

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



**Belfast  
City Council**

2nd April, 2019

**MEETING OF CITY GROWTH AND REGENERATION COMMITTEE**

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room - City Hall on Wednesday, 3rd April, 2019 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

**AGENDA:**

1. **Routine Matters**
  - (a) Apologies
  - (b) Minutes
  - (c) Declarations of Interest
2. **Matters Referred Back from Council/Motions**
  - (a) Private Car Parks - Response from DoJ (Pages 1 - 6)
3. **Presentation**
  - (a) Grand Opera House
4. **Request to Present**
  - (a) Queen's University Belfast (Pages 7 - 10)

5. **Regenerating Places and Improving Infrastructure**

- (a) City Centre Recovery (Verbal Update)
- (b) Support for City Centre Accessibility (Shopmobility) (Pages 11 - 14)

6. **Positioning Belfast to Compete**

- (a) Update on MIPIM (Pages 15 - 22)
- (b) ACNI 5-Year Strategic Framework - Draft Response to Consultation (Pages 23 - 48)
- (c) Tourism, Culture and Arts Delivery Plan 2019-20 (Pages 49 - 60)
- (d) Support for World Chambers Congress Bid campaign (Pages 61 - 64)

7. **Strategic and Operational Issues**

- (a) Update on Belfast Marathon (Pages 65 - 70)
- (b) Update on Markets (Pages 71 - 76)



<b>Subject:</b>	<b>Motion: Private Car Parks – Response from DoJ</b>
<b>Date:</b>	3rd April, 2019
<b>Reporting Officer:</b>	Alistair Reid, Strategic Director of Place and Economy
<b>Contact Officer:</b>	Alistair Reid, Strategic Director of Place and Economy

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

<b>1.0</b>	<b>Purpose of Report/Summary of Main Issues</b>
1.1	To consider a response which has been received from Mr. Peter May, Permanent Secretary, Department of Justice, in relation to a motion on Private Car Parks which was passed by the Committee on 9th January.
<b>2.0</b>	<b>Recommendation</b>
2.1	The Committee is asked to <ul style="list-style-type: none"> <li>• note the response and take any such action as may be determined.</li> </ul>

<b>3.0</b>	<b>Main Report</b>
	<b><u>Key Issues</u></b>
3.1	<p>The Committee, at its meeting on 9th January, endorsed the following motion on Private Car Parks, which had been proposed by Councillor McReynolds:</p> <p>“This Council is concerned at the practice of private car park operators and their agents in Northern Ireland, is concerned at the lack of an effective and independent appeal mechanism to allow individuals to challenge penalty notices issued by or on behalf of such operators and agrees to write to the Department of Justice, calling for an independent Parking Ombudsman, similar to England and Wales, to be created at the earliest opportunity.”</p>
3.2	<p>A letter was forwarded subsequently to the Permanent Secretary, Department for Justice, in relation to the motion. His response is attached at Appendix 1.</p>
3.3	<p>The Permanent Secretary explains that the Department of Justice’s remit for private parking extends solely to the licensing of vehicle immobilisation operatives, through the Security Industry Authority, in order to ensure public safety, and that it has no responsibility for wider aspects of parking policy.</p>
3.4	<p>He points out that the regulation of parking in England and Wales is handled differently to Northern Ireland and refers to the Parking on Private Land Appeals (POPLA) process which was introduced in those countries by the Protection of Freedoms Act 2012. That legislation introduced also the concept of “keeper liability”, which allows companies which were members of an accredited trade association to obtain keeper details from the DVA to pursue the keeper of a vehicle for such charges. Keeper liability is, therefore, fundamental to the POPLA process.</p>
3.5	<p>The Permanent Secretary concludes by stating that the British Parking Association has been invited to extend POPLA to Northern Ireland, however, it would only consider doing so if keeper liability is introduced. The introduction of keeper liability is, he points out, not a matter for the Department of Justice.</p>
3.6	<p><u>Financial and Resource Implications</u></p> <p>None</p>
3.7	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p>

	None
<b>4.0</b>	<b>Document Attached</b>
	Appendix 1 - Response from Permanent Secretary, Department of Justice

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**FROM THE PERMANENT SECRETARY**  
**Peter May**

Rm B5.10, Castle Buildings  
Stormont Estate  
BELFAST BT4 3SG  
Tel: 028 9052 2992  
email: peter.may@justice-ni.x.gsi.gov.uk

Via email: [democraticservices@belfastcity.gov.uk](mailto:democraticservices@belfastcity.gov.uk)

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

Our Ref: COR-0048-2019

4 March 2019

Dear Mr Downey

Thank you for your letter of 18 February regarding the regulation of private parking in Northern Ireland, and calling for an independent Parking Ombudsman.

Unfortunately, DoJ's interest with regard to private parking relates solely to the licensing of Vehicle Immobilisation operatives through the Security Industry Authority. The purpose of this is to ensure public safety, and the Department has no responsibility for any wider aspects of parking policy.

The regulation of parking in England and Wales is handled in a different way than in Northern Ireland. The Parking on Private Land Appeals (POPLA) which I believe you are referring to, were introduced by the Protection of Freedoms Act 2012, which does not apply in Northern Ireland. This legislation also introduced the concept of "keeper liability" which allows companies who are members of an Accredited Trade Association to obtain "keeper details" from the DVLA to pursue the keeper of the vehicle for such charges. Keeper liability is therefore fundamental to the POPLA process.

The British Parking Association was asked to extend POPLA to Northern Ireland but would only consider doing so if keeper liability was introduced. The introduction of keeper liability is not a matter for the Department of Justice.

I hope this goes some way to addressing your concerns.

Yours sincerely



**PETER MAY**

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<b>Subject:</b>	Request to present – Queen’s University Belfast
<b>Date:</b>	3 <sup>rd</sup> April 2019
<b>Reporting Officer:</b>	Alistair Reid, Strategic Director Place and Economy
<b>Contact Officer:</b>	Claire Patterson, Business Research & Development Manager

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	With two universities located in the city, and over 45,000 full time students the Higher education sector is one of Belfast’s strengths. The Council has positive working relationships with the Higher Education sector at both a strategic and operational level. As anchor institutions in the city, they play a key role in helping to position Belfast as a successful global city, and more locally as a driver of the regional economy. Notably, the Higher Education (HE) sector has played a central role in shaping the Belfast Region City Deal.
1.2	The Committee is asked to consider receiving a presentation from Queen’s University to consider the major issues impacting on the Higher Education sector and their role in growing the economy.

<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to agree to receive a presentation from Queen’s University to consider the role and issues impacting on Higher Education in the region at a future meeting.
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Key Issues</u></p> <p>The Belfast Agenda and City Centre Regeneration and Investment Strategy, recognise the value of universities as important anchor institutions, which have a considerable impact on the city and regional economy. They contribute to the city’s vibrancy by:</p> <ul style="list-style-type: none"> <li>- Increasing educational attainment and the supply of skills and knowledge workers</li> <li>- Direct employment of teaching, research and support staff;</li> <li>- Structured support of start-ups;</li> <li>- Increase GVA associated with student spend;</li> <li>- Supply chain benefits with locally based businesses; and</li> <li>- Attracting a skilled, diverse and young population</li> </ul>
3.2	The Universities also play a key role in the city’s international agenda in profiling and strengthening the city’s international relationships. Both universities play an active role in delivering the Belfast International Relations Framework and they have recognised international expertise with global centres of excellence in areas such as cyber-security, health & life sciences and artificial intelligence.
3.3	<p>Queen’s University have outlined the following key issues that they would value the Committee’s input and views on:</p> <ul style="list-style-type: none"> <li>- Student places and the cap on student numbers</li> <li>- Post Study Work (PSW) Policy for International Students to help attract international students and retain them for employment opportunities in the city</li> <li>- Expansion of Postgraduate Taught Programmes to provide pipelines of specialist skills to support current and future growth in key sectors such as cyber-security and data-analytics</li> <li>- Higher Level Apprenticeships to address skills shortages</li> <li>- Widening Participation and Addressing Economic Inactivity utilising the bespoke QUB Pathway Opportunity Programme to encourage access to higher education opportunities.</li> </ul>

3.4	The city's two universities have raised several of these issues jointly and independently but there is recognition that a shared agenda and joint city messaging on these issues would help to support the delivery of the Belfast Agenda ambitions to ensure inclusive economic and social growth.
3.5	The Committee is asked to consider this request to present in the context of the Working and Learning programme of work, as there may be opportunities for collaboration or to address any gaps in order to support the delivery of the inclusive growth agenda and the commitments in the Belfast Agenda.
3.6	<p><u>Financial &amp; Resource Implications</u></p> <p>There are no resource implications attached to this report.</p>
3.7	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>None.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None

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<b>Subject:</b>	City Centre Accessibility
<b>Date:</b>	3 April 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Cathy Keenan, Assistant Economic Development Manager (Local Economic Development)

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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After Committee Decision	<input type="checkbox"/>
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Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of the report is to update Members on progress to undertake research to establish city centre accessibility needs. The report also seeks approval to provide financial support to Shopmobility Belfast to ensure service continuity, pending the outcome of the research.

<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li>• Note and agree the aims and objectives of the proposed research work to be undertaken to assess city centre accessibility needs which will inform future city centre investment decisions;</li> <li>• Approve a financial contribution of £15,000 for Shopmobility to support the continuation of service delivery in the Belfast City Council area in this financial year.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p>Members will be aware of the scale of investment that is taking place in the city centre and the commitments contained within the Belfast Agenda to continue to invest here. In order to ensure that these developments can be experienced by everyone, officers are currently working on research to identify barriers to accessing the city centre and its range of facilities including shops, entertainment venues, bars, restaurants, accommodation and services. This research will consider access issues that could potentially reduce participation and will include customer and visitor satisfaction surveys to measure current levels of private and public provision. It will also identify potential improvements that could be implemented to ensure that the city centre is more user-friendly and welcoming to all. The initial work will focus on physical disabilities but the research will also consider the wider range of disabilities and actions required to ensure that those with any type of disability can access and enjoy the facilities of the city centre.</p>
3.2	<p>The key aims of the research are to:</p> <ul style="list-style-type: none"> <li>• Assess the level to which accessibility is an issue for Belfast city centre</li> <li>• Identify areas of intervention and make recommendations on the appropriate type of interventions required to achieve a meaningful impact</li> <li>• Assess the level of commitment from private and public sector partners to invest collectively towards more joined-up, accessible and inclusive services.</li> </ul>
3.3	<p>The research piece will include the following elements:</p> <ul style="list-style-type: none"> <li>• A series of engagement with users of the city centre including surveys with shoppers and event attendees</li> <li>• One to one meetings and focus groups with key internal and external stakeholders including Disability Advisory Panel, Shopmobility and Disability Go, BIDs and city economic and community stakeholders</li> </ul>

	<ul style="list-style-type: none"> <li>• Consideration of best practice across other areas including innovative solutions to promote inclusive city centres</li> <li>• An analysis of demographics to quantify the demand for accessibility services across Belfast, forecast, and changes in this demography over the next 3-4 years</li> <li>• An assessment of the quality and extent of accessibility support services across the city by private, public or community organisations</li> <li>• Consideration of how interventions to support city accessibility needs could be supported through broader factors such as developer contributions and private sector interventions</li> <li>• Recommendations for future interventions to maximise the economic benefits for Belfast whilst promoting an accessible and inclusive city agenda</li> </ul>
3.4	<p>This research will commence in April 2019 with an expected completion date of September 2019.</p>
3.5	<p>Members will be aware that the council has a number of statutory requirements in the provision of its services to ensure that it addresses issues of disability. The council's Draft Disability Strategy and Action Plan 2018/19 outlines our commitment to fulfilling our statutory obligations in compliance with Section 49A of the Disability Discrimination Act 1995 (as amended by the Disability Discrimination (NI) Order 2006) which places new duties on public authorities to:</p> <ul style="list-style-type: none"> <li>• Promote positive attitudes towards disabled people</li> <li>• Encourage participation by disabled people in public life.</li> </ul>
3.6	<p>The draft Disability Action Plan for 2019 – 2022 is currently being finalised with formal consultation commencing on 15<sup>th</sup> April for 12 weeks.</p>
3.7	<p>Currently, the main mechanism to support accessibility across the city is through the AccessAble initiative, which is delivered through the council's Equality and Good Relations Unit. The AccessAble initiative provides access guides online and via a mobile app for 1000 venues across the city enabling people to make informed choices about the services they want to access. Raising awareness of access issues helps break down physical and attitudinal barriers as well as the significant psychological barrier of tackling the unknown for persons with a disability.</p>
3.8	<p>From the Council's perspective and that of businesses, providing information on accessibility not only helps meet legal obligations but also actively promotes services to residents and</p>

