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**Democratic Services Section
Chief Executive's Department
Belfast City Council
City Hall
Belfast
BT1 5GS**

7th March, 2017

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

In addition to those matters previously notified to you, the following item(s) will also be considered at the meeting to be held at 5.15 pm on Wednesday, 8th March, 2017.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

AGENDA:

- 4 (c) EU World Cities Project (Pages 1 - 6)
- 4 (d) Belfast Facts and Figures - Draft Booklet (Pages 7 - 10)
- 7 (b) Commercialisation Opportunities at the Council's Markets (Pages 11 - 14)

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Subject:	EU World Cities Project
Date:	8 March 2017
Reporting Officer:	Suzanne Wylie, Chief Executive, ext 6001
Contact Officer:	Clare McKeown Sustainable Development Manager

Is this report restricted?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

1.0	Purpose of Report
1.1	To advise Committee that Belfast City Council has been invited to participate in the fully funded European Union's World Cities project for 2017 and has been selected to partner with Durban, South Africa and three other EU cities: Birmingham, Bilbao and Gratz.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> - Note the successful application to EU World Cities and agree to take part in the project. - Agree to attendance at the Durban visit on 27-31 March by one officer and one Member (or given the timing of the event, 2 officers). All costs to be met by the EU. - Note the proposal to invite up to three representatives from Invest NI, Department for the Economy (DfE) or relevant collaborative networks.
3.0	Main Report
3.1	World Cities (www.world-cities.eu) is a project of the European Union managed and 100% funded by the European Commission's Directorate General for Regional and Urban Policy (DG REGIO). The project supports the exchange of information, experience and best practice on sustainable urban development between pre-selected EU cities and non EU countries. This is a relatively new EU programme with a particular focus on sustainability issues i.e. developing the green economy, energy security, mobility, circular economy and

	<p>smart city solutions, innovation, new business starts etc. These topics are also at the heart of the Belfast Agenda, Local Development Plan and City Centre Regeneration plan. Following the networking and exchange experience, the cities will work on a pilot project over the course of a year, supported by the World Cities Team in Brussels.</p>
3.2	<p>The project was piloted in 2016 when Dublin, Lazio and West Midland regions were twinned with cities in China and India. The evaluation of the project showed very successful outcomes, enabling the sharing of knowledge on valuable smart sustainable solutions and deepening trade networks, business links and international co-operation.</p>
3.3	<p>There is significant interest in this project from our partners at the highest level in DfE, Invest NI, the NI Digital Catapult INNOVATE UK, both the Ulster University and Queen's University and the Centre for Advanced Sustainable Energy (CASE) and the NI Office in Brussels.</p>
3.4	<p>DG REGIO World Cities will fund a delegation of up to 5 people from Belfast City to visit Durban 27-31 March 2017, for the first meeting of the network. The delegation should ideally include 2 representatives of the local administration as well as 2 or 3 from other public sector bodies or research institutions with private sector links that can work with local governments on the identified topics, and follow up during the year. There will be a further World Cities seminar in Brussels in October 2017, where one representative from Belfast will be funded to attend. World Cities will also fund a delegation of 4 representatives from Durban to travel to Belfast for reciprocal meetings with networks in October 2017 and one final meeting with the pairing city in the first quarter of 2018.</p>
3.5	<p><u>Partnership with South Africa</u></p> <p>This year, the EU World Cities project offered EU cities the opportunities to develop partnerships with either South Korea, South Africa, Indonesia, Australia or Vietnam. In order to be successful the participating EU city must have an established and demonstrable links to the non EU country of partnership choice.</p>
3.6	<p>Belfast has long established links with South Africa. These include the shared journey of peace building, conflict resolution and reconstruction over the past three decades. We now face some of the very same economic, social and cultural challenges, our energy, water and waste infrastructure need upgraded and we need to focus on skills development and address issues of long term unemployment, as we demonstrate that inclusive growth is possible.</p>

