MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

In addition to those matters previously notified to you, the following items will also be considered at the meeting to be held at 5.15 p.m. on Wednesday, 7th August, 2019.

Yours faithfully,

SUZANNE WYLIE
Chief Executive

To follow items:

5. **Regenerating Places and Improving Infrastructure**
   
   (b) City Centre Regeneration Task Force - Quarterly Update (Pages 1 - 6)
   
   (d) Update on City Centre Revitalisation Programme (Pages 7 - 74)
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# Agenda Item 5b

## Subject: City Centre Regeneration Task Force – Quarterly Update

**Date:** 7th August, 2019  
**Reporting Officer:** Cathy Reynolds, Director City Regeneration and Development  
**Contact Officer:** Deirdre Kelly, Programme Manager

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<th>Restricted Reports</th>
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| **Is this report restricted?** | Yes ☒ No ☐  
| **If Yes, when will the report become unrestricted?** |  
| After Committee Decision | ☐  
| After Council Decision | ☐  
| Sometime in the future | ☐  
| Never | ☐  

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| **Is the decision eligible for Call-in?** | Yes ☒ No ☐  

## 1.0 Purpose of Report/Summary of Main Issues

1.1 To update Members in relation to work around the City Centre Regeneration Task Force.

## 2.0 Recommendations

2.1 The Committee is requested to note the update on the City Centre Regeneration Task Force including:
   
   - progress around the co-commissioning of a study on city centre connectivity;
   - review on non-domestic rates;
   - proposed City Centre Reference Group;
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<th>3.0</th>
<th>Main Report</th>
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<tr>
<td>3.1</td>
<td>The City Growth and Regeneration Committee, at its meeting on 7 November 2018, agreed to establish a City Centre Regeneration Task Force, jointly chaired by BCC’s Chief Executive and the Head of the Civil Service. Members were also advised that Committee would receive, on a quarterly basis, an update on the work of the Task Force.</td>
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<td>3.2</td>
<td>An update on the work of the Task Force was provided to the City Growth and Regeneration Committee at its meeting on 13th February. The Task Force has met four times since November 2018 and have meetings scheduled up until December 2019. A broad objective of the Task Force is to maximise the collective potential of our regeneration efforts to transform the city centre aligned to respective and collective priorities and identify an action plan accordingly. It was recognised that there was an immediate need to drive, and resource targeted city centre recovery efforts in response to the Bank Buildings fire but also to consider the longer term revitalisation and regeneration of the city centre from an integrated and sustainable perspective.</td>
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<td>3.3</td>
<td>In terms of a medium/long term plan for city centre regeneration, there was a consensus that the Belfast City Centre Regeneration and Investment Strategy (BCCRIS) was a solid basis upon which to take forward a refreshed action plan and prioritisation in respect of the regeneration of the city centre. BCCRIS was developed and agreed by the Council and sets out the policies, projects and priorities to underpin the regeneration and growth of the city centre and surrounding areas. The Department for Communities (DfC) have also adopted BCCRIS as one of their policies. The delivery of the outcomes within BCCRIS is however dependent upon a range of stakeholders across the public, private and third sectors, anchor institutions and the residential and business communities.</td>
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<td>3.4</td>
<td>A stocktake and gap analysis of the various policies, projects and priorities in BCCRIS was undertaken to coincide with the work of the Taskforce. This included a review of what was progressing, highlighted gaps and identified how the priorities aligned with the outcomes set out in the Belfast Agenda, Programme for Government and other strategies. As previously reported this has formed the basis of the City Centre Regeneration Task Force action plan</td>
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which is focused on the prioritisation of actions and projects or interventions in three thematic priority areas:

- **City Resilience** – medium to long-term city centre recovery plan; city centre leadership and management and catalyst development opportunities to stimulate wider regeneration.

- **Re-imagining and Diversification of City Centre Land Uses** – to include focused actions around increasing city centre living; use of public land to deliver on priorities and realisation of growth ambitions; enhanced open spaces and family/leisure based activities; improved tourist and cultural offering.

- **Infrastructure and Connectivity** – public realm and connectivity into and around the city centre; transport strategy/car parking etc.

The Regeneration Task Force agreed various priority actions aligned to the public sector from the thematic areas. Cross-departmental work is progressing through a Joint Regeneration Group made up of BCC and central government officials. Recent priority areas that have been considered included:

**Co-commissioning of a study on reimagining City centre connectivity**

The City Growth and Regeneration Committee at its meeting on 5th June, noted that BCC, in collaboration with DfC and DfI, would commission a study to examine how the city centre should develop in a way that is accessible and welcoming for all. The commission is to be overseen by a Steering Group made up of senior members of staff within BCC, DfI and DfC and will report directly to the City Centre Regeneration Task Force and the appropriate governance arrangement of the member organisations, i.e. Departmental Permanent Secretaries and CG and R Committee.

The Steering Group has had a number of successful meetings to scope out and agree the extent of the study to create a vision for the future use of the city centre. The objective of this study is to develop a shared vision for the future of the city centre reflecting how people will use the city spaces and places within the changing city landscape. The Steering Group are working to finalise the Terms of Reference and Specification for the study to enable the procurement of consultancy team to carry out the study and to create the vision.

