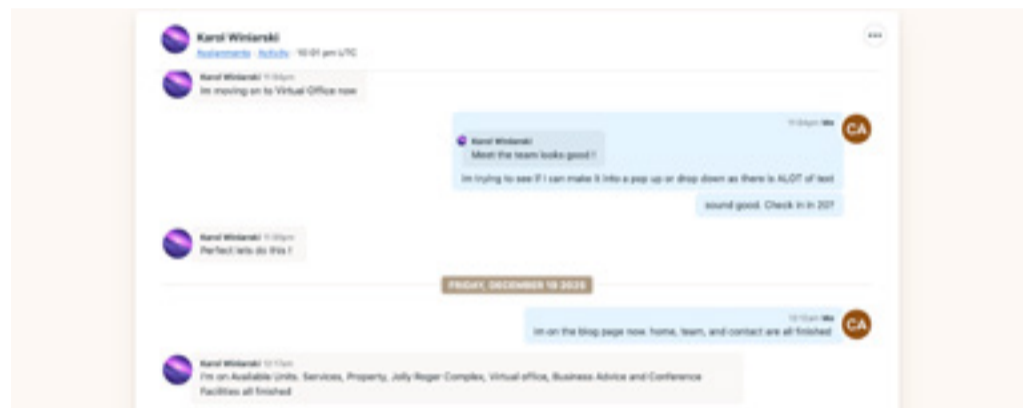
For the website, Karol and I both set up the features, themes and plug ins we needed however karol discussed with me that he was more confident with custom code and Wordpress wasnt something he was a fan on. We originally used Astra and I feel like we weren't paying attention to what plug-ins had been installed by the other person. So the night before submission something broke the site. We had installed something that had caused an error in the code and we kept getting error messages. Together we made a team decision to start the website from scratch and Karol let me set up the set up the back end of the site how I had learnt on placement. I had a free version of Divi installed on my macbook and we used this. This is a block builder which is fully customisable and also offer the option to add in custom code. This was a great feature to have as Karol prefers working with code.

We were able to communicate seamlessly throughout the development through Basecamp and ensure the website was finished by the deadline. Karol also discussed with me that he is now a big fan of Wordpress as Divi was great to use and made the whole process easy.

I feel like the level of team work and communication between Karol and I together with the developmet of the website overnight really showed the dedication to project social and the level of energy we have been putting into all aspect of it.



Karol and I discussed creating a new website from scratch due to the error and ultimately we felt like it was the right choice. We worked on the new site from about 7.30pm until 4am that morning. However we both feel this version of our website is a 100% improvement from what we originally had as the front end editor elements where very limited and the design lacked creativity and freedom.



Constantly checking in with eachother and providing feedback



Home page



How can we help you?

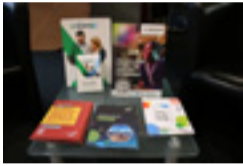


PROPERTY 49 COMMERCIAL UNITS TO LET

North City Business Centre owns and manages a portfolio of 49 commercial units to let, available to small to medium size enterprises operating in all sectors.

Our units range in size from 500 sq. ft. to 2,000 sq. ft. Office space in Belfast.

[READ MORE](#)



BUSINESS ADVICE BUSINESS SUPPORT SERVICES

Have you considered self-employment, but are unsure of your business idea? Or do you have a firm idea, but you need advice and guidance on how to take this idea forward?

Do you require a business plan? We are here to help! For all your business start up needs.

[READ MORE](#)



VIRTUAL OFFICE COMPETITIVELY PRICED

We offer a range of competitively priced virtual office services, available to businesses, the general public and tenant companies.

These services are of particular benefit to small businesses who do not employ full time administration staff.

[READ MORE](#)

WE ARE A NORTH BELFAST BASED COMPANY
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49 Units to let in the business centre

2 sites located on Duncairn Garden



A space for people to achieve something

A one stop shop for business advice, enterprise and employment!

North City Business Centre pride ourselves in our close relationship with tenants who benefit from brilliant facilities including free parking and 24hr security. In addition we offer virtual office facilities including accommodation address, mailbox and telephone answering service. Conference Rooms are available at competitive rates, providing a pleasant and professional environment in which to host meetings and training courses.

[SEE OUR SERVICES](#)

Why choose us



Dedicated Team of Business and Employment Advisors



Self-employment Programmes



Accommodation Address



Mailbox



Telephone Answering Service



24hr security



Free Parking



Competitive Rates

Get in touch with us
Get more leads for your local business today!

Name Last name

Email Address Phone Number

Business Name Unit Type

Message

8 + 11 = Submit

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Designed By Ulster University

About us



Our Mission

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Our History

Over 30 years ago Sandy Brown, Irvine McKay and Robin McConkey took up the challenge to establish one local enterprise agency on the interface area of North Belfast with so much political tension. North City Business Centre was established in 1993 with the first tenant taking up his unit in 1994 leading the way in the regeneration of lower Duncairn Gardens.

North City Business Centre is the Local Enterprise Agency for North Belfast. Our dedicated team of business and employment advisors provide support for the small business sector and those interested in starting up a business as well as helping local residents of North Belfast gain employment.

Our Core Values

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1. Core Value #1
2. Core Value #2
3. Core Value #3

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49 Units to let in the business centre

2 sites located on Duncairn Garden

Get in touch with us
Get more leads for your local business today!

