

# Development Committee

Wednesday, 14th November, 2007

## MEETING OF DEVELOPMENT COMMITTEE

Members present: Councillor M. Browne (Chairman); and  
Councillors Attwood, Convery, Cunningham, Ekin, Hartley,  
Humphrey, C. Maskey, P. Maskey, McCarthy, McCausland,  
Mhic Giolla Mhín and Stoker.

Also attended: Councillor Mullaghan.

In attendance: Ms. M. T. McGivern, Director of Development;  
Ms. S. McCay, Head of Economic Initiatives;  
Ms. C. Taggart, Community Services Manager;  
Mr. T. Husbands, Managing Director,  
the Belfast Waterfront and Ulster Halls; and  
Mr. N. Malcolm, Committee Administrator.

### Apologies

Apologies for inability to attend were reported from the Deputy Lord Mayor (Councillor Kelly) and Councillor D. Dodds.

### Minutes

The minutes of the meeting of 15th October were taken as read and signed as correct. It was reported that those minutes had been adopted by the Council at its meeting on 1st November, subject to:

- (i) the omission of the minute under the heading "Strategic Neighbourhood Action Programme – City Places" which, at the request of Councillor Stoker, had been taken back to the Committee for further consideration; and
- (ii) the omission of the minute under the heading "Multi-Annual Funding for Culture and Arts" which, at the request of Councillor Hartley, had been taken back to the Committee for further consideration.

### City Branding Project

Pursuant to its decision of 15th October, the Committee received Mr. J. Northover, representing Lloyd Northover, together with Mr. G. Lennon, Chief Executive, Belfast Visitor and Convention Bureau, to discuss the work which Lloyd Northover was undertaking in connection with the City Branding initiative.

Mr. Northover informed the Members that the objectives of the brand development process were to reinforce Belfast's position as:

- a place for companies to locate and grow their business;
- a place which attracted talent to meet the skills needs of the City's key sectors;
- a magnet for leading research, education and innovation;
- a location with a high quality of life for its citizens; and
- a quality leisure, business, tourism and conference destination.

He indicated that the process had been ongoing since June with a series of consultations, workshops and meetings with key stakeholders in the public and private sectors. He informed the Members that a recent web survey had had a very high level of response and that considerable interest had been shown as a result of focus groups which had been held in Glasgow, Manchester, Barcelona and Dublin. He pointed out that the work which had been undertaken by the City Branding Steering Group and the City Branding Reference Group had assisted the process. Mr. Northover indicated that he was hopeful that the Council would be able to launch the new brand for Belfast in February, 2008. He pointed out that it would be essential for the new brand to be adopted by as many organisations as possible and, therefore, guidelines for its use would have to be drawn up as a matter of urgency.

Mr. Lennon indicated that the City Branding Reference Group at its meeting on 4th December would be discussing key issues regarding the new brand and that the final brand image would require to be agreed by the Development Committee before its official launch.

Having answered further questions, the deputation retired from the meeting.

Following discussion, the Committee noted the contents of the presentation.

#### **Strategic Neighbourhood Action Programme – City Places**

The Committee considered further the minute of the meeting of 15th October under the heading "Strategic Neighbourhood Action Programme – City Places" which had been taken back by the Chairman at the Council meeting on 1st November at the request of Councillor Stoker. An extract of the minute in this regard is set out hereunder:

*"The Director reminded the Members that the Strategic Neighbourhood Action Programme had been established in April in order to allow the Council to develop policies and procedures which would enable it to target its service delivery more accurately within well defined small geographical areas across Belfast, which were to be known as 'City Places'. She indicated that in recent months research had been undertaken to identify a range of options as to how 'City Places' might be identified. These were:*

- (i) *areas with an average population size of 13,704 and a maximum of 17,721;*
- (ii) *areas with an average population size of 19,163 and a maximum of 23,663;*

- (iii) areas with an average population size of 12,702 and a maximum of 17,000 and which used the proposed Belfast Metropolitan Area Plan boundary for the City centre; and
- (iv) areas with an average population size of 14,494 and a maximum of 19,643 and which would be aligned closely with the Belfast Neighbourhood Renewal Partnership areas.

*The Director outlined the advantages and disadvantages of the four options and pointed out that in recent weeks a number of the political parties represented on the Council had been briefed regarding this matter.*

*Arising from discussion in the matter, several Members expressed concern that only Central Government Departments were represented on the Belfast Strategy Group, which had been established by the Department for Social Development to develop overarching strategies in relation the Neighbourhood Renewal Partnerships.*

*After further discussion, the Committee agreed that Option 1, as outlined above, be used to define the 'City Places' within the Strategic Neighbourhood Action Programme. In addition, the Committee agreed that a letter be issued to the Minister with responsibility for the Department for Social Development requesting that the membership of the Belfast Strategy Group be expanded to include Council representation and representatives from other Public Sector stakeholders."*

Councillor Stoker informed the Committee that the boundaries of the areas to be identified as "City Places" appeared to have been established without due regard to existing neighbourhood areas. He was of the view that this might result in the Council's services not being delivered properly at a neighbourhood level. He suggested that one Member from each of the Political Parties represented on the Committee meet to discuss the issue in order to use their local knowledge to redraw the boundaries of the "City Places" in a more acceptable manner.