	<p>visitors to boost inclusion and revenue. 5400 people used these guides in the past year. Whilst this app has made a positive contribution to supporting accessibility within the city, it is recognised that there is a requirement for further support.</p>
3.9	<p>Shopmobility Belfast is a charity which provides access to a mobility scooter or a wheelchair for those who need it. There are currently over 8,500 members and eight locations throughout Belfast. The reduction in the Disability Action Transport Scheme (DATS) from the Department for Infrastructure has resulted in reduced funding to cover Shopmobility's operational costs. This has put the organisation in a position where their service may become unsustainable and may have to close. As a result, the charity has approached Belfast City Council to seek support which will enable it to continue to deliver its services to meet user needs.</p>
3.10	<p>Given the levels of usage, it is recommended that Belfast City Council provides one-off financial support to Shopmobility of £15,000 to enable the continuation of service delivery in the Belfast City Council area in this financial year. As a condition of this funding, it is proposed that the council also works with Shopmobility to review its business model and explore opportunities to reduce overheads and drive efficiencies in order to maintain service delivery.</p>
3.11	<p><u>Financial and Resource Implications</u></p> <p>The activities set out in this report will be resourced from the budget for Economic Development as previously approved by this committee.</p>
3.12	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>The City Centre Accessibility research will have a positive impact on equality by encouraging access to the city centre for those with a disability. A rural needs assessment will be undertaken as part of the research.</p>
<b>4.0</b>	<b>Appendices</b>
	None





<b>Subject:</b>	Belfast at MIPIM 2019
<b>Date:</b>	3 <sup>rd</sup> April 2019
<b>Reporting Officer:</b>	Cathy Reynolds, Lead Officer City Regeneration & Development
<b>Contact Officer:</b>	Deirdre Kelly, Marketing & Project Officer, City Regeneration & Development

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	To report on the outcomes of Belfast's at MIPIM 2019 and seek approval to attend MIPIM 2020
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li>Note the update from Belfast at MIPIM 2019 including the programme of events, meetings and media coverage and to note that a number of follow up visits and meetings are planned in the near future as direct result of this.</li> <li>Note that planning for MIPIM 2020 needs to commence immediately and Members are requested to approve attendance by the Chairperson and Deputy Chairperson of the Committee, or their nominated representatives, along with senior officers as appropriate this will include travel and accommodation.</li> <li>Approve £80,000 funding amount as part of the overall public private sector sponsorship fund in line with the Council's sponsorship amount in 2019. This will be met from within the existing City Regeneration and Development departmental budget.</li> </ul>

	<ul style="list-style-type: none"> <li>• Approve the appointment of external consultancy support for programming, event management, communications and design for MIPIM 2020. The cost of this will be met from the overall private public sector sponsorship fund.</li> <li>• Approve the Council entering into a Memorandum of Understanding with the European Waterfront Cities Network, as set out below.</li> <li>• Approve officer attendance at EXPO Real in October 2019 as set out below.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p>Members will recall that the City Growth and Regeneration Committee, at their meeting in April 2018, approved attendance at MIPIM 2019. MIPIM is the premier event in the European real estate calendar where many of the world's investors, developers, funders, from both the private and public sector gather to showcase cities and investment and regeneration opportunities. Almost 27,000 people attended the 30<sup>th</sup> MIPIM Edition 2019. This is the fourth consecutive year that Belfast City Council have led the Belfast delegation to MIPIM.</p> <p><b>Belfast at MIPIM Delegation</b></p>
3.2	<p>A record number of 100 delegates attended MIPIM as part of the Belfast delegation. This was made up of 43 supporting private and public-sector organisations. Organisations supporting Belfast at MIPIM 2019 included: Belfast Region City Deal partner Councils, Belfast Harbour Commissioners, Queens University Belfast, Tourism NI, Translink, Visit Belfast, Ulster University together with a number of developers, professional and financial consultancy organisations.</p> <p><b>Belfast at MIPIM programme</b></p>
3.3	<p>The 3-day event conference involved a concentrated programme of events, meetings and engagements which provided a key opportunity to promote and showcase Belfast as an attractive location for investment and development. It should be noted that the major UK and European cities and regions are all represented at MIPIM. It is considered critical that Belfast is represented on this global platform as a place to invest in alongside other key cities and regions.</p>
3.4	<p>The Belfast at MIPIM 2019 Programme included 15 unique events organised by Belfast at MIPIM, with each event designed to highlight a range of key strengths that underpin Belfast's strong investment proposition. This included the Belfast Region City Deal, connectivity, technology &amp; innovation, waterfront regeneration, fast growth sectors, track record for FDI</p>

	<p>and quality of life. This year the programme included a focus on housing including housing in the context of mixed use developments, increased city centre living and inclusive growth across the city.</p>
3.5	<p>Programme topics covered included:</p> <ul style="list-style-type: none"> <li>○ Belfast Region City Deal focused events</li> <li>○ City Centre Living</li> <li>○ Masterclass with Daniel Libeskind (an internationally and globally acclaimed figure in architecture and urban design, including the iconic design of the rebuilding of the World Trade Centre)</li> <li>○ The life and work of Peter Rice: An Engineer Imagines</li> <li>○ Screen City Tourism: Belfast creative industries driving growth in tourism</li> <li>○ Connectivity Driving Growth for International Belfast</li> <li>○ Waterfront City: Belfast’s Major Regeneration Projects</li> <li>○ Region of Innovation: Scaling Ambition to Create Belfast’s First Innovation District</li> <li>○ Real estate investor showcases included landmark Belfast developments including The Sixth (JV BCC and McAleer &amp; Rushe) and Giant’s Park.</li> </ul>
3.6	<p>In addition Belfast City Council officers also presented and attended events organised by other cities or partner organisations including:</p> <ul style="list-style-type: none"> <li>○ Housing Forum; local authorities delivering more</li> <li>○ Destination Building: Culture, Leisure and Tourism</li> <li>○ Wales, Scotland and Northern Ireland: Opportunities and potential for growth (Department for International Trade)</li> <li>○ Inclusive waterfronts - how to keep them affordable and open</li> <li>○ Capital to Country: Strengthening the Spokes for UK Investment (Department for International Trade)</li> <li>○ UK Cities: Partnership Power with Estates Gazette</li> <li>○ UK Post BREXIT Investment Strategies</li> <li>○ Waterfront Regeneration</li> </ul>
3.7	<p>In addition there were a number of one to one focused meetings between officers, developers and investors interested in Belfast. A number of these were pre-arranged in the run up to MIPIM although there was also a notable increase in interest from developers and investors who visited the Belfast pavilion on an impromptu basis. It is worth highlighting the significant interest this year from a residential development perspective. Given the level of interest from</p>

	<p>this particular sector thought is being given to how best to take advantage of this for the benefit of the city in terms of follow up actions and meetings.</p>
3.8	<p><b>FDI Awards</b></p> <p>The annual FDI awards organised by the FDI Magazine were held during MIPIM. Belfast was exceptionally successful at the awards ceremony in receiving 8 awards. The Chair of City Growth &amp; Regeneration Committee received these awards on behalf of the city. A stand out accolade for the city was being ranked number one for business friendliness and second globally to Hong Kong for FDI Strategy. Other awards include being ranked within the overall top 10 for mid and small sized cities, economic potential, human capital and lifestyle, cost effectiveness, connectivity and within the top 25 emerging and developing global markets.</p>
3.9	<p><b>Belfast at MIPIM Pavilion</b></p> <p>The Belfast at MIPIM pavilion incorporated the City brand and included touch screen digital displays including VU.CITY and the Belfast Region interactive map. The front of the pavilion incorporated two large screens which played the Belfast marketing video showcasing the city's investment and regeneration opportunities as well as our key growth sectors and reasons to invest in the city. The pavilion incorporated authentic Game of Thrones costumes from the touring exhibition.</p>
3.10	<p>Figures on footfall to the pavilion are currently being collated. There was however a significant increase in activity at the Belfast pavilion indicating that Belfast is continuing to attract interest regionally and internationally.</p>
3.11	<p>A dedicated Belfast at MIPIM investment guide was produced which highlighted Belfast's proposition to potential investors. It included an overview of key sectors, investment opportunities, property market outlook and profile of the Belfast at MIPIM sponsors. This was available for potential investors and developers on the pavilion or download from the Council dedicated website <a href="http://www.investinbelfast.com">www.investinbelfast.com</a>.</p>
3.12	<p><b>Media coverage</b></p> <p>Eight media releases were issued during MIPIM 2019. These included press releases around Belfast's success at FDI Awards, Daniel Libeskind at MIPIM, and details of Belfast's development opportunities. These generated significant interest from print, broadcast, trade and online media. Of particular significance are two interviews which took place during</p>

	<p>MIPIM; a radio interview from Mr Daniel Libeskind and an online Property Week interview with a leading developer within the city promoting Belfast.</p>
3.13	<p>A final number on total media coverage is currently being collated. At the time of writing information to date indicates that Belfast MIPIM 2019 secured significant high quality coverage in a range of publications including international, property and trade, alongside regional and national coverage. Social media activity for Belfast MIPIM 2019 was greatly increased. The @BelfastMIPIM Twitter account issued almost 300 tweets an increase of over 20% compared to 2018 and generated 8.8 million impressions. The messaging via Twitter reached 1.2 million twitter accounts.</p>
3.14	<p><b>Marketing and engagement opportunities</b></p> <p>Part of the Belfast MIPIM 2019 programme included two European Waterfront Cities Network (EWCN) organised events on waterfront regeneration and how to keep them open and affordable. The objective of the network is for waterfront cities to share best practice, identify funding opportunities and to collaborate on optimal development of respective waterfronts. The EWCN is an excellent example of collaborative working and invaluable access to regional and European contacts. The EWCN comprises of; Amsterdam, Cardiff, Copenhagen, Gdynia, Glasgow, Gothenburg, Hafen City, Lisbon South Bay, Liverpool, Rotterdam, Stockholm and Tallinn (Estonia).</p>
3.15	<p>The EWCN is keen for Belfast to formally form part of their network. The network is of particular importance to Belfast considering the regeneration around our waterfront with the Waterside, Titanic Quarter, Giants Park, and Belfast Harbour City Quays. It is proposed that Belfast City Council, like the other cities will formalise their relationship with this network through a Memorandum of Understanding for a period until July 2020.</p>
3.16	<p>Belfast City Council has also been invited to attend EXPO Real, 7 – 9 October 2019 to participate in discussions with the European Waterfront Cities Network. This follows participation at EXPO Real in 2017. EXPO Real is Europe’s largest property and investment trade fair, providing access to central and eastern European investors. There are a number of events planned over the two-day conference, including open and private events. In addition to the EWCN invite EXPO Real have been in touch with Belfast City Council to be part of the UK &amp; Partners stand at the trade fair. A number of other UK cities including Glasgow and Manchester attend. Members are being requested to authorise</p>