Name Last name

Email Address Phone Number

Business Name Unit Type

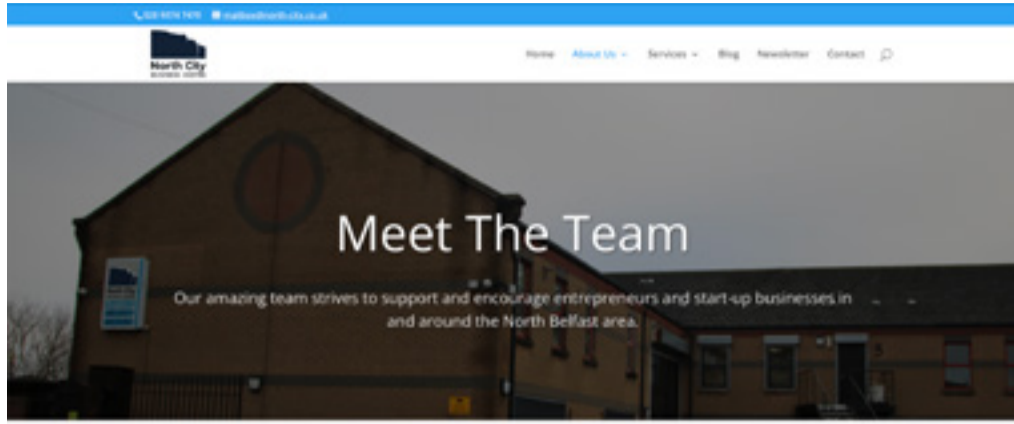
Message

6 + 6 = Submit

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Meet the team



Bill Atkinson

CEO

Bill holds dual Master of Science degrees in Human Resource Management and Business Improvement, underscoring his strong academic foundation. He is a Fellow of the Chartered Institute of Personnel and Development (CIPD), reflecting his commitment to professional excellence and continuous development.



Sarah Smith

Operations Manager

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Christine Murray

Receptionist/Administrator

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Davy McClay

Maintenance Supervisor

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Jim Ferguson

Caretaker

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Duncan Morrow

Duncan Morrow is an academic and community activist. He is currently the Director of Community Engagement at Ulster University in Belfast at a time when the University is going through its biggest-ever transformation by relocating its largest campus into the north of the city. His interest in inter-community relationships and questions of peace and conflict have shaped both his University career and his activity outside those walls.

For nine years, Duncan was Chief Executive of the Northern Ireland Community Relations Council and he has worked on a wide variety of issues connected to peacebuilding, criminal justice and political development in Northern Ireland and beyond. Recently he has worked with the Scottish Government as the chair of independent Ministerial advisory groups on tackling Sectarianism and on Hate Crime, Prejudice and Community Cohesion. He is married and the father of three creative and lively adult children.



Hannah Coghlan

I am originally from Newry, Co. Down and moved to Belfast for University in 2010. I fell in love with the city and haven't looked back. I have been a local resident of North Belfast for the past 7 years.

I studied Architecture in the University of Ulster and after graduating I travelled across the world to explore different cultures. On my return to Belfast I embarked on my career in construction, I am currently a Chartered member of CIAT.

My construction career started in June 2016. I worked as an Architectural Technologist in a multi-disciplinary Design Team in Henderson Group Property (HGP) Ltd. In December 2019 I joined the Northern Ireland Civil Service, Department of Finance, Construction and Procurement Delivery Division. I have been employed as a Senior Architectural Technologist/Project Manager. My current role involves providing architectural construction delivery and procurement advice to client departments and other public bodies. Being a Senior Project Manager for the department requires a series of key skills such as effective communication skills, strong leadership, good/smart decision making, negotiation skills, technical expertise and being able to provide value for money as its crucial for public spending.

I maintain and develop professional knowledge and competence to provide a source of expertise and authoritative advice and ensure high professional standards and decision making are upheld within my team.

Outside of work I live a very active lifestyle embarrassingly based around worshipping my two dachshunds. I live with my partner and we are a couple of months out from our wedding (April 2023).



Damian Deazley

A North Belfast native, Damian is a founding partner of HHD solicitors and would specialise in Civil and Commercial Litigation. He is recognised as a leading medical negligence lawyer specialising in claims of birth trauma and cerebral palsy. He was the instructed solicitor responsible for securing the largest personal injury settlement in a medical negligence action to date in Northern Ireland being a settlement of circa £8 million. He would regularly represent clients who have suffered catastrophic injury or fatality as a result of an accident at work or road traffic accident. He advises and represents commercial clients in matters of professional negligence, judicial review and contractual dispute, together with commercial property transactions.

Damian has been responsible for successfully challenging government departments resulting in universal change to the regulatory framework. He is a member of PNLA (the Professional Negligence Association), a member of Belfast Solicitors' Association and a member of the Law Society of Northern Ireland. Damian has lectured to Ulster University medical law and ethics students in February 2018 and to the Law Society of Northern Ireland on high value catastrophic brain injury claims in October 2018. Damian lives in North Belfast with his wife and 4 children and enjoys cycling the Camino Santiago de Compostela and travelling to Old Trafford to watch Manchester United. He is also known for travelling far and wide to see Bruce Springsteen in concert.

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49

Units to let
in the business centre

2

sites located
on Duncairn Garden

Get in touch with us

Get more leads for your local business today!

Name	Last name
Email Address	Phone Number
Business Name	Unit Type ▼
Message	
8 + 3 = <input style="width: 40px; border: none; border-bottom: 1px solid white;" type="text"/> <input style="border: none; border-bottom: 1px solid white; padding: 0 10px;" type="button" value="Submit"/>	

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Meet The Board



David Williamson

David is a founder member of NCBC, a Board member since 1991 and Chairman since 2008. After an apprenticeship in Human Resource Management, Production Management and consultancy, with his wife Fiona, David established Williamson Consulting in 1993.