Following discussion, the Committee agreed with Councillor Stoker's suggestion, on the understanding that the work which the Council was undertaking currently in connection with the development of the Strategic Neighbourhood Action Programme continue in order not to delay the project.

#### **Multi-Annual Funding for Culture and Arts**

The Committee considered further the minute of the meeting of 15th October under the heading "Multi-Annual Funding for Culture and Arts" which had been taken back by the Chairman at the Council meeting on 1st November at the request of Councillor Hartley. An extract of the minute in this regard is set out hereunder:

*"The Managing Director of the Belfast Waterfront and Ulster Halls presented the undernoted report on applications which had been submitted from culture and arts organisations in respect of Multi-Annual Funding:*

**'Relevant Background Information**

***Multi-Annual Funding for culture and arts was implemented in 2004 after extensive consultation to inform the process and criteria for assessment.***

***A two-phase process was adopted:***

- Phase 1 – selection of Multi-Annual Funding clients based on organisational capacity and detailed analysis of the organisation's strategic direction***
- Phase 2 – application progress to decide on apportionment of funding based on submission of three year programme***

***11 Multi annual funding clients were selected and they were awarded 3 year funding from April 2005 – March 2008.***

***The 11 existing Multi-Annual clients have been reviewed as part of an external evaluation conducted by Deloitte, the consultants were also asked to evaluate the benefits of Multi-Annual Funding in terms of both the clients and in terms of delivery of the Council's own objectives. The purpose this evaluation was to inform future consideration of which organisations should continue to receive Multi-Annual funding. As the clients are in the third year of funding the review was focused on the monitoring and evaluation completed for year 1 and 2 of the funding.***

***In parallel with this process a call for expressions of interest was issued to organisations not currently receiving Multi-Annual Funding but who would wish to be considered in a future process. 63 organisations responded by the deadline of 24th July 2007 and officers contacted all of the interested organisations to discuss eligibility. One to one meetings were held with 34 organisations to provide detailed advisory sessions. Further information including assessment criteria on the tender process for Multi-Annual Funding was issued and 22 tenders were received by the deadline of 7th September 2007. These organisations were evaluated against the assessment criteria***

***Further information including assessment criteria on the tender process for Multi -Annual Funding was issued and 22 tenders were received by the deadline of 7th September 2007. These organisations were evaluated against the assessment criteria, the scores awarded and full details of the assessments provided are available on the Members' Portal.***

***Phase 2 of Multi Annual Funding will be via a programme application. This will coincide with Annual Funding the deadline for applications is 16th November 2007.***

## Key Issues

### Evaluation of Multi-Annual Funding

*There was a clear consensus among the Multi-Annual Funding clients that Multi-Annual Funding has been a great success and has facilitated and encouraged longer term planning and sustainability as well as offering opportunity for organisations to focus on delivery of core objectives.*

*Multi-Annual Funding was also positively assessed in terms of the Council's strategic objectives particularly in terms of Quality of Life, Economic Impact and Good Relations. It was assessed as being able to successfully contribute to the delivery of the Integrated Cultural Strategy.*

### Evaluation of Existing Multi Annual Funding Clients

*Each of the existing Multi-Annual Funding clients was evaluated to assess the strength of their programme delivery against the criteria under which they were selected and awarded funding. It focused on the objectives set by the organisations themselves as part of the Multi-Annual Funding process.*

*7 of the organisations consistently met objectives and can continue to be awarded funding through a Multi-Annual (3 year) process.*

*The Linen Hall Library and Belfast Film Festival only met some of the objectives. The evaluation of these organisations was compared with the organisations seeking Multi-Annual Funding. On further comparison it was found that the Linen Hall Library is still very strong in relation to the Phase I criteria despite current difficulties - it had scored particularly highly and was clearly a flagship organisation. The Belfast Film Festival while it was rated sufficiently highly to be awarded Multi-Annual Funding in 2006 has fallen below targets and particularly in relation to audience development and education and outreach. The Belfast Film Festival does not compare favourably to other organisations seeking Multi-Annual Funding.*

*There were two organisations which met some but not all objectives. Both these organisations have raised issues relating to future programme delivery. Belfast Festival at Queen's have raised issues about its continued financial viability and it is seeking a funding package from major stakeholders. The Lyric Theatre is due to close in January 2008 and it is still aiming to gain a commitment on funding to secure its capital project.*

*It is recommended that given the issues raised as part of the evaluation that the Linen Hall Library, Belfast Festival at Queens and the Lyric Theatre are kept under review at the end of the first year of a further award of Multi-Annual Funding.*

**Assessment of Multi-Annual Funding Tenders**

*Two organisations scored particularly highly with four organisations scoring over 70%, this was the previously applied threshold for Multi-Annual Funding. It is therefore recommended that the four organisations are admitted to Multi-Annual Funding.*