3.7	<p>Our universities are uniquely recognised as international centres for the study of conflict resolution. Queen’s University hosts the Senator George Mitchell School and Ulster University has the INCORE centre. There are further connections through Belfast Metropolitan College and with NICO (NI Cooperation Overseas) and Intercomm - and all these organisations have hosted delegations from South Africa for many years. Queen’s University and the University of Pretoria are also linked, developing Strategic Energy Plans for communities in their regions through another EU-funded project.</p>
3.8	<p>More recently, the cities of Belfast, Durban and Cape Town are now linked together through engagement in the global Rockefeller 100 Resilient Cities programme. All three cite the issues of segregation, ageing infrastructure and energy security as major resilience challenges and will be focusing on these as they develop respective resilience strategies.</p>
3.9	<p>Trade with South Africa is in the region of £35million per annum and increasing. Invest NI plan to open their first permanent office in Johannesburg in late 2017. During the time of the proposed study visit (March 2017) Invest NI will be hosting an outward mission to South Africa with NI companies involved in the mining industry, this delegation will be led by the Chair of Invest NI.</p>
3.10	<p><u>City Challenges and Potential Themes for Co-operation</u></p> <p>Belfast and South African cities share some similar challenges. Although cities in both regions remain the dominant centre of economic activity, they are not performing to their potential. Historic under-investment in infrastructure and legacy issues associated with segregation, skew the urban form and affect service delivery, which stymies economic growth and has a detrimental impact on the environment. We have much to learn from South African cities and other European cities in this regard and equally we have much to offer in terms of our expertise and skill. We envisage the following projects could be areas for co-operation for mutual interest and benefit.</p>
3.11	<p><u>Co-operation on the Development of a Smart City Strategy.</u></p> <p>The solutions to energy efficiency, smart metering, smart grids, sustainable transport and waste issues can be significantly accelerated by the application of smart technology. The City Council recognises that the general digital transformation of the NI economy is a significant opportunity to drive growth and prosperity for the betterment of the Council, business and citizens. It offers the chance to reduce poverty and inequalities, improve livelihoods and better enable us to manage growth on limited resources. However this digital</p>

transformation is not without challenges. Some forecasts for the UK suggest as many as 35% of today's workforce could be lost to automation by 2035 alone and the negative impacts of reduced face to face interactions and hyper connectivity are only just starting to be understood.

3.12 While developing its Smart City Framework, the Council is cognisant of the above issues and is keen to take best advantage of shared learning from the European cities in this network and the South African cities who are developing similar integrated Smart City Strategies. We are also keen to share the knowledge and experience of our smart city team to date and of the outputs of working with the London-based Future Cities Catapult, a centre of excellence for the development of Smart city projects in the UK, on this issue and other pioneering smart city data projects.

Co-operation on Sustainable Energy Management

3.13 The challenges of energy security and transition to the low carbon economy are common to both countries. Energy security is a significant issue for NI, which is 95% dependant on imported fossil fuel for primary energy demand. On the periphery of Europe and UK for supply, it is vulnerable to price hikes and fuel shortages. In 2011 fuel poverty affected 40% of homes in Belfast. In South Africa cities like Cape Town particularly have faced significant power cuts in recent years, as it struggles to meet energy demand now, while supporting low carbon development for the future. A sharp focus on accelerating progress in this area is a priority if they are both to reach national carbon reduction targets. The development of Strategic Energy Action Plan (SEAP) which is a key focus in the Belfast Agenda, could be an opportunity for co-operation in both cities. As progress has been initiated by universities in both cities on this theme through the Citizen project, they could perhaps co-lead in this area as referenced above.

3.14 Members will be aware that, although some progress has been made in recent years, Belfast continues to lag behind other cities in terms of both start-up levels and business productivity and innovation. The Council now has statutory responsibility for business start and has made a number of strategic investments such as developing the Innovation Factory and co-investing in development plans to support the growth of key sectors such as cyber and creative and digital.