He spent six years on the UK Doctors and Dentists Review Body and was a member of the NI Councilors Remuneration Panel. Three children in full time education keeps him working on a range of consultancy, mainly for central and local government. In his rare free time David has many bad habits including classic cars, motorcycles, good wine, blues and jazz music, gardening and DIY. He is keen to see NCBC continue to grow as a valuable resource for North Belfast and a catalyst for economic and social regeneration in the area.



Paul Carlin

Paul joined the Board of NCBC in early 2017 and has been in business in the North Belfast area for 27 years. As a co director of Carlin Hair he has had multi-nominations for his Colour Work reaching Notional Level and has presented his work on the International Stage as an ambassador for the Hairdressing Industry in N.Ireland, he is also the Chair of the Antrim Road Business Association and Chair and Founder Member of Cavehill Community Choir.

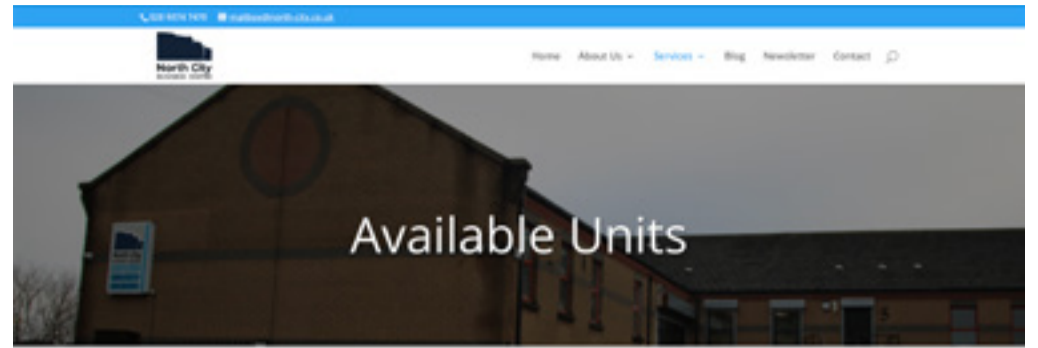
Community and Business Development are Paul's passion and he feels that by developing strong community links this will help drive the local economy. Paul is married, has one son who is still in full time education, loves riding his Vespa on sunny days, has 3 dogs which he takes hill walking regularly and at the time of writing has completed 13 marathons including Dublin, Belfast and London.



Ian McAvoiy

Ian lives in Belfast and was educated at MCB and London University. After graduating in economics Ian studied accountancy. After a spell in practice, he became the Finance Director of a leading Irish brand and was promoted to Chief Executive, holding that position for 16 years.

He has much expertise in strategic planning, transformation, finance and marketing. Ian was Chair of Playboard, Vice Chair of Sport NI, Director of Sport NI, and is presently Vice Chair of Ark Housing. He has a keen interest in rugby and football, initially as a player and now as an administrator, and holds the position of Chairman of Rugby at Queen's University, Belfast. He is married to Lynne with three grown-up children.



Our Services

Our Services



PROPERTY

49 COMMERCIAL UNITS TO LET

North City Business Centre owns and manages a portfolio of 49 commercial units to let, available to small to medium size enterprises operating in all sectors.

Our units range in size from 500 sq. ft. to 2,000 sq. ft. Office space in Belfast.

[READ MORE](#)



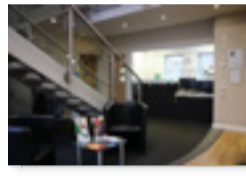
BUSINESS ADVICE

BUSINESS SUPPORT SERVICES

Have you considered self-employment, but are unsure of your business idea? Or do you have a firm idea, but you need advice and guidance on how to take this idea forward?

Do you require a business plan? We are here to help! For all your business start up needs.

[READ MORE](#)



VIRTUAL OFFICE

COMPETITIVELY PRICED

We offer a range of competitively priced virtual office services, available to businesses, the general public and tenant companies.

These services are of particular benefit to small businesses who do not employ full time administration staff.

[READ MORE](#)



CONFERENCE FACILITIES

CONFERENCE FACILITIES FOR YOUR NEEDS

North City Business Centre offers room hire and conference facilities for hire and our meeting rooms and conference facilities have been designed to serve all your business meeting needs, and are open to both our tenants and non-tenants alike.

[READ MORE](#)



JOLLY ROGER COMPLEX

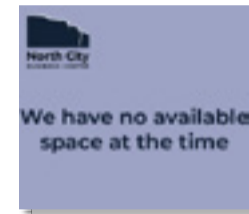
SPACE AVAILABLE FOR YOUR BUSINESS

North City Business Centre owns and manages a portfolio of 49 commercial units to let, available to small to medium size enterprises operating in all sectors. Our units range in size from 500sq.ft. to 2,000sq.ft.

[READ MORE](#)

Available Units

Unfortunately, there are no units currently available. Please stay tuned as extra space is almost here. Don't lose your spot at North City Business Centre



Get in touch with us

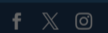
Get more leads for your local business today!

<input type="text"/>	<input type="text"/>
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12 + 2 =

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WE ARE A NORTH BELFAST BASED COMPANY

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49

Units to let
in the business centre

2

2 sites located
on Duncairn Garden

Why choose us



Dedicated Team of Business and Employment Advisors



Self-employment Programmes



Accommodation Address



Mailbox



Telephone Answering Service



24hr security



Free Parking



Competitive Rates

Get in touch with us

Get more leads for your local business today!