*We therefore recommend that the following organisations continue to receive Multi-Annual Funding:*

*Beat Initiative  
Belfast Community Circus  
Belfast Festival at Queen's  
Crescent Arts Centre  
Grand Opera House  
Lyric Theatre  
New Belfast Community Arts Initiative  
Old Museum Arts Centre  
Ulster Orchestra  
Linen Hall Library*

*We further recommend that the following new organisations are admitted to a Multi- Annual Funding:*

*Belfast Exposed  
Cinemagic  
Northern Visions  
Young at Art*

*Belfast Film Festival will no longer be eligible for Multi-Annual Funding but can apply for funding on an annual basis.*

**Resource Implications**

**Financial**

*£923,000 was awarded to organisations through Annual and Multi-Annual Funding in 2007/8 financial year. (This included an additional amount of £33,000 which was found from grants which were not either accepted or recouped). In order to award an inflationary increase in grant awards it is recommended that a minimum of £960,000 is provisionally agreed for Multi-Annual and Annual Funding. This represents a 4% increase in funding.*

**Human Resources**

***This will be absorbed within the planned work of the Culture and Arts Unit.***

**Recommendations**

***It is recommended that Members:***

- (1) Approve the organisations indicated for Multi-Annual Funding***
- (2) Agree that the Multi-Annual and Annual Funding programme application deadline is 16th November 2007***
- (3) Agree a provisional budget of a minimum of £960,000 for Multi-Annual and Annual Funding.'***

*During discussion in the matter, a Member raised concerns regarding certain aspects of the report regarding the application from Cinemagic.*

*Accordingly, after further discussion, the Committee agreed to defer consideration of the application from Cinemagic and agreed also that the undernoted organisations receive Multi-Annual Funding:*

*Beat Initiative  
Belfast Community Circus  
Belfast Exposed  
Belfast Festival at Queen's  
Crescent Arts Centre  
Grand Opera House  
Linenhall Library  
Lyric Theatre  
New Belfast Community Arts Initiative  
Northern Visions  
Old Museum Arts Centre  
Ulster Orchestra  
Young at Art*

*The Committee agreed further that the deadline for the receipt of applications for Multi-Annual and Annual Funding for the year 2007/2008 be 16th November, the budget for which would be approximately £960,000, allowing for an inflationary increase of 4% from the current year."*

Following discussion in the matter, the Director of Development indicated that she would submit a report to a future meeting on the establishment of a policy which would enable new organisations to be admitted to the three year Multi-Annual Funding scheme on an annual basis. Accordingly, the Committee agreed to adhere to its decision of 15th October.

### **Quarterly Update Regarding the Departmental Plan**

The Committee noted the contents of a report which provided information on the current status of projects, initiatives and events being carried out by the Department.

### **European Union Regional Forum**

The Director reported that the European Unit aimed to raise awareness within organisations in Belfast of relevant European Union policies and issues. To assist it with this aim, the Unit intended to hold on a quarterly basis an information event entitled the "European Union Regional Forum". Each meeting, the first of which would be held early in the New Year, would focus on a topical issue and the Unit intended to invite a well-known European Union speaker to address the Forum. She pointed out that Members of the Committee would be invited to attend the first meeting of the Regional Forum.

During discussion in the matter, a Member expressed concern that the report which had been presented had not provided any information regarding the cost of organising the Forum nor who would be invited to attend its meetings.

In response, the Director indicated that she would provide the information requested to a future meeting of the Committee.

After further discussion, the Committee noted the intention to arrange meetings of the European Union Regional Forum on a quarterly basis and that the Committee would be invited to attend the first such meeting, scheduled to be held early in the New Year. In addition, the Committee noted that it would receive at a future meeting further information regarding the costs of organising the meetings of the Forum and details of who would be invited to attend its meetings.

### **Selection of Multi-Annual Funding Clients – Cinemagic**

The Committee was reminded that, at its meeting on 15th October, it had deferred consideration of an application from Cinemagic to be included on a list of organisations to receive Multi-Annual Funding from the Council to enable further information on the capacity of the organisation to deliver on the projects included in its application to be provided to the Committee.

The Committee then considered a report which indicated that the application had been scored against pre-agreed criteria based on information and documents submitted by the organisation. In connection with the capacity element of the assessment, the officers of the Culture and Arts Section had been sufficiently impressed by Cinemagic's administration abilities, marketing campaigns and strong focus on monitoring and evaluation to recommend that it be included on the list of organisations to receive the Multi-Annual Funding.

Following discussion, the Committee agreed that Cinemagic receive Multi-Annual Funding during the period 2008-2011.



### World Scottish Pipe Band Championship Bid

The Committee considered the undernoted report:

#### “Relevant Background Information

At the Development Committee in October 2007 a number of Members informed the Committee of the availability of World Scottish Pipe Band Championships as an event that could be staged in Belfast.