But in order to stimulate, foster and develop more start-ups and realise the potential benefits, the cross-fertilisation of ideas between the public and private and academic sectors must be

3.15	<p>facilitated. Catalyst Inc, CSIT and ECIT are excellent examples of this. The World Cities project enables that closer participation between these clusters. Players acting across boundaries can develop new communication links, which simultaneously creates business opportunity which invites more innovation.</p>
3.16	<p><u>Conclusion</u></p> <p>Members will be aware that this World Cities project is a unique opportunity to exchange expertise on sustainable urban development, build local and international coalitions, to foster business networks and to raise the city’s international profile in South Africa in line with the Council’s economic development and international ambition. This application had considerable support from Department for the Economy, the NI Office in Brussels, the NI Digital Catapult and Invest NI, who see this as a unique opportunity for all bodies to work collaboratively to build networks in South Africa, a country which they view as a significant partner for growth in exports and international trade.</p>
3.17	<p><u>Finance and Resources</u></p> <p>EU World Cities will cover full financial and content support for this programme over the forthcoming year. This will include:- all travel and participation costs for the 5 delegates from Belfast on the outward delegation: one NI representative to attend the meetings in Brussels - up to 4 delegates from South Africa to travel to Belfast. The management of the programme will be co-ordinated by the Sustainable Development Manager in partnership with the International Unit and wider Development Department as part of their ongoing sustainable development, economic development and International work streams.</p>
3.18	<p><u>Equality and Good Relations</u></p> <p>The project has been screened for equality and good relations impacts. There are no equality and good relations at this stage, however this will reviewed on an ongoing basis as the project progresses.</p>
4.0	Appendices
4.1	None

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Subject:	Belfast Facts and Figures – Draft Booklet (to be tabled)
Date:	8 th March 2017
Reporting Officer:	Donal Durkan, Director of Development, ext 3470
Contact Officer:	Lisa Toland, Head of Economic Initiatives & International Development, ext 3427 Claire Patterson, Business Research & Development Manager, ext 3379

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	Last month the Committee noted the work underway to develop more accessible information on Belfast’s economy, its growth sectors, accolades and the opportunities the city presents globally to raise awareness of the key messages, strengths and opportunities to grow the economy. The purpose of this report is for Committee to note the draft ‘Belfast Facts & Figures’ publication to be tabled at the meeting and provide an opportunity for Committee to provide their views on the content.
1.2	The Belfast Agenda sets a challenging ambition for the city to be home to an additional 70,000 new residents and an economy that supports 50,000 more jobs by 2035. Growing the economy and driving inclusive growth to ensure that all people benefit from economic success is at the core of this ambition. Central to this is the provision of a sound, evidence base that positions Belfast as a city to do business in, to invest in and to visit or study.
1.3	The development of a concise, infographic-style publication outlining key fact and figures on Belfast will help ensure that Members and Officers have consistent succinct, up-to-date and compelling information when engaging with potential stakeholders about the city,

	to enhance Belfast's image and reputation as a successful and dynamic city.
2.0	Recommendations
2.1	The Committee is asked <ul style="list-style-type: none"> - to note the draft Belfast Facts & Figures publication (to be tabled) and provide any further feedback.
3.0	Main report
3.1	<u>Key Issues</u> Elected Members currently receive a range of statistical information on Belfast in a variety of formats, such as the Profile of Belfast in the Elected Members Handbook, Area Working Group Profiles, economic briefings, presentations on the growth of key sectors etc.
3.2	As the demand for this information grows and the volume of information provided also increases, along with the commitment to monitor and deliver on the commitments contained in the Belfast Agenda it is accepted that a more concise and visual representation of this information is required.
3.3	The draft Belfast Facts and Figures publications is designed to be a user-friendly addition to the resource packs produced for Members, in line with the Belfast Agenda ambition to start and grow businesses in the city as well as positioning the city as a place to invest, study and visit.
3.4	The factors that influence economic growth do not solely lie within the local government's control therefore strengthening business relationships and local-central government relationships is a central tenet of the Belfast Agenda as well as being critical to build the city's role as the regional driver. These materials will therefore evolve over time in line with the ongoing work on Place Positioning and will support existing material used by our city partners when promoting Belfast as a place to do business, visit, study or invest in.
3.5	<u>Financial & Resource Implications</u> The publications will be produced internally, therefore requiring officer time and within existing departmental budgets.