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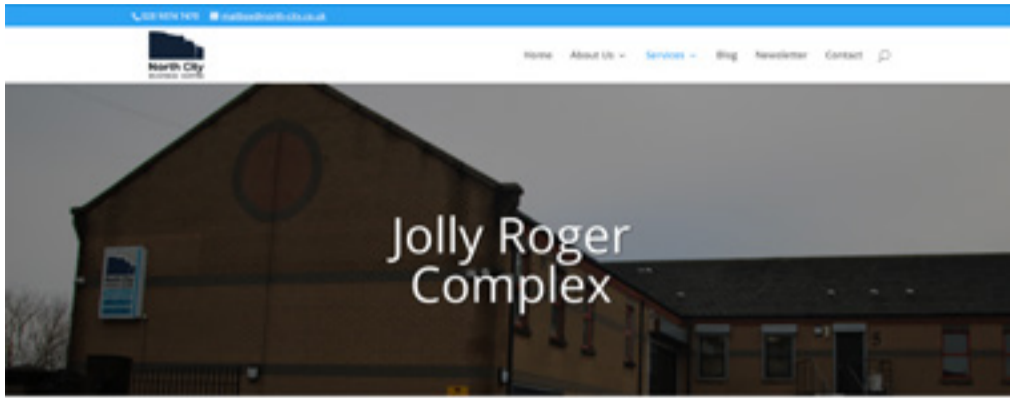
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Jolly Roger complex

Conference Facilities



Our Services

Jolly Roger Complex

The Jolly Roger Complex is a community centre which is located at 85 Alliance Road, in the heart of the Upper Ardoyne/Ballymillan Urban Village Area. This community centre is managed by NCBC under contract with the Department for Communities to support neighbourhood renewal in an area of North Belfast which experiences multiple disadvantage.

The Complex was opened in 2011 with funding provided by the Department for Communities and the International Fund for Ireland and in 2013 NCBC was asked to take over management responsibility for the building.



What's On Offer?

The Jolly Roger Complex provides a modern community space with meeting rooms, offices and conference facilities where the local community can meet and access a wide range of services and community activities.

The Centre currently provides offices and community facilities to a range of organisations including, Glenbrook Surestart, Concerned Residents of Upper Ardoyne, Home-Start North Belfast and North Belfast Women's Initiative and Support Project (NBWISP). The Complex also houses a Premier convenience store for the benefit of the local community

The Complex also supports the delivery of a wide range of services in the local area including:

- Use of the building for community relations projects, cross community activities, community engagement, use of shared space;
- The building is used for a range of training in community development and skills and education training for adults, including numeracy and literacy;
- Social engagement through activities and classes such as keep fit, information and awareness events, baby yoga, cooking, art genealogy and health awareness events.



Our Services

Conference Room for Hire

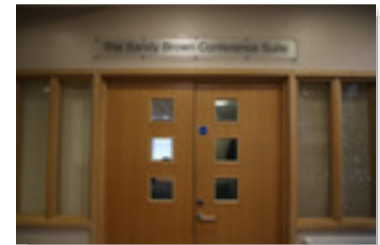
North City Business Centre offers room hire and conference facilities for hire, and our meeting rooms and conference facilities have been designed to serve all your business meeting needs, and are open to both our tenants and non-tenants alike.

Our site is easily accessible in Belfast, located in Duncairn Gardens, North Belfast, just off the M2 Westlink, near to the city centre and Ulster University and close to NI Translink bus and railway stations.

We have a modern interview room, a small board room, a small meeting room and a conference room, all available for hire, accommodating up to 35 guests. Our pricing for our conference room includes tea and coffee, and the use of equipment.

Please note to email presentations prior to using our facilities to Christine.Murray@north-city.co.uk or bring a copy on a memory stick to use North City's modern equipment.

Cancellations less than 24 hours will result in the full charge of the hire fee.



Options

Conference Room (Sandy Browne)

- Flexible layout styles
- Up to 35 persons with theatre style layout
- Laptop provided
- Interactive whiteboard and speakers

Board / Meeting Room

- Flexible layout styles
- Up to 8 persons
- Laptop provided
- Tea and coffee provided

Interview / Small Meeting Room

- Flexible layout styles
- Up to 3 persons
- Laptop provided
- Tea and coffee provided

Get in touch with us
Get more leads for your local business today!

Name	Last name
Email Address	Phone Number
Business Name	Unit Type ▼
Message	

3 + 14 =

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Get in touch with us
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Name	Last name
Email Address	Phone Number
Business Name	Unit Type ▼
Message	

5 + 14 =

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Virtual office



Our Services

Virtual Office

We offer a range of competitively priced virtual office services, available to businesses, the general public and tenant companies. These services are of particular benefit to small businesses that do not employ full-time administration staff.

Our Virtual Office Services include:

- Mail box
- Telephone answering service
- Photocopying
- Binding



For further pricing and booking information contact Christine Murray [02890747470](tel:02890747470).

Business advice



Our Services

Business Advice

Have you considered self-employment, but are unsure of your business idea? Or do you have a firm idea, but you need advice and guidance on how to take this idea forward? Do you require a business plan? We are here to help!

North City Business Centre offers a range of business support services to assist entrepreneurs in starting a business.



Go Succeed

Are you ready to take the next step in business? Say hello to Go Succeed. Go Succeed is the go-to source for expert business advice, delivered by North City Business Centre in partnership with Northern Ireland's eleven local councils and Enterprise NI. Together with our network of Local Enterprise Agencies, we are proud to support the delivery of Go Succeed's pre-start, start-up, and early-stage business development programmes across Northern Ireland.

Whether you're a budding entrepreneur just starting out, looking to grow your business, or planning to scale up, our team of advisors will provide tailored support and guidance to help you achieve your business goals.