After an initial preliminary investigation it is apparent that the Royal Scottish Pipe Band Association, owners and organisers of the event, are currently looking for potential host cities to bid for the event for the period 2010 to 2012. All bids must be received by the RSPBA by 12 noon on the 18 January 2008. The event is usually held on the third Saturday in August, and the bands and their associates generally stay an average of five days in the host city.

#### Key Issues

##### Cost to stage the Event

The bid to stage the event has two cost elements. The first is the RSPBA fee of £1,500 that must accompany any bid documentation. This is a non-refundable administration charge and is paid, by cheque, directly to the organisation. This fee covers the cost of an RSPBA site visit to the City. It is estimated that in order for Belfast City Council's bid to be successful that a bid of £120,000 per championship year would be required. In addition, the event would require an estimated £130,000 per year for logistical and site requirements. An estimated total of £750,000 would be required for a three year period plus the RSPBA fee.

##### Cost to Belfast City Council

It is suggested that Belfast City Council submit a bid of £120,000 for each of the three years. Additional funding for the logistical and site requirements, would be sought from organisations such as the Department of Culture Arts and Leisure, NITB and the Ulster Scots Agency.

##### Use of Council Land

The event would require a space capable of catering for an audience of 50,000 people. Currently only one site in Belfast, the Ormeau Park, would be suitable.

### Estimated Economic Impact

It is estimated that £15 - £20 million would be generated over the three year period for the host city. This estimate is based on figures supplied by Glasgow City Council, previous hosts of the event.

### Bed Night

It is estimated that the event would fill all current bid spaces in the city.

### Resource Implications

#### Financial

An administration fee of £1,500 on submission of the bid.

A bid of £120,000 for each of the three years totalling £360,000.

Additional finance sought from other agencies such as the Department of Culture Arts and Leisure, NITB and the Ulster Scots Agency for logistical and site requirements of £130,000 for each of the three years, totalling £390,000.

Total cost to Council being £361,500.

This expenditure is not within the existing Events budget.

#### Human Resources

No additional resources.

#### Asset and Other Implications

Use of Council property to stage the event.

### Recommendations

Members are recommended to agree that a bid of £360,000 (£120,000 per year) be submitted to the RSPBA by 18 January 2008, with a view to hosting the World Scottish Pipe Band Championships for the three year period from 2010-2012. Members are further asked to agree to an administration payment of £1,500 to accompany the bid. Members are further recommended to approve the sourcing of funding for logistical and site requirements from agencies such as the Department of Culture Arts and Leisure, NITB and the Ulster Scots Agency.

### Key to Abbreviations

**RSPBA – Royal Scottish Pipe Band Association  
NITB – Northern Ireland Tourist Board”**

The Director indicated that, should the Committee agree to submit a bid to bring the World Scottish Pipe Band Championship to Belfast during the period 2010–2012, the Department would have to include the costs within its estimates for the relevant years.

The Committee adopted the recommendations contained within the report.

### Creative Industries – Additional Initiatives

The Committee considered a report regarding additional activities which the Department was considering undertaking within the Creative Industries Sector:

#### “Relevant Background Information

**Members will be aware that the Creative Industries is one of the priority sectors identified in Belfast City Council’s Local Economic Development Plan 2006-2010. To date, work within the sector has focused on the key areas of business development, capability development and space.**

**Priority activities to be supported by Belfast City Council include:**

- **Provision of tailored business information**
- **Guidance and mentoring with regard to business start up and business development**
- **Access to finance**
- **Sales and international marketing**
- **Infrastructure and export development.**

### Key Issues

**Delivery of a portfolio of eight projects to support the sector is underway at present. As part of the further development work in the sector, a number of new projects have been identified which, it is considered, will further enhance the creative industries in Belfast. Proposed projects are as follows:**

1. **South by Southwest 2008 and Nashville Event**  
**South by Southwest 2008 (SXSW) is the premier global event focusing on the creative side of the music and entertainment business which takes place in Austin, Texas from 12-15 March 2008.**

It involves a conference – attended by more than 10,000 people – and a festival with performances from over 1500 acts on 75 stages throughout the city. SXSW remains the key US showcasing, deal striking, networking and media forum for the international media industry and attendance at the event remains a key priority for all of those interested in the business of media and creativity.

Through participation in this event, Belfast City Council will be on a global platform showcasing the wealth of talent and creativity in Belfast, offering an opportunity for five of Belfast's up and coming bands to perform and do business and promoting a positive image of the city in terms of tourism, business development, inward investment and innovation.

The four day programme will consist of attendance at the exhibition and conference and two 'Belfast nights', providing live music in one of the festival venues in the city of Austin.

In July 2007, Belfast City Council in partnership with NIMIC (Northern Ireland Music Industry Commission) planned and delivered a Belfast Nashville showcase concert in Belfast. This event was attended by a significant contingent from Nashville including the Mayor of Nashville. Through the Council's Sister City relationship with Nashville, the Mayor was keen to look at the possibility of mutual showcasing in Nashville and at SXSW.

