

# Businesses together - Go Greenway!

**GO**  
GREENWAY

The Connswater Community Greenway is a living, breathing example right on our doorstep of the positive impact that green infrastructure and physical regeneration projects can have on our city. Having access to open, green spaces encourages social connectivity, positive health and well-being.

As a business and as a part of the local community you can contribute to our vision, creating open access to green spaces and exciting local activities for a wide range of people.

Support EastSide  
Greenways at:  
[eastsidegreenways.com/gogreenway](http://eastsidegreenways.com/gogreenway)

**EAST  
SIDE**  
GREENWAYS



# Join Us and Go Greenway!

## What is the Greenway?

The Connswater Community Greenway is a “living landmark” and award winning urban greenway in the heart of East Belfast:

- A 9km linear park for walking and cycling
- 16km of foot and cycle paths
- 26 new or improved bridges and crossings
- Serves 23 schools and colleges
- Up to 5km of rivers cleaned
- Hubs for education, interpretation points and tourism and heritage trails
- Wildlife corridor from Belfast Lough to the Castlereagh Hills
- C.S. Lewis Square – a space for events and activities
- A catalyst for economic regeneration in east Belfast

## Who are the Greenway Community?

The Connswater Community Greenway is more than just a place, it is a community of people building a legacy for the future. The Greenway Community includes:

- 40,000 residents
- 250,000 annual users (based on counters at C.S. Lewis Square and Victoria Park)
- 15,000 attendees and participants at approximately 100 events annually (ranging from small events for 20 people up to large events for up to 2500 people)
- Volunteers who carry out around 150 clean up sessions each year
- 1300 stakeholders signed up to our quarterly mailing list

## Digital Community

We have a supportive community across our digital channels, where we post regularly, providing updates on our work and information on events and activities.

Our digital channels include Facebook, Instagram and X (formerly Twitter) as well as a dedicated website:

- 10,341 followers on our Facebook page. To date this year: 139 new followers, 20,000 page visitors and a reach of 125,000.
- 2000 followers on Instagram. To date this year: 203 new followers, 1449 profile visits and a reach of 4684 to date this year.
- 5700 followers on X (formerly Twitter). To date this year: 6 new followers, 493 profile visits and 124,600 impressions.



# What we can offer our Business Community?

We want to work with you, the Business Community, and have a number of ways in which you can support the work we do including:

- In-kind support
- Event or project specific support
- Annual or multi annual membership packages

## Business Community Benefits \*

### Visibility

1. Partner logo on our website
2. Partner logo on printed material:
  - Flyers printed regularly and distributed to Greenway residents
  - Flyers printed regularly and distributed at our events
  - Corex boards highlighting campaigns placed along the 9km Greenway route
3. Partner logo on quarterly mailing to 1300 recipients
4. Regular mentions on our social media channels

### Branding

1. Partner branded merchandise at events e.g. pencils or badges
2. Branded signage at our events
3. Opportunity to advertise through our mailing list

### Bespoke and exclusive opportunities

1. Facilitated staff clean up days on the Connswater Community Greenway
2. Guided tour of Connswater Community Greenway for staff
3. Free tickets for large scale events
4. Opportunity to be key sponsor at large scale events

## Find out more

Contact Jacqueline O'Hagan, EastSide Greenways Manager

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\* Business Community Benefits are subject to level of Sponsorship. T&C apply

**Join us and Go Greenway to help ensure a lasting Connswater Community Greenway legacy for future generations!**