	<p>officer attendance only noting that costs will be accounted for through the existing departmental marketing budget. Further updates to be brought to Committee.</p>
3.17	<p><b>Future focus</b></p> <p>Officers are currently following up on a number of leads generated at MIPIM and it is worth noting that they hosted a visit to the city just last week for an investment company as a direct result of a meeting at MIPIM. Further follow ups with potential investors and developers are underway. There are more planned visits over the coming weeks, with the objective of translating this pipeline into tangible investment opportunities for the city.</p>
3.18	<p>As noted above this is the fourth consecutive year that the Council have led the Belfast delegation to MIPIM. In 2016 the city had a target to attract £1bn of investment. Taking into account development that has already been completed or in progress, together with major regeneration schemes that are being promoted, the value currently runs to approximately £2bn. It is essential that the city keep this momentum going into 2020. The growing ambitions for 2020 underpins the requirement to start planning as soon as possible for MIPIM 2020 to ensure we can continue to deliver a programme that effectively markets Belfast as a location for investment.</p>
3.19	<p>In development terms, it is worth highlighting that within the last two weeks the city has welcomed positive news on the planning for the Transport Hub, the proposed Cruise Terminal, the Belfast Energy Plant and the signing of the Heads of Terms for the Belfast Region City Deal. These positive development and regeneration news stories were topics of conversations with international audiences at MIPIM. It is fitting that their announcements come on the back of a successful Belfast at MIPIM 2019.</p>
	<p><u>Equality and Good Relations Implications</u></p>
3.20	<p>None associated with this report.</p>
	<p><u>Finance and Resource Implications</u></p>
3.21	<p>Members are asked to note that an overall sponsorship fund for Belfast at MIPIM 2019 was £426,730, over 80% of which was raised from the private and other public sector bodies. Members previously approved Council expenditure of £80,000.</p>
3.22	<p>Effectively delivering a project on the scale of MIPIM is a very resource intensive activity. Belfast at MIPIM was delivered by Belfast City Council officers, the Belfast at MIPIM</p>

3.23	<p>Taskforce and Lanyon Communications, a consultancy agency appointed in June 2018 to assist with event management, PR, marketing and communication, sponsorship and pavilion design for MIPIM 2019. Members are asked to approve the appointment of external support to assist with the delivery of MIPIM 2020. Subject to approval from Members, this will be funded through the public-private budget approach as outline above, with £80,000 investment from Council in line with the amount approved for Belfast MIPIM 2019. This will be met from within the City Regeneration and Development departmental budget.</p> <p>The costs associated with the Memorandum of Understanding with the European Waterfront Cities Network is an annual amount of approximately £3,000. The cost of participating at the UK and Partners stand at EXPO Real is estimated at approximately £10,000 depending on level of participation which is currently being explored. These costs can be met from within the departmental budget.</p>
<b>4.0</b>	<b>Appendices</b>
	None

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<b>Subject:</b>	Draft consultation response – Arts Council NI Five year strategic framework for developing the arts 2019-2024
<b>Date:</b>	3 April 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Naomi Doak, Assistant Tourism, Culture, Heritage and Arts Manager

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of this report is to agree a response to the Arts Council of Northern Ireland’s consultation on their proposed framework entitled INSPIRE / CONNECT / LEAD: A five year strategic framework for developing the arts 2019-2024. The framework provides an overview of the strategic direction the Arts Council is proposing to take over the next five years (2019-2024).
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee asked to: <ul style="list-style-type: none"> <li>• Note the draft Belfast City Council response</li> </ul>

	<ul style="list-style-type: none"> <li>Note that the deadline for submission to the public consultation is 22 March 2019, however the Arts Council have agreed that they would be satisfied to receive a draft response from Belfast City Council on 4 April on the understanding that this is subject to full ratification by Council in May 2019</li> <li>Approve the submission of this response to the consultation exercise subject to full Council ratification.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Background</u></p> <p>The Arts Council of Northern Ireland’s draft framework follows on from their previous five-year strategy, Ambitions for the Arts: 2013–2018. It aims to lead the arts sector in a strategic direction, which will support strength and resilience and create opportunity and growth, placing the arts at the heart of our social, economic and creative life. The document has been developed in consultation with the arts sector and key stakeholders with input welcomed from the public. Council officers attended a consultation session led by the Arts Council in March 2019 and senior officers have been in discussions with relevant Arts Council staff as part of the framework development process.</p>
3.2	<p>A copy of the draft strategic framework is available at <b>Appendix 1</b>. A full copy of the draft strategy framework and Equality Impact Assessment is also available online <a href="http://www.artscouncil-ni.org/images/uploads/publications-documents/ACNI-Draft-5-year-Strategic-Framework-for-Developing-the-Arts-2019-2024.pdf">http://www.artscouncil-ni.org/images/uploads/publications-documents/ACNI-Draft-5-year-Strategic-Framework-for-Developing-the-Arts-2019-2024.pdf</a></p> <p>A copy of Council’s draft proposed response is available at Appendix 2.</p>
3.3	<p><u>Key Issues</u></p> <p>The Arts Council structures its ambitions and priorities for the next five years are structured under three principles:</p> <ul style="list-style-type: none"> <li>Inspire</li> <li>Connect</li> <li>Lead</li> </ul>
3.4	<p>Each principle is supported by 7-9 objectives and further broken down into 2-3 actions to deliver on these objectives. The draft consultation response notes that objectives and actions are topline and acknowledges that tailored plans with measurable targets will later be developed to accompany the strategic framework in order to assist with the monitoring, evaluation and review of progress.</p>

3.5	The draft consultation response notes the timely nature of this consultation given the context of Council's own draft ten-year Cultural Strategy for Belfast 2020-2030.
3.6	The draft consultation response highlights key areas where Belfast City Council and ACNI currently work together and could work more closely together at a strategic level, particularly on the delivery of a Cultural Compact which aims to bring like-minded people and institutions together to establish city-wide plans to bring in higher levels of investment for culture in cities.
3.7	The proposed response to the consultation notes that, although the draft strategic framework highlights the challenging circumstances which are likely to affect the Arts Council's operations in the short-term, the time is right to take a long-term approach to planning for the arts.
3.8	<b>In its conclusion, the response acknowledges that it is Council's role as the city authority to support Belfast's cultural infrastructure to appropriate levels. However the Council would not be in a position to raise the level of funding provided to date on an annual basis by the Arts Council or to meet the deficit in public sector investment in the arts that has accumulated in recent years due to cuts to funding, as this would have a significant impact on the district rate. Therefore we strongly believe that the ACNI as the principal funder of the arts must also acknowledge and commit to supporting on-going levels of investment in cultural infrastructure in Belfast in order to maintain the city's status as a as a regional driver for arts and culture for Northern Ireland. We have also asked the Arts Council to consider Belfast's draft Cultural Strategy which will go out for consultation on 12th April.</b>
3.9	Members are asked to review the Council's draft response to the Arts Council's consultation included at Appendix 2 and raise any additional issues relating to the document which they would like to include in the final version of the response that is submitted to ACNI.
3.10	<u>Financial &amp; Resource Implications</u> There are no financial implications to this report.

3.11	<u>Equality or Good Relations Implications/Rural Needs Assessment</u> There are no Equality or Good Relations implication attached to this report. A Rural Needs assessment is not required.
<b>4.0</b>	<b>Appendices</b>
4.1	Appendix 1 – INSPIRE / CONNECT / LEAD A five year strategic framework for developing the arts 2019-2024 Appendix 2 – Belfast City Council’s draft response to the Arts Council’s consultation

# 5

## **INSPIRE | CONNECT | LEAD**

A five year strategic framework for developing  
the arts 2019-2024

Draft for Consultation

## Introduction

In developing this strategic framework for the arts over the next five-year period, 2019-2024, we are mindful of the wider context and of the many uncertainties affecting society as a whole – constraints on public spending, Brexit, lack of a sitting Assembly, for instance. The challenges are significant, and the arts will not be exempt. However, in certain knowledge of the unique and irreplaceable benefits that the arts bring to society, our overriding commitment will be to ensure that artists and arts organisations, working in all art forms, receive the support they need to continue to develop and work with confidence, vision and ambition.

To achieve this outcome, we will need to think creatively, offer fresh solutions, and lead the sector in a strategic direction that will not only add strength and resilience, but will create opportunity and growth. That is the role of the current strategic framework. It has been developed in consultation with the arts sector and key stakeholders, as well as our partners in local and central government, and the wider public sector. We are now pleased to put the framework out to full public consultation until April 2019.

We look forward to hearing your views.

**'Placing the arts at the heart  
of our social, economic  
and creative life'**

## A framework not a plan...

Because we are experiencing a period of unprecedented uncertainty and there are operational challenges which will not be resolved in the short-term. The framework provides an overview of the strategic direction we are proposing to take over the next five-year period, 2019-2024. An accompanying business plan will be produced each year, setting out in detail the actions we will take in order to deliver our strategic objectives. The business plans will be linked to the Programme for Government and its associated outcomes.

The new five-year strategy needs to address some difficult issues. It needs to be realistic, yet sufficiently ambitious to meet the creative expectations of the sector, our stakeholders, and the wider public.

## Context

The context and strategic challenges that give rise to the current uncertainties:

- Funding: the Northern Ireland Budgetary Outlook notes that, while the block grant will stay broadly level, rising inflation has created a reduction in real terms in public spending power.
- Brexit: the impact of Brexit remains unknown but could affect creative migration, workforce mobility, visa issues, tariffs, markets, and create disruption to touring and barriers to sponsorship.
- The absence of a sitting Assembly and Executive in Northern Ireland is affecting many areas of life. Without an Executive there is no mechanism to enact any significant change in public spending decisions. The vacuum is escalating concerns over public financing of the arts.

A framework provides a more flexible way of managing uncertainty.

## Continuing the Journey

We are proud to continue our support of artists, arts practitioners and arts organisations. Our vision is to 'place arts at the heart of our social, economic and creative life'. We work to achieve this by championing the arts, developing and investing in artistic excellence and enabling the creation of experiences that enrich people's lives.

As part of the development of the Arts Strategy 2019-24, we commissioned an independent review of the outgoing strategy *Ambitions for the Arts* (See appendix 1).

## “You spoke, we listened”

In developing the strategy we carried out extensive consultation with a range of key stakeholders. We have summarised the most frequently expressed responses.

- The role of the Arts in society cannot be viewed in isolation; they permeate all aspects of life, transforming people’s environment, their education and their place within society. The sector wants to make society and decision makers aware of the benefits the arts bring – intrinsically, socially and economically.
- The Arts Council is seen as an advocate; a representative to engage with politicians, government departments and public agencies. The sector’s perspective is that the Arts Council’s role is to spread an understanding of the value the Arts and how they contribute towards public service goals. There is acknowledgement of the role that Local Authorities play in local Arts provision and the request that the Arts Council works more strategically with them.
- The sector generally supports the role of the Arts Council as an arm’s length body and its function in distributing grants.
- There is a call for the Arts Council to communicate more regularly with artists and organisations and to provide stronger feedback in the post-award phase, especially to artists who have been unsuccessful in their applications for grants.
- Organisations and artists express concerns about funding, in terms of the reduction and the lack of security; especially the loss of multi-annual awards. The sector stresses the need to continue investing in artists and organisations to maintain the high standards and showcasing of their work.
- In the current funding environment it is vital to ensure that access is maintained to the arts and that understanding and developing the audience base is critical to reaching as many in society as possible.
- The arts sector is ambitious and thrives on experimentation. Despite the current funding pressures, artists seek to create ground-breaking work.

## Shared Vision

Because we have engaged widely with our stakeholders this is a shared vision that...

- Celebrates arts and creativity.
- Links us to a shared heritage of ideas, words and images.
- Helps us to be connected, confident and outward looking.



## The Creative Ecology

We support artists and arts organisations, but they in turn are part of a wider ecology with overlapping connections in the creative industries, digital production, screen, cultural tourism, creative learning and numerous forms of applied practice in social settings.

It is no longer appropriate to define the sector in terms of single artform priorities. The sector itself is exploring new ways of working, converging platforms and presenting work through digital media. This calls for a new approach to planning for arts and creativity.

## Working with Government

The Arts Council has a strong track record of working with Government and its institutions to advance shared agendas and maximise resources.

In addition to their strong intrinsic value, arts and culture have a wider, more measurable impact on our economy, health, wellbeing and education. Participation in the arts can help build cohesive communities, make communities feel safer and reduce social exclusion and isolation. The economy is bolstered by visitors engaging in arts and culture and creative interventions can have a positive impact on, for instance, specific health conditions such as dementia, Parkinson's and depression.