It is proposed that the Belfast delegation will travel to Nashville after the SXSW event. A showcase event will be organised in Nashville, celebrating the Sister City relationship in 'Music City' and offering an opportunity to further promote Belfast in Nashville. It will be linked to a tourism development initiative which this Committee approved in September 2007.

It is recommended that the Chair and Deputy Chair of the Development Committee be in attendance along with the Director of Development and that Members give consideration to allocating additional resources to the management and co-ordination of the event when in the United States.

It is envisaged the total number of additional resources required would be up to a maximum of three officers to assist with company networking, civic itinerary, business meetings, travel and project management.

If this proposal progresses, participation in the SXSW event will be a collaborative project between Belfast City Council, NIMIC, DCAL and Invest NI.

2. Fashion Design Masterclasses and Showcase

Members may be aware that Belfast Fashionweek is a week-long event of in-season fashion shows by Belfast retailers. The event will take place in March 2008 with nightly shows by independent and high street retailers at a range of Belfast's venues.

It is proposed that Belfast City Council sponsor a number of activities to raise the profile and quality of fashion and design in the City

Fashion Design Masterclass

A series of fashion design master classes will be organised for graduate designers, small established designers, independent retailers and SME's within the wider fashion/design/retail industry. Belfast City Council funding would help support the costs incurred in bringing the best speakers to motivate local retailers, graduates, SME's and others involved in the industry here. Potential speakers will include:

- Established internationally-renowned designers with Irish links – John Rocha, Philip Treacy, Louise Kennedy and Paul Costelloe
- Mary Portas, from BBC's Mary Queen of Shops
- Michelle Mone, founder of the Ultimo Bra Company.

Graduate and New Designer Showcase

A showcase of design from local talent will be organised in the course of Fashionweek. This will be one of the key events in the week-long programme and will be widely promoted, using the Belfast City Council branding. It will draw on companies already assisted through Belfast City Council's Creative Design programmes.

Anticipated outputs for the Masterclass and Showcase are as follows:

- To provide 20 participants business development opportunities through peer mentoring and learning.
- To identify new markets and networks for participants.
- To raise the profile of the independent design industry in Belfast.
- To identify viable new business opportunities for participants.

- To increase access to international and national buyers requirements in the fashion design sector.
- To encourage greater research and development among participants.
- To increase the capability requirements among participants.
- Increase in employment among participants.
- Increase in new product development.
- Increase in sales in new markets.
- To showcase 10 new independent designs and designers to an international audience.
- To identify new sources of funding available for fashion designers through networking with industry professionals and representative bodies

#### Resource Implications

##### Financial Resources

Budget for participation in SXSW event: £40,000.

Budget for sponsorship of Belfast Fashionweek events £35,000 (£25,000 for the Fashion Design Masterclass and £10,000 for Graduate and New Designer Showcase).

##### Human Resources

Civic representation from Belfast City Council by Chair and Deputy Chair of Development Committee and Director of Development.

Up to a maximum of three Council officers to assist with company networking, civic itinerary, business meetings, travel and project management

#### Recommendations

Members are asked to:

- Note the contents of the report
- Approve the proposed action plan and expenditure of up to £75,000
- Approve delegation of Chair, Deputy Chair and Director of Development and up to a maximum of three Council officers to assist with company networking, civic itinerary, business meetings, travel and project management.

**Key to Abbreviations**

**SXSW – South by South West 2008**  
**NIMIC - Northern Ireland Music Industry Commission**  
**DCAL – Department of Culture, Arts and Leisure**  
**SMEs – Small and Medium Enterprises”**

The Director informed the Committee that, subsequent to the report having been prepared, the Department of Culture, Arts and Leisure and the Northern Ireland Music Industry Commission had confirmed that they would be providing £20,000 and £5,000 respectively towards the South by Southwest 2008 and the Nashville events. In addition, given the significance of the events and the involvement of Belfast’s Sister City of Nashville, it was considered appropriate for the Lord Mayor to participate in the visit. She indicated that the total costs associated with the trip would be in the region of £50,000, rather than the figure indicated in the report. She pointed out that, since the trip to Austin and Nashville would involve both tourism and creative industry events, it would be necessary for four officers to participate in the visit.

The Director explained that the South by Southwest event would be a tremendous promotional opportunity for Belfast since it received global television coverage and the timing of the event was opportune as it would be taking place shortly after the new brand image for the City had been launched. In addition, both Ulster Television and BBC Northern Ireland had indicated that they might be interested in covering the festival should the Council decide to showcase local talent at the South by Southwest event.

She informed the Members that the groups which would represent the City in the South by Southwest festival would be selected by the Northern Ireland Music Industry Commission, the Department of Culture, Arts and Leisure and the Council.

After further discussion, the Committee agreed, in connection with the South by Southwest and Nashville events, that a sum not to exceed £50,000 be allocated to this visit, that the Lord Mayor, the Chairman, the Deputy Chairman and the Director of Development (or their nominees), together with a maximum of three other officers, participate and authorised the payment of travel and subsistence allowances in connection therewith. In regard to the Belfast Fashion Week event, the Committee agreed the action plan for the event and authorised expenditure up to a maximum £35,000.