Are you Eligible?

Go Succeed provides assistance to:

- Individuals with a business idea seeking to start a business.
- Entrepreneurs aiming to grow or scale their existing businesses
- Support is available across three key stages
- Start: For those developing a business idea or in the early stages of starting a business.
- Grow: For established businesses looking to expand.

The programme is open to residents of Northern Ireland, and services are delivered free of charge, funded by the UK Government's Shared Prosperity Fund



Start Up Loans

Enterprise NI is the Business Support Partner delivering start-up loans in Northern Ireland. A Start Up Loan is a personal loan for business purposes for a term of 1 to 5 years at a fixed rate of 6% per annum. Applicants must be aged 18 or over at the time of the application. A credit check will be completed.

- All owners or partners in a business can individually apply for up to £25,000 each, with a maximum of £100,000 available per business.
- The average loan amount is £9,295.
- Fixed interest rate of 6% p.a.
- 1 - 5 year loan repayment term
- Free application support
- Free post-loan support and mentoring
- Free templates & guides
- No application or setup fees

Are you Eligible?

To be eligible to apply for a Start Up Loan, you must meet the following criteria:

- Be a current UK resident.
- Be 18 years of age or older.
- Be starting a new business or have been trading for up to 36 months.
- Have the right to work in the UK with their business based in the UK.
- Be unable to secure finance from other sources (self-declaration is ok)
- The type of business and reason for wanting the loan is eligible under the terms of the scheme.

For more information click www.enterprise-ni.com/pages/start-up-loans



Get in touch with us
Get more leads for your local business today!

Name	Last name
Email Address	Phone Number
Business Name	Unit Type
Message	

9 + 9 = Submit

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Get in touch with us
Get more leads for your local business today!

Name	Last name
Email Address	Phone Number
Business Name	Unit Type
Message	

6 + 5 = Submit

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Property

North City Business Centre owns and manages a portfolio of 49 commercial units to let, available to small to medium size enterprises operating in all sectors. Our units range in size from 500 sq. ft. to 2,000 sq. ft.

Our site is based in a prime location, in North Belfast, within two minutes of the M1, M2 and M3 motorway link, five minutes from Belfast docks and Ulster University and ten minutes from George Best Belfast City Airport, making it the perfect location for your business!

Our site is accessible on a 24/7 basis with out of hours remote security monitoring. The site is fully controlled by 24 hour CCTV, is staffed for approximately 16 hours per day, is fully locked at night and has intruder alarms. Unit holders have 24 access with their own personal key fob, allocated on request.

North City Business Centre owns and manages a portfolio of 49 commercial units to let, available to small to medium size enterprises operating in all sectors. Our units range in size from 500 sq. ft. to 2,000 sq. ft.

AVAILABLE UNITS

- Easy In/Easy Out Licence Agreement, with no legal fees.
- Own entry units and serviced offices with parking on site.
- Superfast broadband to all units.
- 3 phase electricity as standard.
- Centralised postage, waste facilities, confidential shredding, discount room hire for tenants;
- Fully secured site with remote monitoring and 24 hour accessibility.
- Conference/training room to accommodate up to 35 people, with interactive whiteboard and meeting rooms for 1-6 people.

We are ideally situated in Belfast, North City Business Centre is:

- Beside the M1, M2 and M3 motorway link.
- Belfast Docks (5 mins) and the George Best Belfast City Airport (10 mins).
- Ulster University campus on York Street (within walking distance)
- Yorkgate Train Station (2 mins)

Get in touch with us
Get more leads for your local business today!

Name Last name

Email Address Phone Number

Business Name Unit Type

Message

11 + 7 = Submit

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Blog

Our amazing team strives to support and encourage entrepreneurs and start-up businesses in and around the North Belfast area.

A New Chapter
by | Feb 7, 2025 | Uncategorized
A new chapter for North City Feb 7 North City Business Centre has welcomed a new Chief Executive Officer to the organisation. Bill Atkinson is a seasoned senior manager with extensive experience across diverse sectors, including aerospace, telecommunications,...

Best Business Hub
Nov 20, 2024
NCBC nominated for Best Business Hub Nov 20, 2024 North City Business Centre has been nominated for the Best Business Hub at the Aisling Awards. North City Business Centre welcomed the judges to the business centre. For 27 years, the Aisling Awards have epitomised the...

Clare Getty Joins North City Business Centre
Jan 2, 2024
Clare Getty Joins NCBC Jan 2, 2024 North City Business Centre (NCBC) is delighted to welcome Clare Getty to the staff team as the newly appointed Business Development Officer with the company. Over the past 16 years Clare established, developed and grew a highly...

NI Barometer 2023
Sep 22, 2024
NI Barometer 2023 Sep 22, 2023 Dave Murphy, CEO of North City Business Centre, is calling on all micro and small business owners in the Belfast area to help influence the future of their businesses by completing the NI Enterprise Barometer 2023 survey. Conducted by...

Scary Business
Oct 10, 2022
What's so scary about self-employment? Oct 10, 2022 If creating your own job through self-employment was challenge-free, everyone would be doing it. There are a total of 120,000 people in Northern Ireland who are self-employed (Statista, 2022), which equates to 6% of...

WE ARE A NORTH BELFAST BASED COMPANY

49 Units to let in the business centre

2 sites located on Duncairn Garden

READ OUR FULL STORY

Get in touch with us
Get more leads for your local business today!