A key feature of the draft Programme for Government is its commitment to an outcomes-based accountability model. It provides a framework that can be applied to services to improve their impact on people's lives, and it can bring about generational change for our communities. This presents a golden opportunity that is too important to be missed; one that recognises the importance of collaborative working between government departments, local government, the private sector, ALBs and the voluntary and community sectors.

We welcome this new way of thinking, with its emphasis on improving outcomes for people, placing wellbeing at the heart of the Programme for Government, embracing the principles of partnership working and co-design. There remain areas of persistent inequality in Northern Ireland where concerted effort is required across government to positively influence the reform agenda and where partnerships with local actors, creative agents and the third sector can help animate change.

51% of the funding invested by the Arts Council goes to the most deprived areas of Northern Ireland, helping to deliver social change, economic prosperity and build a strong and a shared community. There are many tangible examples of how engagement with the Arts impacts on our health and wellbeing, but we urgently need to reinvest in the Arts to ensure artists and the arts sector can continue to make a difference.

The scale and ambition of the Programme for Government calls for a change of culture in the public sector that encourages and enables those working in the arts to fully play their part.

The following list summarises some of the ways in which we work with government and its departments:

- Supporting local authorities in the delivery of their Community Plans.
- Partnering the Public Health Agency in the design and delivery of a wellbeing programme, targeted at the most vulnerable young people in Northern Ireland.
- Partnering the Education Authority and Strategic Investment Board (tasked with delivery of the Executive's Urban Villages Initiative) to pilot a Creative Schools Scheme.

We feel the arts can make a meaningful contribution to a the following Outcomes identified in the Draft Programme for Government (2016 to 2021).

**Outcome 4:**

We enjoy long, healthy, active lives.

**Outcome 5:**

We are an innovative and creative society where people can fulfil their potential.

**Outcome 7:**

We have a safe community where we respect the law, and each other.

**Outcome 9:**

We are a shared society that respects diversity.

**Outcome 10:**

We are a confident, welcoming, outward-looking society.

## Strategic Priorities of the Department for Communities

Our parent department, the Department for Communities, has established its own strategic priorities. These are also important areas for the arts:

1. A more confident people living their lives to the full
2. More engaged communities
3. Lower levels of economic inactivity and unemployment
4. Improved communities and better housing

## Ambitions / Priorities for the next five years, structured under three headings:

Our guiding principles for the next five years are summarised in three words...

■ **Inspire**

■ **Connect**

■ **Lead**

Simple, yes, but they reflect our ambition and our passion for the arts.

### **INSPIRE**

Great art inspires us, nurtures our understanding of who we are and the world around us, and brings us together.

### **CONNECT**

The Arts are without boundaries. They connect communities, help build creative places, define a new sense of identity, help us tell our stories, seek out and engage wider audiences. We want to reach out and reach further.

### **LEAD**

We see our role as enabling and empowering the sector to achieve its ambitions, and to speak out for the arts; but we won't be able to do that alone – we will need to work together with other stakeholders to deliver on this promise.

In the following pages, this framework outlines strategic objectives and actions under each guiding principle; informed by the needs of the sector.

Principle	Objective	Actions	
INSPIRE	1. Create the conditions in which work of excellence is made	a. Place quality and creative risk-taking at the centre of a revised assessment framework to ensure work of vision, power and imagination is made	Years 1 - 5
		b. Incentivise innovation and experimentation through our grant-making processes	Years 1 - 5
		c. Develop good-practice guidelines with the sector for self-assessment of creative work	Year 2
	2. Create a confident, vibrant arts infrastructure	a. Invest in strategic programmes (Resilience and Blueprint) that build capacity in the sector	Years 1 - 3
		b. Consider reinstatement of multi-annual funding	Year 1
		c. Introduce a small-scale asset purchase / maintenance scheme to ensure arts organisations have the right equipment to deliver their work	Year 2
		d. Encourage more private giving by helping organisations build their fundraising capacity	Years 1 - 5
	3. Invest in workforce, skills and leadership development	a. Commission a review of leadership needs and skills shortages and establish the extent of workforce diversity in the sector	Year 2
		b. Support the arts sector to invest in workforce development and succession planning to meet future leadership needs	Years 3 - 5

Principle	Objective	Actions	
	4. Invest in accessible career pathways in the creative and cultural industries	a. Enhance the quality of creative careers advice in schools in partnership with NI Screen and the Department for the Economy	Years 1 - 5
		b. Create a dedicated career pathway component within the Creative Schools Partnership programme	Years 1 - 3
	5. Renew art form policies to reflect current needs	a. Review art form classifications to ensure their continued relevance in light of digital developments and implement a rolling policy review.	Year 2
		b. Involve an independent multi-disciplinary arts panel in the review process (Consultative Assembly)	Year 1
	6. Create more opportunities for children and young people to explore and engage in creative practice	a. Invest in arts organisations which create high-quality learning experiences in and out of schools	Years 1 - 3
		b. Invest in the Creative Schools Partnership (The Executive Office, Education Authority & ACNI) to improve creative and educational outcomes for children living in deprived areas	Years 1 - 3
	7. Inspire local communities to engage in transformative, high-quality arts experiences	a. Improve the regional and rural reach of funding through joint projects with local government, such as local place-based cultural initiatives.	Years 1 - 5
		b. Strengthen arts activity in areas of low engagement	Years 1 - 5

Principle	Objective	Actions	
CONNECT	1. Transform the relationship with local government through partnership working to strengthen local arts provision	a. Formalise bilateral relations with individual councils through Service Level Agreements.	Years 2 - 3
		b. In conjunction with local government hold a biennial conference on the role of the arts in place making	Year 2
		c. Develop guidance on common data collection on the social impact of the arts	Year 2
	2. Improve access to / participation in the arts for people with a disability	a. Renew the Disability Action Plan	Year 1
		b. Carry out a Disability Audit of funded arts venues	Years 1 - 2
		c. Rebrand and launch Equality Access Charter with improved processes and usability; advocate its use within the sector	Year 2
		d. Introduce the Hint Card for people with disabilities to Northern Ireland	Year 3
		e. Scope a Northern Ireland-wide Buddy Scheme for people with disabilities amongst core funded organisations	Year 3
	3. Accelerate growth opportunities in the Creative Industries through R&D partnerships with FE/HE and industry partners	a. Establish a working partnership with the Creative Industries Institute to create research and career opportunities for artists	Years 1 - 5

Principle	Objective	Actions	
	4. Work with sector partners to improve market intelligence and increase audiences for the arts	<ul style="list-style-type: none"> <li>a. Evaluate current audience development practice</li> <li>b. Build marketing capacity for arts organisations through programmes such as Pathway to Blueprint</li> <li>c. Create dedicated digital training for arts organisations to exploit market opportunities</li> </ul>	<p>Year 3</p> <p>Years 1 - 5</p> <p>Years 1 - 3</p>
	5. Capitalise on increased tourism through creating compelling visitor experiences and generate increased revenues	<ul style="list-style-type: none"> <li>a. Work with Belfast City Council on the development of a major city centre cultural and visitor attraction</li> <li>b. Increase strategic engagement with Tourism NI to increase market visibility and brand awareness of arts and culture</li> </ul>	<p>Years 1 - 5</p> <p>Years 1 - 5</p>
	6. Connect to the world by supporting artists and arts organisations to present their work internationally, and thereby strengthen our cultural profile and global reputation	<ul style="list-style-type: none"> <li>a. Sustain international residencies and showcasing opportunities to enhance the global reputation of artists from Northern Ireland</li> <li>b. Support international touring through funding programmes</li> </ul>	<p>Years 1 - 5</p> <p>Years 1 - 5</p>
	7. Encourage innovative practice that cross artform boundaries	<ul style="list-style-type: none"> <li>a. Create a seed fund to support new ideas that use digital technology in the arts</li> </ul>	<p>Year 2</p>

## Principle

## Objective

## Actions

b. Broker a partnership that connects the Creative Industries Institute and industry leaders to build digital capability within the sector

Years 3 - 5

8. Promote knowledge exchange through funding better networks for the arts

a. Invest in resource organisations to support practitioners through the creation of networks and the provision of training and professional development

Years 1 - 5



Principle	Objective	Actions	
LEAD	1. Demonstrate the important role of the arts to society through research and evaluation	<ul style="list-style-type: none"> <li>a. Establish a research partnership with the Policy Evidence Centre at the Ulster University to promote critical thinking and analysis to inform policy development</li> <li>b. Commission evaluations of strategic programmes</li> </ul>	<ul style="list-style-type: none"> <li>Years 1 - 5</li> <li>Years 1 - 5</li> </ul>
	2. Make the case for a better resourced arts sector	<ul style="list-style-type: none"> <li>a. Grow public investment in the arts</li> <li>b. Build public and political support for a better resourced arts sector by engaging with decision makers</li> <li>c. Commission an attitudinal survey of stakeholders (MLAs, local government, departments and agencies) to assess perceptions of the value of the arts</li> </ul>	<ul style="list-style-type: none"> <li>Years 1 - 5</li> <li>Years 1 - 5</li> <li>Year 2</li> </ul>
	3. Ignite the imagination of the public by articulating how the arts improve our lives	<ul style="list-style-type: none"> <li>a. Capture the value of the arts through communication campaigns, case studies and video interviews</li> <li>b. Establish a Northern Ireland Arts Week with activities in core funded venues as part of an annual celebration of creativity</li> <li>c. Commission a biennial survey on changing public perceptions of the arts</li> </ul>	<ul style="list-style-type: none"> <li>Years 1 - 5</li> <li>Year 2</li> <li>Years 2, 4</li> </ul>
	4. Future-proof the investment in the sector by helping organisations grow by generating income from more diverse sources	<ul style="list-style-type: none"> <li>a. Prepare funded organisations for future challenges through the Resilience and Pathways to Blueprint programmes</li> </ul>	<ul style="list-style-type: none"> <li>Years 1 - 5</li> </ul>

Principle	Objective	Actions	
		b. Support the development of tailored fundraising measures for the sector	Years 1 - 5
	5. Provide sectoral leadership by producing new thinking on challenges that the sector faces	a. Identify emerging opportunities through horizon scanning; hold advice clinics and other dissemination events	Years 1 - 5
	6. Establish a Consultative Assembly of arts professionals to provide independent advice on sectoral issues	a. Establish a multi-disciplinary arts assembly to involve artists in policy issues (assessment of quality, review of grant processes) and provide a touchstone for sectoral opinion	Year 2
	7. Create shared opportunities for the arts through engagement with stakeholders to achieve broader outcomes	a. Establish data sharing agreements with local government and the Policy Evidence Centre b. Build ongoing relations with a range of public and philanthropic funders to achieve broader social outcomes	Years 2 - 5 Years 1 - 5
	8. Improve the living & working conditions of artists	a. Re-test the findings of the Living & Working Conditions of Artists survey b. Develop a new scheme aimed at emerging artists	Year 3 Years 1 - 5
	9. Be advocates for change, supporting sector organisations to empower deaf/disabled artists	a. Increase programming and touring opportunities for disability-led performances	Years 1 - 5

## Statement of purpose

The Arts Council of Northern Ireland is the development and funding agency for the Arts in Northern Ireland.

We distribute public money and National Lottery funds to develop and deliver a wide variety of arts projects, events and initiatives across Northern Ireland.

From theatre and literature to art in the community, we work in partnership with hundreds of artists, arts organisations and venues. Art has the ability to reach across boundaries, inspiring, teaching and bringing people together.

That's why we believe in placing "Art at the Heart", because we know that art makes a difference.

## Statement of functions

The Arts Council is the statutory body through which public and National Lottery funding for the arts are channelled. We are also responsible for a number of important functions, including: developing and improving the knowledge, appreciation and practice of the arts; increasing public access to, and participation in, the arts; and advising the Department for Communities and other government departments, district councils and bodies on matters relating to the arts. The Arts Council is the principal advocate for the arts in Northern Ireland.

## Our partnerships

We are committed to supporting a range of partnerships and community engagement for the benefit of audiences and cultural life.