**MIPIIM 2008**

The Director of Development informed the Committee that she wished to withdraw the report regarding Belfast’s presence at MIPIIM 2008 to enable further information to be obtained regarding the best method of enhancing Belfast’s presence at the event.

Noted.

**Business Support Activities – Update Report**

The Committee considered the undernoted report:

**“Relevant Background Information**

**Training for Women Network Young Women’s Inspirational Conference**

Members will be aware that at the Development (Economic Development) Sub- Committee of 4 April 2007, approval was given to deliver a 12 month Enterprise Plan. A key element of this plan involves the promotion of entrepreneurship to stimulate new business formation and create a more enterprising environment throughout Belfast.

Findings from the 2006 Belfast Global Entrepreneurship Monitor survey have identified the overall levels of early stage entrepreneurial activities across Belfast are lower than the Northern Ireland average. This situation is particularly the case for women and young people, identifying a clear area of need for Belfast City Council to address.

In recognition of this and the necessity of developing entrepreneurship awareness amongst under represented groupings, it is proposed that Belfast City Council will cover the costs of participation in the 2008 TWN Young Women’s Inspirational Conference for 20 young people from disadvantaged areas.

**Business Support Programme for Retail Sector**

Members are reminded that, at the meeting of the Development Committee on 14 February 2007, approval was sought to develop a programme of support targeting independent retailers in Belfast. A tender for this work was issued in September 2007.

**Northern Ireland Rural Development Programme**

The new Northern Ireland Rural Development Programme 2007-2013 has recently been agreed by the Northern Ireland Executive. One of the major changes from the last programme is that a number of the measures are to be delivered by clusters of local authorities. According to research carried out by the Department for Agriculture and Rural Development (DARD) in 2003 and backed up by further research by Belfast City Council, it is estimated that there are around 450 rural dwellers within the Belfast City Council area.



### Key Issues

#### TWN Young Women's Inspirational Conference

Delivered by the Training for Women Network and Action Cancer, the 2008 Young Women's Inspirational Conference will be held on 25 January 2008 at the Waterfront Hall in Belfast. It will target 350 young women aged 16-18 from across Northern Ireland who are likely to fall outside of the education sector. Its aim is to encourage positive career choices through a series of practical workshops focusing upon a range of career options including entrepreneurship.

It is proposed that Belfast City Council will cover the costs associated with participation in this event by 20 young women aged 16-18 from the most marginalized groups across Belfast.

The young women will be selected in association with Community Services Managers across the city. The conference will deliver 6 key career themes with entrepreneurship being a key focus with participants encouraged to take an active step towards developing their own business.

#### Business Support Programme for Retail Sector

In response to a public advertisement tenders were received from five organisations.

Each tender was evaluated using the pre-determined criteria set out below:

- Methodology and understanding of the brief
- Ability to deliver to schedule
- The calibre and experience of the Project Team staff
- Directly relevant experience of delivering similar programmes
- Cost
- Quality Systems
- Environmental management/impact

The most robust and advantageous tender was that submitted by Time Associates.

#### Northern Ireland Rural Development Programme

Research undertaken has indicated that the majority of the rural dwellers in the Belfast City Council area live close to the border with the Lisburn City Council area. It is therefore proposed that Belfast considers becoming part of a cluster that will include Lisburn and a number of other councils. The final composition of this cluster is, as yet, unconfirmed. However it is likely to involve Castlereagh Borough Council as well as Ards and North Down Councils.

### Resource Implications

#### Financial

##### TWN Young Women's Inspirational Conference

The total cost of supporting participation at this event of up to 20 young people is £3,100.

Other key sponsors for this event include Department for Education, Invest NI and Craigavon Borough Council.

##### Business Support Programme for Retail Sector

A budget of £100,000 was approved by the Development Committee on 14 February 2007.

##### Northern Ireland Rural Development Programme

The measures eligible for support by council clustering activity is around £100 million. This will be allocated on a pro rata basis. There will be no cost to the councils for getting involved in the programme.

### Recommendations

It is recommended that Members:-

- Note the contents of the report
- Agree to the request to support the attendance of 20 young women at the TWN Young Women's Inspirational Conference to a value of £3,100
- Approve the appointment of Time Associates for the provision of an Independent Retail Programme at a cost of £100,000, subject to a Form of Contract being drawn up by Legal Services.
- Agree to cluster with Lisburn City Council and other councils (final composition to be determined) for council-led measures as part of the Northern Ireland Rural Development Programme.

### Key to Abbreviations

GEM – Global Entrepreneurship Monitor  
TWN – Training for Women Network”

The Committee adopted the recommendations.

**George Best Belfast City Airport**

The Committee noted the contents of a letter from the Operations Director of George Best Belfast City Airport regarding ongoing developments at the facility.