Name Last name

Email Address Phone Number

Business Name Unit Type

Message

1 + 4 = Submit

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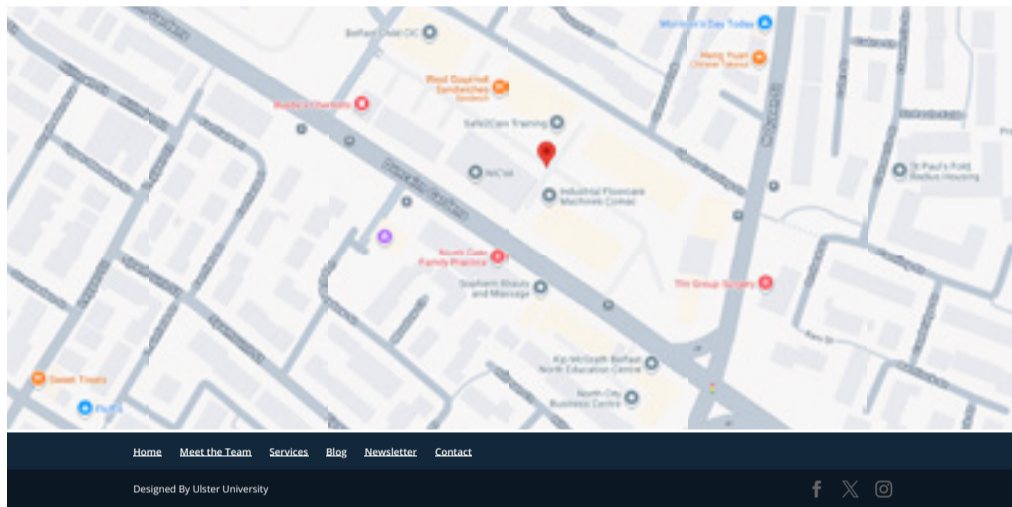
Newsletter



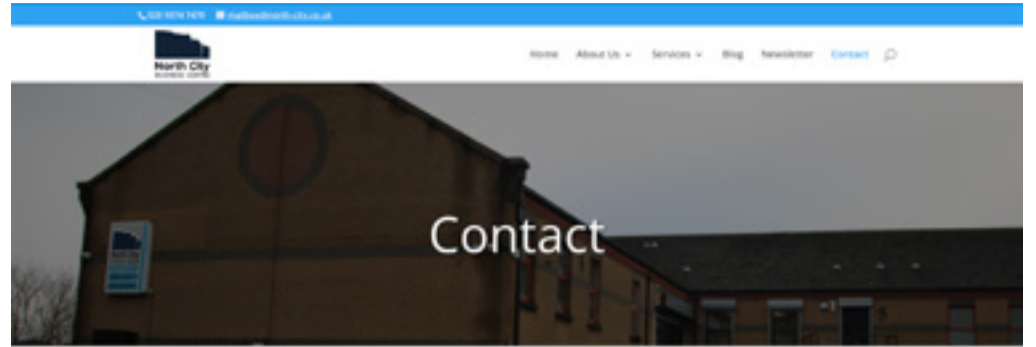
Sign up for our Newsletter Below

Your name

Your email



Contact



How can we help you?

Fill out your details or contact us below.

Name <input type="text"/>	Last name <input type="text"/>
Email Address <input type="text"/>	Phone Number <input type="text"/>
Business Name <input type="text"/>	Unit Type <input type="text"/>
Message <input type="text"/>	
<input type="submit" value="Submit"/>	

North City Business Centre
2 Duncairn Gardens, Belfast
BT15 2GG

[028 9074 7470](tel:02890747470)