The Arts are recognised as an increasingly important delivery mechanism to enhance the services of other key agencies: Public Health Agency, Education Authority, Urban Villages, local government.

# Appendix 1

## The last 5 years: what the independent review says in summary

The desk-based review cast a critical eye on the Arts Council's performance over the last five years, drawing evidence from evaluations, survey findings and interviews to identify what was achieved, what wasn't achieved, and what the key challenges are.

- The arts sector faced exceptional stress: Government and National Lottery investment fell significantly. This reduction meant the Arts Council received less per head of population compared to other UK regions. In 2017-18 the Arts Council of Northern Ireland received £5.31 per capita compared with £10.03 in Wales and £12.79 in the Republic of Ireland.
- Societal changes are creating increased opportunities for the arts. The Creative Industries is a growth sector; young people are moving from a value system based on possessions to ones focused on experiences; digital technologies are making creative resources available to more and more people.
- However, arts organisations are showing signs of real financial stress: in order to safeguard artists' costs, expenditure on publicity, marketing and promotion are falling. This will have a long-term impact on organisations' ability to build audiences and hence generate income through box office.
- Core funded arts organisations have increased their level of activity. Participation levels have increased but audiences have fallen.
- Despite the prevailing uncertain financial environment, the Arts Council delivered a portfolio of targeted programmes which impacted on individuals and communities. New, innovative programmes such as Creative Schools Partnerships, the Arts and Older People programme and the Intercultural programme have extended the reach of the arts to address societal challenges around mental health, isolation, loneliness and cohesion.
- Strong partnerships at a strategic and operational level have been built with the education, health and the community sectors. The Arts Council now works closely with the community, voluntary and statutory sectors to deliver its work in an efficient and targeted way.
- The Arts Council has been successful in supporting volunteering activity through its Annually Funded Organisations. Findings suggest that volunteer engagement is relatively deep and therefore likely to be impactful.

Overall, the review reported that the Arts Council has delivered a diverse and high quality programme with broad reach within the arts sector and local community. This was considered a "remarkable achievement" by the report's author, given successive funding cuts.

**Arts Council Northern Ireland**

1 The Sidings,  
Antrim Road  
Lisburn,  
BT28 3AJ

T: +44 (28) 9262 3555

F: +44 (28) 92623560

E: [strategy@artscouncil-ni.org](mailto:strategy@artscouncil-ni.org)

W: [artscouncil-ni.org](http://artscouncil-ni.org)

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## APPENDIX 2

### Provisional Response (subject to Council ratification)

#### 1.1 Belfast City Council's support for culture and arts

1.1.1 As the Arts Council (ACNI) is aware, Belfast City Council is strongly committed to supporting culture and arts in the city. The Cultural Framework for Belfast 2012 to 2020 sets out a vision for Belfast that:

*By 2020 everyone in Belfast experiences and is inspired by our city's diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city's culture and creativity is renowned throughout the world.*

1.1.2 In March 2016 we committed over £5.8m to support the core costs of 56 culture, arts and heritage organisations in the city over a four-year period (2016-2020). Our investment over this period also included additional financial support of over £1m for high quality arts and heritage projects, as well as community festival awards (jointly financed by the Department for Communities).

1.1.3 We have also worked with the ACNI on a number of partnership projects. In 2014 we invested £900k in partnership with the ACNI on seven large-scale Creative and Cultural Belfast projects. These were big, bold, collaborative projects aimed at offering as many people as possible the opportunity to take part in high-quality cultural projects which were distinctly Belfast in character.

1.1.4 In 2017 we agreed to co-invest £600k over a period of three years with the ACNI in a Resilience Programme which aimed to tackle complex issues of sustainability in the context of a challenging funding environment.

1.1.5 In 2018 Council also secured £400k of EU funding for the delivery of our PEACE IV Creative Communities projects which are currently under development.

1.1.6 The points outlined above by no means represent a full picture of our levels of investment in the arts. Rather they offer a snapshot of the variety of investment and highlight in particular previous and on-going areas of collaboration with the ACNI. Overall, since the inception of our Cultural Framework for Belfast in 2012, Council has maintained levels of investment in cultural and arts.

1.1.7 In 2017 Council also took the decision to lead on a bid for the designation of European Capital of Culture in 2023. This decision demonstrates both commitment to the social value of culture-led transformation as well as an underlying commitment to the intrinsic value of the culture, arts and heritage sector to the cultural vitality of Belfast as a whole.

Although the competition was halted, Council has committed to the development of a new 10-year Cultural Strategy for Belfast and has recently undertaken its own far-reaching pre-consultation on the strategic priorities for culture in the city. The comments in this document are written both in the context of Council's on-going development of a new Cultural Strategy for Belfast and in the context of Belfast's position as a regional driver for culture in Northern Ireland. We believe that that the opportunity for strategic collaboration with the ACNI and other statutory and non-statutory bodies is timely. We welcome the opportunity to raise the ambition and deepen our understanding of what the requirements are for sectoral resilience at this critical juncture.

## **1.2 General comments on the consultation document**

1.2.1 The Council welcomes this opportunity to comment on the draft five year strategic framework for developing the arts 2019–2024.

1.2.2 Council is already committed through its Cultural Framework for Belfast 2016-2020 and through its draft Cultural Strategy for Belfast 2020–2030 to delivering on many of the ambitions outlined in the draft five year strategic framework in a Belfast context.

1.2.3 We welcome the ACNI's Shared Vision as one that:

- *Celebrates arts and creativity*

- *Links us to a shared heritage of ideas, words and images*

- *Helps us to be connected, confident and outward looking (p.4)*

We note the complementarity of this vision with that of the Belfast Agenda which states that by 2035 Belfast will be:

*[...] a city re-imagined, a great place to live for everyone [...] Beautiful, well-connected, culturally vibrant, it will be a city shared and loved by its people and admired around the world.*

1.2.4 We welcome your statement that you will support local authorities in the delivery of Community Plans (p.6) and look forward to exploring a shared approach to this. We recognise our role as the city authority places Belfast in the unique position of being a regional driver for the rest of Northern Ireland in this respect.



- 1.2.5 We note that you feel the arts can make a meaningful contribution to the Draft Programme for Government outcomes 4, 5, 7, 9, and 10 (pg 6). We agree with this alignment and note that The Belfast Agenda will also broadly support these outcomes.

### **1.3 Ambitions/Priorities**

- 1.3.1 We note what your document describes as a *simple* (p.7) approach to the stated guiding principles which are summarised by the words *Inspire, Connect, Lead*. We note that an accompanying business plan will be produced each year which will set out in detail the actions which the ACNI will take in order to deliver on your strategic objectives. As such, we note that your consultation document takes a high-level approach to the direction of travel for the ACNI over the forthcoming years. Council also notes that the consultation document refers on a number of occasions to the current atmosphere of uncertainty and short-term operational challenges which are being faced by the ACNI. Council wholly acknowledges that whilst we need to have cognisance of the local, regional and global challenges that we are all facing in terms of austerity, lack of central Government, budgetary cuts and on-going Brexit negotiations, that there is now perhaps a greater need than ever to look at long-term planning in order to ensure the cultural vibrancy of Belfast and the surrounding region reaches its full potential. We recognise that new ways of working and new models of investment are required in order to sustain and grow the cultural offer in twenty-first century cities. Belfast City Council's draft ten year Cultural Strategy will present a long-sighted view of cultural transformation with a review of the governance of arts investment at the heart of developing a new way of working. Belfast City Council is committed to further strengthening existing cultural infrastructure in the long-term whilst also tackling the challenges of investing in new projects. This will involve the evolution of a new understanding of the concept of resilience, an understanding which has flexibility, adaptability and sustainability at its centre. We acknowledge that in order to be successful in this, local governments must be able to take on different roles as leaders, financial supporters, advocates, facilitators and occasionally observers. We also believe that this new approach will involve developing new models of co-investment. Given the Council's investment in culture, the number of arts organisations based in Belfast (the majority of which have a regional or wider remit) and the shared portfolio of clients between the two organisations, it is essential that the ACNI and Belfast City Council work closely together to achieve shared aims. We regard the ACNI as a crucial investment partner with a leading role to play in co-ordinating collective action to ensure that a

holistic vision and approach for the arts is embedded across Belfast and Northern Ireland.

1.3.2 Council supports and welcomes the objectives and actions under all three principles and notes in particular the ACNI's *consideration of the reinstatement of multi-annual funding*, the objective to *transform the relationship with local government through partnership working* and the intention to work with Belfast City Council on *the development of a major city centre visitor attraction*. Council notes that Belfast was one of a number of pilot cities who took part in the recent Cultural Enquiry project as part of the UK Core Cities Network. One of the key recommendations coming out of the Cultural Enquiry which Council hopes to adopt for Belfast, is the establishment of an adaptable model called a City Compact which will support collective, co-ordinated action to grow and sustain the city's cultural ecosystem. This Cultural Compact will involve aligning activity and funding and leveraging additional human, financial and property resources in support of agreed local actions. It is intended that the Compact will be the primary vehicle for discussion between local partners and Government about how best to deploy culture and cultural resources for the city. Council believes that the ACNI must be a central partner in this scheme and looks forward to taking the next steps to developing a Cultural Compact for Belfast.

#### **1.4 CONCLUSION**

1.4.1 This five-year strategic framework is timely given Council's own current work on a proposed ten-year Cultural Strategy for Belfast 2020-2030. Our response has highlighted a number of areas where Council and the ACNI could work together with common purpose to meet the needs of the sector in the short and long term. We look forward to reading detailed yearly action plans which will enable the framework to be monitored, evaluated and reviewed.

We recognise that it is our role as the city authority to support Belfast's cultural infrastructure to appropriate levels. However, we strongly believe that the ACNI must also acknowledge and commit to supporting on-going levels of investment in cultural infrastructure in Belfast in order to maintain the city's critical status as a regional driver for Northern Ireland.



<b>Subject:</b>	Tourism, Culture and Arts Delivery Plan 2019-20
<b>Date:</b>	3 April 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Lisa Toland, Head of Economic Initiatives and Economic Development Eimear Henry, Cultural Regeneration Manager

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	<p>The purpose of this report is to seek approval for the activities set out in the delivery plan for 2019-2020 to support:</p> <ul style="list-style-type: none"> <li>– commitments in the existing Cultural Framework for Belfast Action Plan 2016-2020 and the Integrated Tourism Strategy 2015-2020 including approval to enter into relevant legal agreements and Service Level Agreements with named delivery partners.</li> </ul>

	<ul style="list-style-type: none"> <li>– ongoing work on the development of a new Cultural Strategy 2020-2030 and associated implementation plans.</li> </ul>
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>It is recommended that the Committee:</p> <ul style="list-style-type: none"> <li>• Notes the contents of this report</li> <li>• Agrees the work programme (2019/20) including the associated budget requirements, as set out in Appendix 1.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Background</u></p> <p>Members will be aware that, in March 2019, the City Growth and Regeneration Committee approved the draft Cultural Strategy 2020-2030 to go out for a 12-week public consultation. To support the ongoing development of this strategy, Committee also agreed with the proposed timeline to bring back a series of draft implementation plans and a financing strategy in September 2019. The Delivery Plan set out in Appendix 1 integrates this work with ongoing programmes already in place to support the delivery of the final year of both the existing Cultural Framework for Belfast 2016-2020 and the Integrated Tourism Strategy 2015-2020.</p>
3.2	<p><u>Key Issues</u></p> <p><i>New Cultural Strategy 2020-2030</i></p> <p>The purpose of the strategy document that was approved for public consultation subject to Council ratification is to present the overall approach and commitments over a ten-year period. The next phase of work will give detailed consideration to how this will be delivered in line with the agreed timeframe that requires new programmes to be operational from April 2020. Therefore the delivery plan for 2019/20 includes the development of initial three year implementation plans that as well as being cross-cutting will specifically address:</p> <ul style="list-style-type: none"> <li>– Arts and Heritage</li> <li>– Events and Festivals</li> <li>– Tourism product development including neighbourhood tourism</li> <li>– Major strategic initiatives.</li> </ul>