3.6	<u>Equality or Good Relations Implications</u> There are no equality or good relations implications.
4.0	Appendices – Documents Attached
	None

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Subject:	Commercialisation Opportunities at the Council's Markets
Date:	8 March 2017
Reporting Officer:	Lisa Toland, Head of Economic Initiatives & International Development, ext 3427
Contact Officer:	Clodagh Cassin, Markets Development Manager, ext 5455

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> - Advise the Committee of work that has been underway to explore additional opportunities for commercialisation at the Council's Markets, principally St George's Market - Secure approval from the Committee to move forward with securing sponsorship to support the delivery of the Twilight Market.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> - Note the impending opportunities to pursue sponsorship for the upcoming Twilight Markets and agree to move forward on these, within agreed parameters - Note the proposals to move forward with the development of a sponsorship policy across the Council as a means of increasing income from the private sector.
3.0	Main report
3.1	Members will be aware that St George's Market is now firmly established as a popular weekend venue that attracts both residents and visitors to the city. It attracted over one million visitors last year.
3.2	The venue has won numerous awards over the course of the last year. These include "Best

	<p>Market” at the Observer Food Awards in October 2016 and UK’s Best Market as voted by NABMA – the National Association of British Market Authorities in February. The latter award recognised the additional work being carried out to animate the venue and widen its appeal.</p>
3.3	<p>In the course of the last year, the venue has been used increasingly for mid-week events and conferences. These include the Digital DNA conference in June 2016 and the Young Enterprise Market in November 2016. The Markets Management team is actively pursuing opportunities to secure new business for mid-week events.</p>
3.4	<p>As part of the rates setting process, Members make a commitment to secure additional income in the coming financial year. This frames the discussion for a more commercial approach to venues such as the Market. The success and brand recognition of the venue means that it could be a useful pilot for a more commercial approach across other venues and to support wider events.</p>
3.5	<p>One of the most significant areas of opportunity that has emerged in the last year is the Twilight Markets. The first of these took place on one evening on 11 November 2015. The event was so successful that people were queuing up to get in. The subsequent events have taken place over two mid-week days/evenings (Tuesday and Wednesday). The last event attracted more than 30,000 people over the two days. Since the events started, they have attracted in excess of 70,000 people.</p>
3.6	<p>The social media coverage at these events is significant. The Council’s Communications Team supports a social media-focused campaign (alongside other media such as billboards and flyers) and each event has attracted television coverage. Traders and attendees have also engaged in the social media activity – and this has very successfully raised the profile of both the event and St George’s Market as a venue.</p>
3.7	<p>In December 2016, the City Growth and Regeneration Committee agreed to support at least three Twilight Markets for the coming year. Indicative dates have now been set. These are:</p> <ul style="list-style-type: none"> • 8 , 9 May • 1, 2 August • 7, 8 November <p>Officers have identified the potential to explore sponsorship opportunities for the Twilight</p>

3.8	Market in order to offset the running costs associated with the event. There will also be income from stall holders at the event as is the case at present.
3.9	<p>In the absence of a sponsorship policy which sets parameters around issues such as the types of companies that might be appropriate to approach for sponsorship, it is proposed that preliminary engagement will be with companies that may already have a relationship with the Council or that align to the values currently being developed as part of the work on place positioning.</p> <p><u>Financial & Resource Implications</u></p>
3.10	<p>The sponsorship income for the Twilight Market will need to be market-tested. However, there is an opportunity to cover most if not all of the costs associated with running the events.</p>
3.11	<p>Recruitment will soon get under way for a new staffing complement at the Market. This will include additional front-facing staff as well as Duty Managers.</p> <p><u>Equality or Good Relations Implications</u></p>
3.12	<p>No specific equality or good relations implications. The Good Relations Team has advised on access issues at the Twilight Market.</p>
4.0	Appendices
4.1	None

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