mailbox@north-city.co.uk

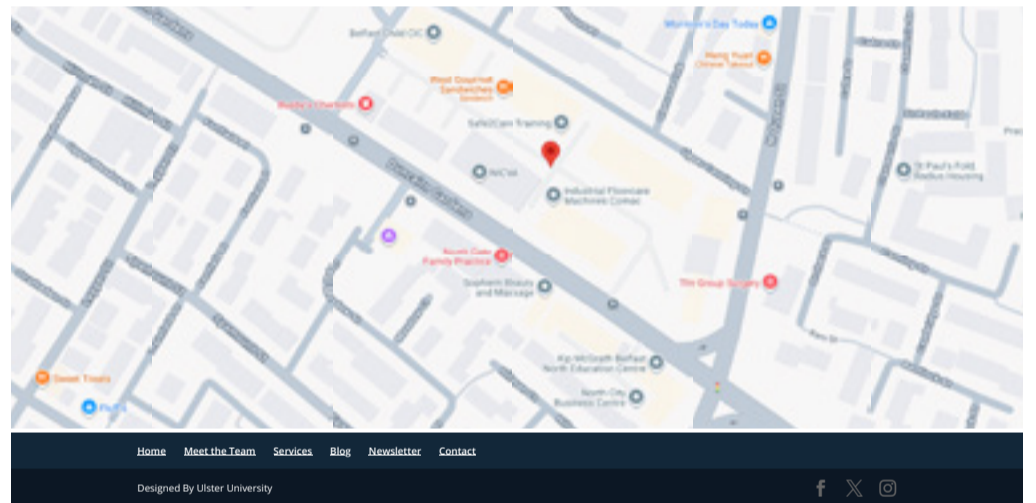
Opening Times

Office Hours
Monday – Friday:
9am – 5pm

Site Opening Hours
Monday to Thursday:
8am – 9pm

Friday:
8am – 6pm

Saturday:
8.30am – 3.30pm



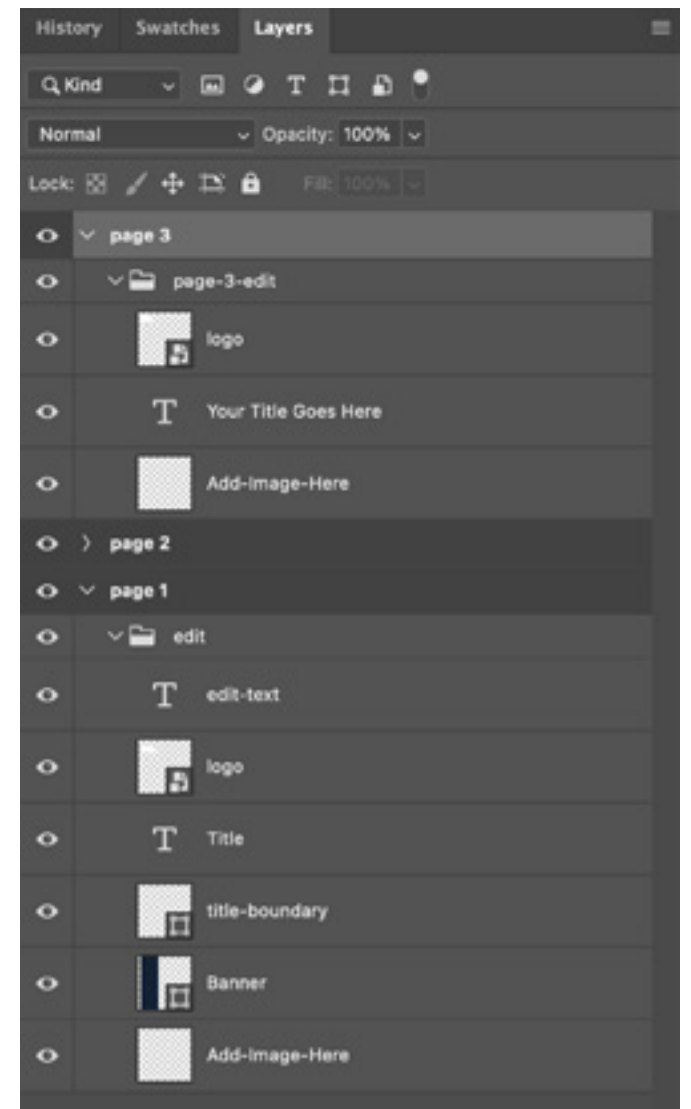
Social media templates

Christmas/event



General Social media templates

As a team there was confusion on who was originally given the task of social media templates and due to this they got forgotten about until the very last minute. I was available that day and had free time to create them so I made a few on canva and a document on Photoshop that allows the user to edit 3 art boards in the same document so they can get an idea of what it will look like on a scrolling instagram post. I also ensured that I labelled all my layers with easy to identify actions, just like when you download a mockup online. I felt this gave maximum accessibility and support for anyone to create designs with.



Examples of a fully edited template

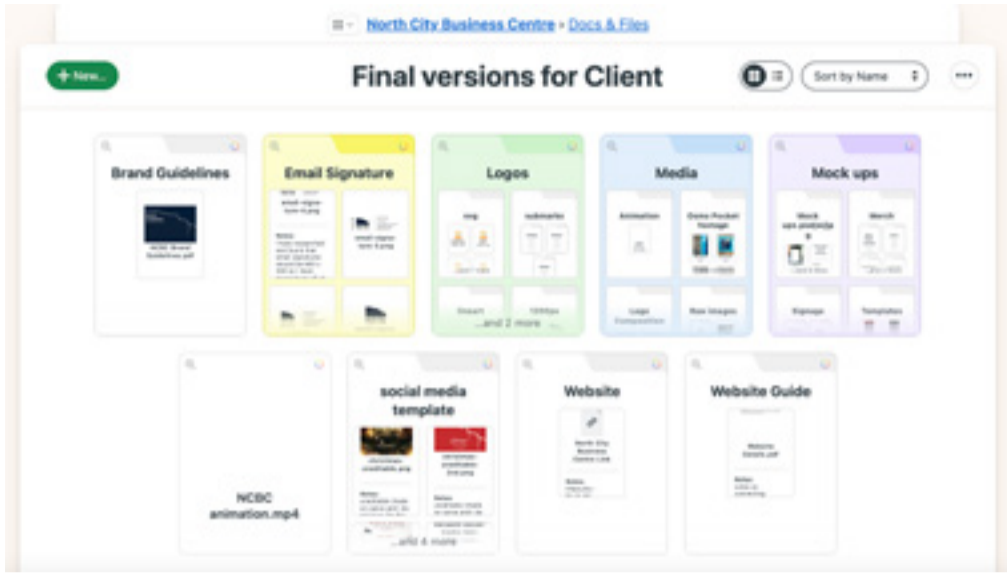


What users will expect to see in the photoshop document



Deliver

Handover and reflection



For our hand over we provided NCBC with a range of different digital media such as photographs and videography, and logo compositions. We gave them a wide range of Mock ups and social media templates. They also received a new fully responsive website and email signature, redesign of their logo (3 different logo colours to represent each location), and an animation for their socials.

We then presented this in a brand guideline that Amy designed and then added all of the content into from the files in basecamp.

A week before hand over I posted on Basecamp to let the team know that if they needed extra support it was available. I felt this gave transparency on what still needed to be completed and also notified members of the team to communicate with us on their progress as some were more open to conversations of progress than others and I didn't want to get to the hand off date and be missing pieces that we needed because my team felt they couldn't ask for help.

The easiest way to stay up to date on progress was to colour code the list Darren made with us on individual tasks. This way we could still see what was needed, and what was complete. I also hoped this would highlighted the communication issue and help things move forward.