3.3	<p>These will be supported by a proposed investment model, communications strategy and evaluation framework. In addition, there is a need to continue with existing commitments to support the final year of implantation of the current Cultural Framework and Tourism Strategy.</p>
3.4	<p><i>Cultural Framework</i></p> <p>The plan has taken into consideration the range of actions to be delivered over the four-year period of the Cultural Framework Action Plan (2016-2020) and has identified a number of priorities to be delivered in the final year 2019/20. As in previous years, partnership working is essential to the development and delivery of actions within the Cultural Framework and Action Plan. Across each of the 4 themes of the existing Cultural Framework, some of the proposed actions for 2019/20 will include:</p>
3.5	<p><i>Distinctly Belfast</i></p> <ul style="list-style-type: none"> <li>– Deliver a City of Music programme to support plans to apply for UNESCO designation as well as animating the city centre and celebrating the city’s music heritage</li> <li>– Deliver a “Bringing Heritage to Life” programme and establishing a Heritage Forum</li> <li>– Deliver a partnership project with National Museums and Ulster University to increase access to existing collections.</li> </ul>
3.6	<p><i>Inspiring Communities</i></p> <ul style="list-style-type: none"> <li>– Deliver an Artist in Residence programme in a number of key locations across the City, funded through the Peace IV programme</li> <li>– Deliver an ongoing civic engagement programme that will also support the development of the strategy and the plans for 2020-2030.</li> </ul>
3.7	<p><i>Attracting Audiences</i></p> <ul style="list-style-type: none"> <li>– Develop and deliver a tailored programme of support on audience development and growing cultural audiences in partnership with the cultural sector and statutory partners.</li> </ul>
3.8	<p><i>Strengthening the Sector</i></p> <ul style="list-style-type: none"> <li>– Work in partnership with ACNI to deliver year three of the Resilience Programme, focusing on 14 key cultural organisations in Belfast</li> <li>– Engage with Arts and Business NI to continue to deliver a tailored programme</li> </ul>

of support that helps build the sustainability of small to medium sized cultural organisations.

3.9 *Tourism Strategy*

Since the publication of the Strategy, the tourism economy has continued to grow in the City and in Northern Ireland as a whole. Statistics published by NISRA in July 2018 show that, in 2017, there were almost 1.5million overnight trips to Belfast generating around £328million to the local economy. This is around a third of the total expenditure on tourism across the region. The sector also employs more than 18,000 people in the city. The profile of visitors to Belfast differs from that to other parts of NI; there are more business tourists, more cruise tourists and slightly fewer tourists visiting friends and relatives than other parts of NI.

3.10 In terms of Belfast's performance in 2018, the room percentages decreased a little – falling to 76.7% from 81.6% in 2017. The overall numbers of visitors using the hotels were up on the previous years. While this is reflective of the increased hotel stock in the city it also highlights the ongoing need to continue to support tourism growth. This includes the requirement for the Council and partners to enhance efforts to support high quality tourism product development in order to complement private sector investment in the hotels and wider hospitality sector in Belfast.

3.11 Appendix 1 sets out specific actions to support tourism growth in 2019-20 including the areas outlined below.

3.12 *Supporting Product Development, including Local Tourism*

Members will be aware that, in September 2018, a report was presented to Committee outlining the findings and recommendations for a Local Tourism Framework. The proposed approach has also been taken into consideration as part of the draft Cultural Strategy 2020-2030. The next stage of this work will be to develop a 3-4 year neighbourhood tourism implementation plan and funding model to be operational from April 2020. This will be presented to Committee as part of a larger programme of work in September 2019. There is however a need to build on the work that has taken place in recent years and agree an approach for 2019-20. In line with 2018-19 it is therefore proposed that the Council develops and manages a significant programme of capacity-building and information-sharing to improve the quality of existing products, bring forward new products and help develop coherent packages and experiences that are aligned to

	<p>visitor needs and in keeping with the tourism narrative. It is proposed that the focus of activity for 2019-20 will include:</p> <ul style="list-style-type: none"> <li>– Use of local conduits where possible to increase engagement and promote the benefits of participation (e.g Fáilte Feirste Thiar, Eastside Tourism)</li> <li>– Testing out of potential new products – support for initial feasibility to help bring forward ideas emerging from the local consultations and engagement activity and working with new capital schemes coming forward from Council</li> <li>– Capacity building and development work on cluster approach, in conjunction with Tourism NI - involvement of industry experts and practitioners who have first-hand experience of this activity.</li> </ul> <p>3.13 <i>Supporting Business Tourism Investment</i></p> <p>Members will be aware that the Council and Tourism NI have, for a number of years, co-invested in a Conference Support Scheme for the City. This has been a key element of the business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years. It is proposed that the Council makes an investment of £200,000 in this scheme for 2019/20 in line with levels of investment in recent years. This allocation will be matched by investment from Tourism NI. In addition to the Conference Support Scheme, the Council will continue to provide access to City Hall for key functions such as conference receptions as this is a critical element of added value and a unique selling point for the City.</p> <p>3.14 <u>Financial &amp; Resource Implications</u></p> <p>Activities identified in Appendix 1 will be resourced from the agreed departmental budget allocations for the current financial year. These have already been approved as part of the estimates process. Up to a further £100,000 has been allocated from resources set aside for the stage 2 bid for European Capital of Culture for the ongoing development of the new Cultural Strategy 2020-2030.</p> <p>3.15 <u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>Existing strategies have been equality screened. The draft Cultural Strategy 2020-2030 will be subject to an Equality Impact Assessment and Rural Needs Assessment.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
4.1	Appendix 1: Culture and Tourism Delivery Plan 2019-2020





## APPENDIX 1: 2019-20 Tourism, Culture and Arts Delivery Plan

The proposed programme below aligns ongoing development of the draft Cultural Strategy 2020-2030 with existing commitments from the Cultural Framework 2016-2020 and the Integrated Tourism Strategy 2015-2020 for the period up to March 2020.

Strategic Alignment	Project Name	Project Description	Actions/ Targets	Timeline	Budget
<b>Strand One: Engagement</b>					
New Cultural Strategy	Public Consultation	Building on the extensive engagement that has already taken place, we will carry out a 12-week public consultation on the draft cultural strategy including in depth civic engagement through a series of creative workshops and initiatives.	<p>Delivering:</p> <ul style="list-style-type: none"> <li>– Online Surveys</li> <li>– Public exhibitions</li> <li>– Workshops</li> <li>– Creative projects</li> </ul> <p>Reaching:</p> <ul style="list-style-type: none"> <li>– 50,000 digital audience</li> <li>– 30,000 on-street engagement</li> <li>– 4,300 audience</li> <li>– 400 participants</li> </ul>	April – June 2019	£40,000
Cultural Framework Inspiring Communities/ New Cultural strategy	(Y)our Home Engagement Projects	Following on from the success of 8 pilot project in 2018/19 we will deliver phase 2 of this programme working across the city to work with target groups to increase participation in cultural life.	4 further pilot projects working with groups across the city reaching 480 participants.	April 2019 – March 2020	£60,000
Cultural Framework Distinctly Belfast/ New	Heritage Development	<p>Deliver a “Bringing Heritage to Life” Programme</p> <p>As part of this project we will continue to work with UAHS to support a number of animation</p>	Deliver minimum of 4 engagement sessions with heritage sector.	April 2019 – March 2020	£15,000

Cultural Strategy		<p>events in a range of historic buildings throughout the City. This will include engagement in and support for Heritage Open Days.</p> <p>In order to support the development of the new Cultural Strategy we will also establish a Heritage Forum.</p>	Deliver events in 6 heritage buildings across the city.		
Cultural Framework Distinctly Belfast/ New Cultural Strategy	Art Unwrapped	Following pilot of a partnership project in 2018 including Belfast City Council, National Museums and Ulster University we will deliver a public engagement programme and public exhibition to increase awareness and access to existing collections.	<p>Deliver engagement project in minimum of 6 schools across Belfast with 180 participants.</p> <p>Deliver public engagement campaign.</p> <p>Deliver public exhibition to reach audience of 5,000.</p>	April – December 2019	£10,000
<b>Strand Two: Investment</b>					
Cultural Framework	Core multi-annual funding	Delivery of year 4 of approved 4-year multi-annual funding programme to support arts and heritage organisation.	56 organisations supported to deliver annual programme of activities in Belfast.	April 2019 – March 2020	£1,450,592
Cultural Framework	Project Grants	Ongoing delivery of small grants programme including Community Festivals funding.	Fund a minimum of 25 projects to support engagement with audiences and participants across the city in line with existing criteria and alignment to the Cultural Framework.	April 2019 – March 2020	£237,000

Cultural Framework / New Cultural Strategy	Resilience Programme	Delivery of Year 3 of resilience programme offering additional support and development to 14 Belfast based arts organisations. (This programme has previously been approved by CGR).	Professional Development Programme.  Implementation of development and business plans for 14 organisations.	April 2019 – March 2020	£100,000
New Cultural Strategy	City Compact	Implementation of recommendation from Cultural Enquiry by Core Cities network. This will establish a governance and investment model for culture in the city.	Establishment of City Compact consisting of range of partners.	September 2019 – March 2020	£20,000
New Cultural Strategy	Investment Programme	To support the delivery of the new Cultural Strategy there will be a new investment model and financing strategy. This will require procuring external services including design of online application system.	New online funding programmes	April – September 2019	£50,000
Tourism Strategy	Conference Subvention	Contribution to Conference Support Scheme for the City in partnership with Tourism NI. This has been a key element of the business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years.	Support for conferences to be measured and evaluated.	April 2019 – March 2020	£200,000
Tourism Strategy	Lagan Canal Trust	Ongoing annual support for Lagan Canal Trust in partnership with other local authorities to support annual programme of work.	Annual funding agreement with specific targets to be developed.	April 2019 – March 2020	£17,000

Strand Three: Strategic Initiatives					
Cultural Framework Inspiring Communities		<p>Ongoing delivery of an Artist in Residence programme, funded through Peace IV programme.</p> <p>There are a number of phases to this programme including;</p> <p>1) A cultural mapping exercise to identify 8 key areas for intervention. These will be in areas where cultural output or provision is low, in interface areas or in areas that are in close proximity to interfaces.</p> <p>2) Rolling out of a Capacity Building programme in each of the 8 areas. The outcome will be the development of a Terms of Reference for the artist.</p> <p>3) Commissioning of 8 artists to undertake an 18-month residency in each of the identified areas. All residencies will explore the themes of diversity, tolerance and respect as part of the process of co-creation. All residencies will focus on removing barriers to participation to ensure that all sections of the community can engage with high quality culture, arts and heritage.</p>		Ongoing	Ongoing Peace IV funding
Cultural Framework/ Distinctly Belfast/ Tourism Strategy/ New Cultural Strategy	City of Music	<p>Deliver of Year 2 of City of Music programme to support:</p> <ul style="list-style-type: none"> <li>– Bid for UNESCO Creative Cities Status</li> <li>– Baseline research</li> <li>– Enhanced programming support</li> </ul>	<p>Baseline research published</p> <p>UNESCO bid phase 1 complete</p> <p>Support local music organisations</p>	April 2019 – March 2020	£90,000

			Support for Other Voices to be delivered in Belfast in 2019 with wider programme delivered across the city.		
Tourism Strategy/ New Cultural Strategy	Local tourism	Deliver capacity building programme to support existing delivery partners as well as appropriate scoping and development work to help bring forward new tourism products, in line with the tourism narrative.	Support for delivery partners with targets to be developed as part of funding agreement.  Citywide scoping exercise carried out  Capacity building programme delivered	April 2019 – March 2020	£160,000
<b>Strand Four: Sector support</b>					
Cultural Framework Strengthening the sector	Festivals & Visual Arts Forum	Target: Support collaboration and partnerships on a local level - Develop a programme of capacity building support for festival organisations on areas such as marketing and audience development. - Support the Visual Arts Forum and Festivals Forum in partnership with other bodies such as ACNI. - Develop annual action plans for both fora. - Provide ongoing Officer support as required.	Actions plans to be developed and delivered.	April 2019 – March 2020	£34,000
Cultural Framework Attracting Audiences	Audience Development	Deliver key audience development actions via Service Level Agreement with Thrive to include: Key Actions:	Publish research on levels of engagement and barriers to accessing cultural activities.	April 2019 – March 2020	£50,000