**Conference Subvention -  
Britannia 2008 Annual Conference**

The Head of Economic Initiatives advised the Committee that the above-mentioned Conference would be taking place in the City from 23rd till 26th May, 2008. The organisers had indicated that it would attract approximately 200 delegates, staying for three nights, and it was estimated that it would have an economic benefit for the City of approximately £139,000. As the event met the agreed funding criteria of the Conference Subvention Policy, she recommended that an amount in the sum of £1,500 be allocated to the hosting of the Conference.

The Committee adopted the recommendation.

**Draft Community Support Plan 2007-2010**

The Director of Development reminded the Committee that, at its meeting on 15th October, it had agreed to the submission of the Draft Community Support Plan 2007-2010 to the Department for Social Development in order that the Council might receive funding for the Plan and that it would consider the document further at its November meeting.

She indicated that the Plan had been developed around a process which focused on the key activities of continuing to deliver high quality services, the review of community services and future strategic planning. She explained that the document was the first draft of a Plan and was being used to initiate a process of engagement with Councillors and other key stakeholders in the City. Early next year, the Department would be undertaking an extensive consultation exercise and it was also intended to arrange workshops for Councillors to further develop the Plan. The draft document would be modified to take into account the views expressed during the consultation exercise and workshops, with the intention of presenting the final Community Support Plan to the Committee in March, 2008.

After discussion, the Committee agreed that a public consultation exercise be carried out and that a series of workshops be held for Members regarding the contents of the proposed Community Support Plan 2007-2010.

**Thompson Dry Dock and Pump House – Update Report**

The Committee noted the contents of a report in relation to the restoration at, and improvements which were planned for, the Thompson Dry Dock and Pump House.

### Living Over the Shop Project

The Committee considered the undernoted report regarding the Living Over the Shop initiative and a proposal to include a portion of the Sandy Row/Donegall Road area within the Scheme:

#### “Relevant Background Information

At the Development Committee meeting of 18<sup>th</sup> April, 2007 as part of a wider report on the Integrated Development Fund projects for Renewing the Routes the potential for the development of a pilot arterial route Living Over the Shop (LOTS) project was considered within the Town Centre Living Initiative Area project that operates throughout Northern Ireland.

The Committee approved the proposal for the submission of a bid to Northern Ireland Housing Executive (NIHE) for the designation of Shankill Road as a pilot arterial route (Living Over the Shops) LOTS project, subject to the satisfactory outcome of an initial survey to be carried out by Building Control. The Building Control Service subsequently completed the required surveys and the bid information was submitted to the NIHE in May 2007. The NIHE have indicated that the proposal for the Shankill will be considered for approval by the Board in November.

A recent approach from officers of the Northern Ireland Housing Executive (NIHE) identified the potential for the further designation of an area in South Belfast as part of the Town Centre Living Initiative Area programme.

#### Key Issues

The discussions with officers from the Northern Ireland Housing Executive (NIHE) clarified the extent of the potential designation and the basis of the developmental work that has taken place for the part of inner South Belfast as part of the Town Centre Living Initiative Area programme. The proposed boundary covers an area from Wellwood Street on Sandy Row to Thalia Street on Donegall Rd.

The majority of the area would, therefore, fall within the designated Belfast City centre and would be considered to align with the Town Centre Living Initiative Area (TCLIA) guidance. The suggested designation would not therefore be a pilot in the same manner as the Shankill proposal which represented a departure from the focus on Town and City centres.

The proposal for the Sandy Row/ Donegall Rd has been developed by the Sandy Row Community Development Forum in conjunction with the NIHE. The area as identified includes all the properties with potential for Living Over The Shop without including the mainly residential areas on the arterial route. Under a LOTS scheme owners of properties with vacant floor space that could be suitable for residential conversion would be eligible for grant assistance through the NIHE as detailed in the appended information leaflet.

In order to progress the development and designation of the area within the TCLIA programme the NIHE is seeking Council support for the proposal currently being developed by the Sandy Row Community Development Forum. In order to progress the designation and subsequent developments it will be necessary for the NIHE and Sandy Row Community Development Forum to continue the work within the target area and invest resources in the carrying out of developmental or survey works including consultations with owners/ occupiers.

As part of the package of previously approved IDF projects the Council has already initiated design and survey work for shops in different areas of the city. This work in conjunction with local information and building assessments could assist in the development of project. It may also be appropriate to assist the development through the provision of information and building surveys or assessment by Building Control Service as an extension of the existing targeted work being carried out to address dereliction and vacancy on Arterial Routes.

It is, therefore, suggested that the Committee support the Sandy Row/Donegall Rd proposal for a Living Over the Shop designation, under the Northern Ireland Housing Executive administered Town Centre Living Initiative Area programme.

#### Resource Implications

##### Financial

There are no direct financial implications arising from the proposals contained within this report.