Key
 Complete
 Work in Progress
 Unsure of progress
 Unable to complete

Karol:
 -CONFIRM URL SITUATION (KAROL SPEAK TO LAURA):
 - Annual Report
 - Newsletter template
 - Window Decal
 - Bus shelter Ad
 - Soft shell Jacket
 - Fully dynamic & responsive Website build
 - Photos of the site and office spaces
 - Composite new logo (Karol)

Kat:
 LOGO TO ALL GROUP MEMBERS (PNG + SVG). SEND TO AMY FOR BRANDBOOK.
 FOLLOW UP ABOUT WORDPRESS PLAN + URL (KAT, CLAIRE)
 - Logos 400x400 Pixel resolution (Low quality)
 - Logos 800x800 Pixel resolution (Medium quality)
 - Logos 1200x1200 Pixel resolution (High quality)
 - Submarks 400x400 Pixel resolution (Low quality)
 - Submarks 800x800 Pixel resolution (Medium quality)
 - Submarks 1200x1200 Pixel resolution (High quality)
 - Business card (Kat)
 - Stationary (Paper, compliment slips, highlighters, pens, lanyards, business planner)
 - Email Signature
 - Coffee cups
 - Polo shirt
 - Fully dynamic & responsive Website build
 - Photos of the site and office spaces
 - Short-form-videos captured on an iPhone

Amy:
 - Submark animation
 - Event template (A5 & calender of event)
 - Brand Book

I do feel like one of the reasons my list is slightly longer than Karols is because there was a lot of silence between Darren asking who's going to do the task and I felt Karol already had a lot on his todo list and as his took on more of the website than I did I didnt want that to negatively impact his time spent on the web presence. I also feel like I had something to prove after taking a step back at the start of October and I didnt want to be a burden on the team as a whole. Therefore I decided to take on more of the design work as well as it was available.

Here is a list of items we realised were not going to be able to make it into the hand over.

The technical expense is beyond the ability of the client
 Video tour of site
 Set up of meta suite so NCBC
 360 tour of the sites
 Wordpress Business Plan (£20 a month) gives at least 50GB storage (client did not respond to email)

Revised list as a group. Please update in the comments when something is in progress/uploaded to Basecamp.

Catherine Atkinson · Dec 11, 2025 · Notified 4 people

Hi all,

Heres a revised list of what is to be completed. As there is only a week left it is crucial we understand what is to be completed and we ask for help when we feel it is needed so we have full transparency of our progress as a group.

Could everyone please update this list as they move their progress along. Thank you.

Can I also point out that **Social Media Templates** were not claimed by anyone? if anyone has free time and feels they can do this, could they pick it up?

Constraints

As you can see from the project specification on page 3, NCBC originally wanted the website to “**show case the range of established businesses, charities, start up’s, social enterprises, and SME’s the Business centre houses**”, however when Karol and I arrived to take photographs, video footage and 360 content of the premises we were told by Sarah that we were not allowed to focus on any businesses and to ensure they could not be identifiable as she wanted the media outputs to be timeless.

Solution offered:

We adjust by taking close-up photos of all the unit numbers beside the businesses (only the numbers) to use for a social reel; however, one tenant was quite combative about it, saying ‘oi, why you taking photos of my business? Thats my business there,’ whilst outside on the phone to someone. So we decided this wasn’t the best solution and we should move on.

“Capture a series of short promotional video showcasing the Business centre including the voices of staff, tenants, and partners”,

Again on the same day we were told by Sarah that we could not take photos or videos of anyone as she wanted this to be timeless so it could be used in 25 years and she doesn’t know if she will be there in 25 years so it wouldn’t make sense for her to be included in them.

Solution offered: a voice-over on a social media video.

Sarah agreed to a voice-over; however would not record with us that day as she wouldn’t know what to say, and they were having their Christmas party in the conference room.

Reflection: We planned our visit well in advance, however I feel there was some confusion regarding the brief we were given, what was expected from us, and the capabilities of the final outputs, as what we produce is unlikely to remain suitable for digital use in 25 years due to the constant evolution of technology

Communication: For the first half of this project I feel like communication was moderately okay, however some of the group misunderstood group meetings and only came in to our group meetings to give us extra work that they were unable to complete. This made it hard to solve this constraint as the situation grew tense and we didnt really have time to sit as a full group to discuss this. However after my logo was selected and we werent being indivually watched on our progress that is when communication grew worse and progress slowed. Not all members were like this as you can see from screenshoted chats from Basecamp throughout this production log.

Time: Due to personal family matters I spent a good portion of my weeks at Belfast Cancer clinic and the Royal hospital. I also adopted caring responsibilities for a short while as well as offering transportation for my family. This then ate into mt existing time for project social and also meant it was harder for me to schedule things into my diary. I spent a good few hours of project social working from my car or a hospital to ensure I didn’t hold my team back. Whis is why I feel let down in the lack of communication and progress made by some team members.

Reflection: the odd chance we got in team meetings we should have had a sit down and spoke about the communication and progress issues early on before they got worse.

Conclusion

Over all I feel like this is a good brand refresh for NCBC and I am happy with all that we have delivered with the exception of a few minor issues.

I do feel however that there was a big miscommunication between what NCBC wanted and what some members of staff felt NCBC wanted as I don't think we met the brief they ask for. We have definitely met the brief that we created for them but it is nothing like the project specifications. We tried our best to meet the project specifications however we just weren't able to. I feel that I went into this thinking it would be fun and exciting and just like my placement year however we ended up producing something different than they asked for however it was still fun and creative, they were just less technical elements that I was looking forward to such as the filming and stitching of 360 images and the short-form content creation.