		<ul style="list-style-type: none"> <li>- Undertaking a programme of research to enhance the understanding of cultural audiences in Belfast through ticketing data across venues and festivals.</li> <li>- Work to embed the insight from this research through practical actions and advocacy.</li> <li>- Examine opportunities for data collection across large scale, non-venue based events.</li> <li>- Undertake a series of organisational level interventions.</li> </ul>	Training programme for organisations to support audience development.		
Cultural Framework Strengthening the sector		Action: Develop and deliver a programme of support through Arts and Business NI. Support and build the sustainability of small to medium sized cultural organisations. Officers are in the process of identifying next phase of this programme.	Deliver of professional development programme for up to 10 participants.	April 2019 – March 2020	£20,000
<b>Strand Four: Sector support</b>					
Tourism Strategy	Data	The Council has been working with partners including Tourism NI, Visit Belfast and the Smart Cities team to develop new technology-based solutions to improve data collection in order to provide the tourism industry with improved insights into visitor numbers as well as qualitative feedback on their experiences of the City.	Tourism insights data to inform implementation plans and ongoing development.	April 2019 – March 2020	£17,000
Tourism Strategy/ New Cultural Strategy	Market Research	New cultural strategy presents a draft tourism narrative and themes for the city. This requires market testing.	Market testing results to inform final narrative and themes.	April 2019 – March 2020	£30,000



<b>Subject:</b>	Support for World Chambers Congress Bid campaign
<b>Date:</b>	3 April 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Lisa Toland, Head of Economic Development and International Initiatives

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of this report is to seek approval for Belfast City Council support for the campaign to host the World Chambers Congress event in the city in 2023. This bid is a joint effort involving many city and regional partners. If successful, it is estimated that the congress would have an economic impact of almost £2million for Belfast.

<b>2.0</b>	<b>Recommendations</b>
2.1	<p>It is recommended that the Committee:</p> <ul style="list-style-type: none"> <li>• Notes the proposed joint bid to hold the World Chambers Congress in Belfast in 2023</li> <li>• Agrees to allocate up to £10,000 of Council resources towards the bid process and to agree to attendance at the Rio event in June 2019 by a senior officer from the Council, as part of a wider delegation from Belfast. Costs for attendance not to exceed £3,500.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	The Northern Ireland Chamber of Commerce and Industry (NI Chamber), supported by Visit Belfast and Invest Northern Ireland, is bidding to host the ICC WCF World Chambers Congress in 2023 and is working in partnership with a range of Northern Ireland stakeholders to help drive the campaign and add weight to the bidding process.
3.2	The Congress is held every two years in a different region of the world, and is a three-day event that brings together over 1,000 delegates representing chamber leaders, business heads and key government figures. Travelling from across the globe, they attend to learn and be inspired by some of the world's leading influencers – all with the goal of helping transform the future of business.
3.3	The opportunity to host the Congress in Europe only comes round every 8 years with the next European bidding cycle completing in Autumn 2020. NI Chamber has lobbied its networks in GB and ROI, and Belfast will go forward as the only UK/Ireland bidding city, with the support of the 52 UK and 24 Irish Chambers of Commerce. This significantly enhances the strength of the Belfast bid.
3.4	<p>The World Chambers Congress has been identified as a key strategic hosting opportunity and securing the Congress for Belfast could contribute an estimated £1.92m to the local economy as well as supporting the economic objectives of:</p> <ul style="list-style-type: none"> <li>▪ Attracting foreign direct investment</li> <li>▪ Establishing links for international trade</li> <li>▪ Promoting business and leisure tourism.</li> </ul>
3.5	NI Chamber has initiated a two-year bidding campaign which will culminate in the final bid presentation to members of the World Chambers Federation General Council in November 2020. In 2019, the campaign will focus on generating awareness of the Belfast



	<p>bid as well as outreach to the key decision makers within international Chambers. A core element of this strategy will include attendance at the 2019 World Chambers Congress being held in Rio de Janeiro in June this year. It is a significant opportunity to:</p> <ul style="list-style-type: none"> <li>▪ Showcase Belfast’s bid proposition and all associated messaging</li> <li>▪ Connect with Chamber representatives from the judging panel</li> <li>▪ Evidence commitment to supporting the congress through sponsorship</li> <li>▪ See the Congress first hand to aid Belfast’s own bid development.</li> </ul>
3.6	<p>The promotional campaign will continue in 2020 and align with the application process. This will involve a range of engagement and outreach activities to build the case for Belfast as the preferred host city. It is likely to include activities such as engagement with WCF judging chambers, hosting international speakers from the WCF network, bid brand and messaging development and bid book development outlining the city’s proposition. As part of the process, there will be a site visit to Belfast encompassing a visit to the venue and engagement with partners to establish the nature of the local support for the bid. The details of the bid will be presented directly to the World Chambers Federation Jury in November 2020.</p>
3.7	<p>Given the scale of investment required and the need for input across a range of public and private partners, NI Chamber is bringing together a steering group comprised of key stakeholders. Belfast City Council has been asked to be part of that steering group, alongside other partners including Invest NI, British Chambers of Commerce, Chambers Ireland, Visit Belfast and ICC Belfast. These partners are also being asked to resource the bid development process over the coming two years. The amount requested from Belfast City Council is £10,000 towards the bid development activity. In order to demonstrate the breadth of support for the bid, the Council has also been asked to consider sending a senior officer to Rio for the upcoming World Chambers Congress. The costs associated with attending this event will not exceed £3,500. If the bid is successful, the organisers will seek to draw down funding from the conference subvention scheme which is funded by Belfast City Council and Tourism NI.</p>
3.8	<p><u>Financial &amp; Resource Implications</u></p> <p>The financial ask of the Council is £10,000 towards the 2019/20 bidding process. The Council has also been asked to consider attendance at the Rio 2019 event by a senior officer. Costs associated with attendance at this event will not exceed £3,500. The NI Chamber has also asked the Council to consider appointing a senior officer to be part of</p>

3.9	<p>the steering group for the bid process. The aforementioned costs will be drawn from existing Economic Development Departmental budgets.</p> <p><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>No specific equality or good relations implications. No issues associated with the Rural Needs Assessment.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None



<b>Subject:</b>	Belfast City Marathon
<b>Date:</b>	3 April 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development, ext 3470
<b>Contact Officer:</b>	Gerry Copeland, City Events Manager, ext 3412

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If YES, when will the report become unrestricted	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

<b>Call-in</b>	
Is the decision eligible for Call-in	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

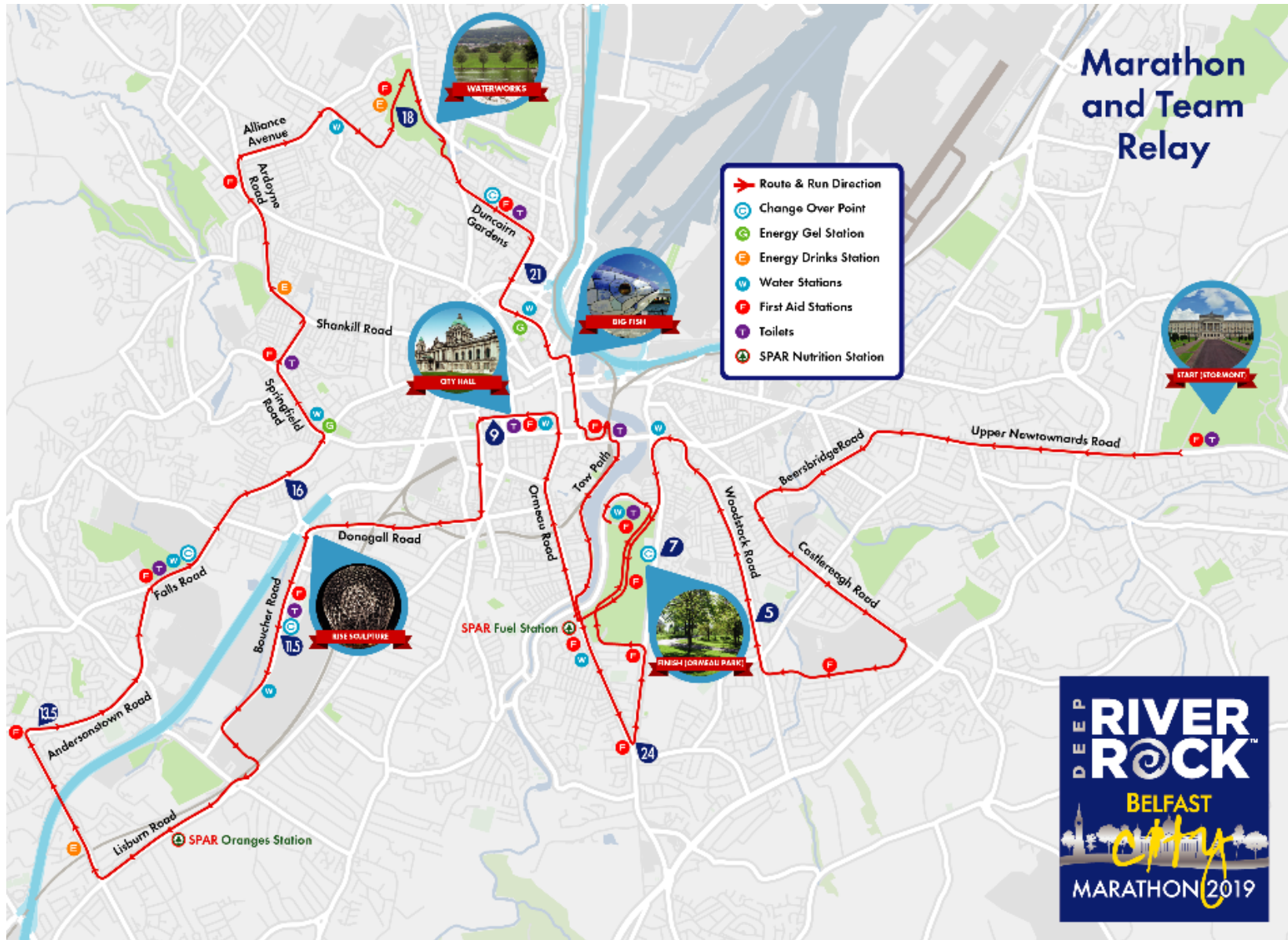
<b>1.0</b>	<b>Purpose of Report</b>
1.1	This is an update report following on from June 2018's City Growth and Regeneration decision to endorse the Belfast City Marathon Limited's (BCM) move to a Sunday race day and the adoption of a brand new course.
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is requested to:</p> <ul style="list-style-type: none"> <li>• note the contents of the report.</li> </ul> <p>In addition, Councillors are reminded that February's meeting of the Committee agreed to a rolling reduction in the Council's commitment to the Marathon from £26,000 in 2019 to zero support by 2025/2026 (2019/20 - £26,000; 2020/21 - £20,000; 2021/22 - £15,000; 2022/23 -</p>

	£10,000 and 2023/24 - £5,000) - the Council' 2019 support will be subject to agreed set targets with the BCM. BCM hopes to be in a position to self-finance the event and/or review the staging of it.
<b>3.0</b>	<b>Main Report</b>
3.1	The change of race day originated from a request from the Belfast Chamber of Trade and Commerce (BCTC). BCTC indicated that trade, due to the Bank Holiday Monday Marathon, was greatly impacted, with figures indicating normal trading operating half of a normal Monday's business. BCTC also expressed the view that a move to a Sunday race would increase visitor numbers. It should be noted that while the change to a Sunday will hopefully reduce the level of disruption to the city's roads, there will be a significant level of road closures across Sunday 5 <sup>th</sup> May – which is inevitable in complying with the Council-enforced road closure legislation. However, while the Belfast City Marathon Company are hopeful that the new race day and route will reduce traffic congestion in comparison to a May Bank Holiday Monday they cannot give full assurance until the reformatted race is delivered – even with extensive input and consultation. Members are also reminded the Committee endorsed the move to a Sunday race and the choice of route (see Appendix 1) at its meeting in June 2018.
3.2	On the back of the move to the new course (see Appendix 1), and race day, BCM have seen a significant increase in the number of full marathon competitors – anecdotal feedback shows that this is due to the Sunday race day and new course and underpins the Council's backing for the changes (City Growth & Regeneration Committee, 27 June 2018). In 2018, there were 2,394 runners, while 2019 there is a record number of applicants at 4,180, which is just over 1,800 additional competitors in comparison to 2018 and is a record number in the 38-year history of the race. Of the overall full marathon competitors, there are over 1,008 out-of-state runners, with 751 out-of-state runners recorded in 2018. In addition, there are 119 additional relay teams in comparison to 2018.
3.3	Members are asked to note that Translink are currently looking at their operational levels of the Glider and Metro services, as both will be heavily impacted by the legally required road closures. However, to date there has been a significant level of statutory (PSNI, Department for Infrastructure (Roads), Belfast Health & Social Care Trust, Translink, NI Ambulance, NI Fire & Rescue, Sport NI, Disability Sport NI and Athletics NI) and community engagement, especially with churches and business on the new route. Approximately 200 business have been directly contacted, with approximately 190 churches contacted. BCM are also working with BCC's Regulatory Services Team (they oversee the Road Closure Permit process) concerning engagement with Belfast residence and as per Committee approval of June 2018. This consultation process will continue leading up to the race day.