#### Recommendations

Members are asked to:

- Endorse the proposed designation of Sandy Row/ Donegall Rd as a Living Over the Shops target area,
- Endorse the proposal for the provision of assistance to the development of the initiative through the sharing of information and the continuation of targeted survey work by Building Control,

- **Note the general progress in relation to the Shankill Rd Living Over the Shop pilot proposal which is to be brought before the Housing Executive's Board for approval in November."**

During discussion in the matter, a Member informed the Committee that, following discussions between the Greater Village Trust and the Northern Ireland Housing Executive, the latter organisation had indicated that it would be prepared to extend the Living Over the Shop Project within the Sandy Row/Donegall Road area to include the section of Donegall Road between Thalia Street and Glenmachan Street. He pointed out that it would, therefore, be preferable for the Committee to agree to this extension to the scheme rather than for the matter to be discussed at a future meeting.

After discussion, the Committee agreed to:

- (i) endorse the proposed designation of an area extending from Wellwood Street on Sandy Row to Glenmachan Street on Donegall Road as a Living Over the Shop target area;
- (ii) provide assistance to develop further the Living Over the Shop Project through the sharing of information and the continuation of targeted survey work by the Council's Building Control Service; and
- (iii) note the progress which had been achieved in relation to the Shankill Road Living Over the Shop pilot scheme.

#### **PLACE Design Centre**

The Committee considered the undernoted report:

#### **"Relevant Background Information**

**Council agreed to support the creation of the PLACE Design Centre in November 2003. An agreement was put in place between Council and RSUA (Royal Society of Ulster Architects) for a 3 year pilot phase from September 2004 to September 2007. At the Development Committee of February 2007 it was agreed to extend this arrangement to March 2008 to allow PLACE to complete its evaluation and identify its future direction beyond the initial period. This agreement covered the management of the centre and the employment of 2 staff. The purpose behind PLACE is to promote awareness and understanding of quality urban design and architecture as well as facilitating community outreach relating to the built environment.**

**The selected space was the ground floor of the rear of the Belfast Welcome Centre which opens onto Fountain Street. It has been used predominantly as an exhibition facility for projects relating to the built environment at government, and community level. A number of successful exhibitions and seminars have also been held within the premises. The RSUA through a management committee has been responsible for programming and organising all activities and employs a curator and administrator who are also located on site.**

Currently Belfast City Council supports the ongoing maintenance costs associated with PLACE (£5,000 approximately) and covered the initial fit-out costs (£70,000).

The management costs are met by RSUA with contributions from the Arts Council and other organisations which pay a fee for use of the space.

Given that initial agreement between Council and RSUA has come to an end, there is a need to consider Council's role in the future of PLACE.

#### Key Issues

- Evaluation report has been completed. It points up that in its 2.5 years existence it has attracted over 5,000 participants to 33 workshops and exhibitions over this period.
- Recommendations have been made in relation to strengthening the strategic management of PLACE so that it can play a more significant role in the debate on architecture, urban design and the built environment. The report identifies options for the future management structure and staffing complement as well as outlining a new strategic role for PLACE.
- The RSUA have completed a further evaluation of PLACE and their role within it. The RSUA Council of 10<sup>th</sup> September 2007 agreed that RSUA should be more actively engaged in PLACE in the future that PLACE should be continued as a division or subsidiary organisation of RSUA with a remit for the advancement of design quality in the built environment. They also agreed to invite nominees from other relevant professional bodies to join the group and to set up a working group on extending the role and influence of PLACE. Additionally they agreed to pursue the funding and appointment of a professional Director of PLACE to report directly to the President of RSUA.
- In line with these decisions RSUA are now formally seeking Council's approval to continue the current supporting relationship on PLACE. In effect this refers to Council agreeing to allowing PLACE to occupy the premises at Fountain Lane and covering the rental and maintenance costs for a further 3 years from March 2008.
- RSUA and PLACE are now working on the detailed business plan for the 3 year period from March 2008 onwards.

- Given the increased impetus for development in Belfast at this point there is an ongoing need for Council to give serious attention to the built environment and urban design so that the cityscape can be shaped deliberately rather than by default. Council should welcome RSUA's commitment to directing PLACE into a more strategic role by appointing a Director to take responsibility at this level.
- With the likely potential of planning powers to local Councils as well as the BMAP process continuation there are a wide range of issues on which BCC will wish to focus upon in coming months and years and PLACE will be an essential resource in informing our debate on the vision for Belfast.
- The operational financial commitment sought from RSUA towards PLACE is the continuation of their occupation of Fountain Street premises and coverage of maintenance costs. It would be difficult to find another tenant of Fountain Street premises given the space layout and limited shop frontage. The lease on Belfast Welcome Centre extends for a further 3 years so PLACE's occupation would be non-affected. The maintenance costs for the space equate to £5000 per annum which is covered in the Department's estimates.

#### Resource Implications

##### Financial

Maintenance costs of approximately £5,000 per annum for a further three years. Potential loss of rental income however retail market would indicate that the space would be difficult to let.

##### Human Resources

The Development Surveyor in Development Department will be the lead office in engaging with PLACE on operational matters.

##### Recommendation

To approve in principle the commitment of BCC to support PLACE as outlined above for up to 3 years from March 2008 subject to receipt of satisfactory business plan."

The Committee adopted the recommendation contained within the report.

Chairman