3.4	<p><u>Financial &amp; Resource Implications</u></p> <p>February's Committee agreed to a rolling reduction in the Council's commitment to the Marathon from £26,000 in 2019 to zero support by 2025/2026 (2019/20 - £26,000; 2020/21 - £20,000; 2021/22 - £15,000; 2022/23 - £10,000 and 2023/24 - £5,000). The overall cost of staging the event in 2019 has increased from £472,500 in 2018 to £634,000 in 2019. The significant increase is due to the new day and regulatory road closure requirements.</p>
3.5	<p><u>Equality &amp; Good Relations Implications/Rural Needs Assessment</u></p> <p>The BCM event is open to all and as such has the potential to promote good relations &amp; equality by bringing together people from a wide range of backgrounds. There are no perceived Rural Needs implications connected to this project.</p>
4.0	<p><b>Appendices – Documents Attached</b></p>
4.1	<p>Appendix 1 – Belfast City Marathon Route</p>

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Appendix 1 – Belfast City Marathon Route









<b>Subject:</b>	<b>Update on Markets</b>
<b>Date:</b>	3rd April, 2019
<b>Reporting Officer:</b>	John Greer, Director of Economic Development, ext. 3470
<b>Contact Officer:</b>	Lisa Toland, Head of Economic Initiatives and International Development, ext. 3427

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

<b>1.0</b>	<b>Purpose of Report/Summary of Main Issues</b>
1.1	<p>The purpose of the report is to:</p> <ul style="list-style-type: none"> <li>• update the Committee on the performance of the city markets, including St George’s Market and the Christmas Market at the City Hall;</li> <li>• set out priority areas of work for the coming year at St George’s Market; and</li> <li>• seek approval for a markets licence, as part of the Cathedral Quarter Arts Festival (CQAF) in early May 2019.</li> </ul>

<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ol style="list-style-type: none"> <li>i. note the performance of the Christmas Market, including the economic impact and contribution to the city;</li> <li>ii. note and agree the priority areas of investment in St George’s Market for the coming financial year; and</li> <li>iii. approve the granting of a markets licence for a market to take place in St Anne’s Cathedral on 2nd May 2019, as part of Cathedral Quarter Arts Festival.</li> </ol>
<b>3.0</b>	<b>Main Report</b>
	<p><b><u>Christmas Market</u></b></p> <p>3.1 Members will be aware that the Christmas Market operates at the City Hall in the run-up to Christmas each year. The market is operated by Market Place Europe (MPE). As part of its contract with the Council, MPE is required to undertake an independent evaluation and economic impact of the market every two years. The report for the Christmas 2018 market has just been presented to Council officers as part of the post-event review process.</p> <p>3.2 Members will also be aware that, as a one-off, the Christmas Market was extended to the upper part of Donegall Place. This was due to the fire in the Primark building and the commitment by the Council and other partners to undertake an enhanced programme of animation and activity in the city centre in the run-up to the important Christmas trading period. The additional stalls were offered to those businesses affected by the fire.</p> <p>3.3 The evaluation and economic impact report was completed by an independent market research organisation. It involved a survey of 400 individuals who had visited the market, as well as an online survey of market users and visitors to the city. The survey covered a number of areas including:</p> <ul style="list-style-type: none"> <li>• levels of satisfaction with the market and opportunities for improvement</li> <li>• identification of how people were aware of the market – and what made them visit</li> <li>• an assessment of whether they would recommend the market to others</li> <li>• an understanding what other activities the market visitors had undertaken as part of their visit to the city</li> <li>• an assessment of whether visitors had used other city centre facilities as part of their visit to the city.</li> </ul>

3.4

The high level findings of the work include:

- More than one million visitors came to the market over the six-week period. The combined total expenditure for those attending was in the region of £87million. This covers items such as accommodation (for out of state and non-Belfast residents); eating out, shopping and entertainment. This does not just involve spend directly on the market but does illustrate the role of the market as a catalyst for spend in the city centre
- Adjusting the figures to take account of those visitors who would not otherwise have visited Belfast if the market had not been present, the evaluation indicates that the total estimated economic impact of the market itself is in the region of £40million
- 39% of visitors to the market were from the Greater Belfast area; 44% were from the rest of Northern Ireland; 8% from RoI and 10% from elsewhere
- Most of those visiting the market had been previously – 85% of visitors. They were aware of the event from their previous attendance but the social media profile also encouraged many visitors to attend
- Over a third of visitors planned their visit up to a month in advance – principally those attending from outside Belfast
- Over 91% of visitors rated the market as good or very good – an increase of 2% from the 2016 figures. Those who were positive commented in particular on the ambience, the fact that it offered something different to the mainstream brands and the fact that it felt safe. Those who were less positive suggested that there was a need for more variety in the stalls and they also suggested that it was too busy, particularly for prams. 78% of visitors said that they would definitely return next year
- 69% of visitors came to the market as they were interested in local products – and 42% of people confirmed that they spent more than they thought on products from local traders
- In terms of suggestions for improvements, the most common comments related to more space (particularly for seating) and additional entertainment. Despite the space constraints, there is overwhelming support for the market to remain in City Hall grounds
- More than 2/3 of those visiting the Christmas Market also shopped in other parts of the city centre. This illustrates the point that the Christmas Market is a significant draw for the entire city centre. 25% of those visiting the market were also planning to eat out elsewhere in the city following their visit to the market
- 97% of respondents agreed or strongly agreed that events like the market encourage people to come to Belfast.

3.5	<p>Officers will work with MPE to review the market for Christmas 2019, taking account of these issues raised. MPE will also be responsible for the delivery of the Spring Continental Market which will take place at City Hall from 24-27 May 2019.</p>
3.6	<p><b><u>St George's Market</u></b></p> <p>Members will be aware that a three-day market operates at St George's Market each Friday, Saturday and Sunday. The market is a popular attraction for both local residents and visitors to the city. Up to one million visitors came to the market last year, with attendance figures generally ranging between 6,000 and 10,000 people each day. St George's Market recently won the award for the Best Large Indoor Market at the NABMA Annual conference – the umbrella body representing all markets across the UK.</p>
3.7	<p>The market performs a number of functions. It is an important tourism attraction and is generally considered as a must-see destination for visitors to the city. It is also a popular space for local residents of all ages – bringing together a mixture of food, craft and musical/entertainment performances. The market is also a great location for new business starts – and there are opportunities for new businesses participating in our business start-up programmes to undertake a period of test trading at the market. A number of businesses started life at the market – and many maintain a presence there, despite the fact that they now have stand-alone businesses elsewhere and are trading globally in a number of cases. It also provides a source of income for more than 200 independent traders that are based at the market on one or more of the operating days.</p>
3.8	<p>Taking account of all of these reasons, the market is a significant asset for the Council and all of our investment needs to work towards maintaining and enhancing its reputation. Officers are currently looking at how the market can evolve in the coming years to meet the increasing tourist demand while still serving an important role as an asset for the city, its residents and the businesses that operate within it. Members will be aware that, in 2014, Deloitte undertook work on a development plan for the market. This led to changes in the staffing structure and some of the operating hours of the markets. It also identified some longer-term development opportunities for the market which would require significant investment. Officers work with the market trader representative bodies on an ongoing basis to bring forward collaborative plans for the future development of the market. Areas for consideration in the coming year are likely to include the operating times; venue hire opportunities; enhancing visitor experiences and linking to key city events; opportunities for additional revenue generation to meet overhead costs and mechanisms to build in customer</p>

	<p>feedback in order to ensure that services meet with user expectations. Any proposals that significantly impact on the market will be brought back to the Committee for information and endorsement.</p>
3.9	<p>In parallel with the future development plans, officers are also placing an enhanced focus on the operational management issues at the market. Given that the team is now at full complement following a series of recruitment exercises, the frontline staffing resources will increasingly be deployed to focus on ensuring compliance with the various guidance documents such as the code of conduct, traders' permit and enforcement policy. The staff also have an enhanced customer service function and will be more visible on the market floor, thereby improving our service standards. Clearly, the traders at the market are obliged to abide by the various legal requirements around food safety, wider health and safety and trading standards. The Markets Management Team works closely with colleagues in Environmental Health and Corporate Health and Safety in order to ensure that individual traders and the market as a whole are meeting these legal obligations. This approach is critical to maintaining the reputation of the market. One of the current challenges is the need to invest in an extraction system for the market. Officers have been working with technical experts to identify how this can be resolved. This is challenging given the nature of the building. A solution has now been identified which involves a number of mobile extraction units for the hot food traders. One of these units has already been tested by an existing trader and the feedback was positive. Significant financial investment is required and officers are currently working to identify how this can be financed.</p>
3.10	<p><b><u>Application for an External Market, as part of Cathedral Quarter Arts Festival</u></b></p> <p>Members will be aware that anyone wishing to operate a market or car boot sale within Belfast must apply to Belfast City Council for permission to do so. An application has been received for the "CQ Bazaar" to be held in St Anne's Cathedral, as part of the Cathedral Quarter Arts Festival, from 5 till 9pm on 2nd May 2019.</p>
3.11	<p>In line with the overall Belfast City Council Markets Development Strategy, this market will help to enhance this area of the city and, in doing so, drive footfall into Cathedral Quarter and the surrounding area. The market will complement the wider festival and programme of animation in the city at this time, including the Cathedral Quarter Arts Festival and the Festival of Fools. This will support the commitments to enhance the city animation activity as part of the City Revitalisation programme.</p>

3.12	<p>Stall numbers are currently being finalised but it is expected that there will be up to 60 stalls at the event. The organisers are Destination CQ Business Improvement District (BID). They will be asked to supply the relevant documentation for this event such as public liability insurance, method statement and risk assessments, HACCP policy and house rule. An Operational plan covering issues such as security and stewarding, first aid provision, environmental health information regarding noise omission, sale of food and beverages, food sampling, alcohol sampling and licensing, waste management and fire regulations will also be sought. Officers from the Markets Development Unit will then engage with the relevant officers across the Council in order to check and verify this documentation and are content that all is in order. Checks will also be carried out during the event, in line with the Markets Rights Policy guidelines.</p>
3.13	<p><b><u>Financial and Resource Implications</u></b></p> <p>No specific financial implications associated with this report. The applicant for the markets licence will have to pay an application fee of £50 in line with the markets policy. The total amount payable will depend on the number of stalls that are in place.</p>
3.14	<p><b><u>Equality or Good Relations Implications/Rural Needs Assessment</u></b></p> <p>No specific equality or good relations implications. No issue with Rural Needs Assessment.</p>
4.0	<p><b>Documents Attached</b></p>
	<p>None</p>