To establish best practice, and to help shape the scope of this work, officers have engaged with a number of authorities and bodies, including the Institute of Place Management and Edinburgh City Council. Edinburgh are currently out to consultation on their City Centre
Transformation focusing on connecting the city and transforming places. It is proposed that Committee extend an invitation to Edinburgh City Council to present and discuss the opportunities, benefits and issues experienced during their ongoing ‘Edinburgh City Centre Transformation’ programme at a date to coincide with the drafting of the Vision document.

### Review of Rates

Members may be aware that the Department of Finance (DoF) announced a review of non-domestic rates on 9th May 2019. City centre businesses continuously raise the issue of rates in terms of their longer-term sustainability. As part of this review DoF are working in conjunction with DfI and DfC to consider issues currently affecting high street and town centres (including rates) and facilitated an Innovation Lab on 2nd and 3rd July. This was attended by a range of key stakeholders and considered the challenges affecting city and town centres, and sought to identify recommendations to address these challenges. The Director of City Regeneration and Development and Head of Finance represented Belfast City Council at the Innovation Lab. As this work progresses a further update will be brought back to Committee.

### City Centre Living

As part of the ongoing objective to increase the city population the Task Force has also considered issues affecting the delivery of housing in the city centre. This has included consideration of the definition of affordable housing and potential additional products within this definition; progression of the city centre waiting list; funding and procurement issues and consideration of how public sector and other lands can be brought forward in a strategic way to deliver on a range of housing tenures across the city. A consultation by DfC is currently underway in respect of the definition of affordable housing and the Council is preparing a response, welcoming the review which suggests a broader range of intermediate housing products be included within the definition. That response will be the subject of a report to Planning Committee on 13th August. Alongside this, NIHE are moving forward with developing the city centre waiting list and further details will be provided to members as this progresses. Members will also recall that a report was brought to Committee in June on the Strategic Sites Assessments of city centre lands in public ownership. This report identified key strategic sites in the Inner North West, Greater Clarendon and Linen Quarter with the potential to provide mixed use development including housing across a range of tenures. A workshop on the potential of these locations is to be held with Members on Wednesday 4th September at 5pm and further details will be circulated in advance.
### Establishment of a City Centre Reference Group

The City Centre Regeneration Task Force Action Plan included an action on creating a City Centre Reference Group to inform the ongoing work of city centre revitalisation, the work of the Task Force and wider long-term regeneration and development activities in the city centre. At its meeting on 14th June 2019, the Task Force agreed to the establishment of a City Centre Reference Group. This will enable two existing groups, the City Recovery Lead Group, established to mitigate the effects of the Bank Buildings fire, and a recently formed City Strategic Forum (Belfast City Centre Management led), to be stood down in the near future. It is recognised that there remains a requirement to continue with the City Recovery Lead Group in the short term given the issues that remain as a result of the Bank Buildings fire. However, it is intended these will evolve into a wider and more strategic reference group consisting of a range of stakeholders across all sectors that can contribute to the range of issues and work-streams emerging from the Task Force Action Plan and wider city development issues. It is proposed this Reference Group will be chaired by the Council’s Strategic Director of Place and Economy, with Belfast City Centre Management acting in a secretariat role. The remit and work of the group will be reviewed on a regular basis to ensure alignment with the work of the Task Force, and in line with the emerging governance boards emerging from the Belfast Agenda.

### Presentation from the Institute of Place Management

Belfast City Council has recently obtained partner membership with the Institute of Place Management (IPM). The IPM is an international professional body that supports people committed to developing, managing and making places better. IPM work with policy makers, practitioners and providers to identify the core aspects involved in the effective management, development and marketing of places. They have recently been appointed by Government to lead the High Streets Task Force in England and deliver support to local authorities and communities who want to transform their high streets. The Co-Chair of the IPM, Professor Cathy Parker visited Belfast in mid-June. Professor Parker is regarded as an expert in place management and is one of the co-authors of the recent UK Government-commissioned report ‘High Street 2030: Achieving Change’. Professor Parker attended the City Centre Regeneration Task Force and shared research and findings on city centre and high street trends and the future focus for high streets in managing the retail offering. Specifically Professor Parker made reference to the criticality of city centres for the wider economy and surrounding areas; the need for investment for successful city centres, and the importance of city leadership.
Referring to the High Street Report, Professor Parker highlighted key factors that had been identified in transforming places in other towns and cities. These included strong leadership; blending expert and local knowledge; communication; involvement of young people and coordination of efforts. She also referenced empirical research which identified the top 25 factors for successful town and city centres. These included vision/strategy, appearance, activity hours, liveability, experience, entertainment/leisure, recreational space, a balance of independent /chain retailers and the offer and diversity within city centres.

Officers are currently working with the IPM to review the emerging action plans for the city centre to ensure alignment with best practice and to maximise the potential of priority projects to deliver the ambitions of the city centre.

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<th>Equality or Good Relations Implications/Rural Needs Assessment</th>
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<td>None associated with this report. The Council’s Equality and Diversity Officers will be consulted on any future changes to strategies or plans that are currently in place.</td>
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Subject: Update on City Centre Revitalisation Programme

Date: 7th August, 2019

Reporting Officer: Cathy Reynolds, Director of City Regeneration and Development
                John Greer, Director of Economic Development

Contact Officer: Sean Dolan, Senior Development Manager
                Lisa Toland, Head of Economic Initiatives and International Development

Restricted Reports

Is this report restricted? Yes ❏ No ❌

If Yes, when will the report become unrestricted?
- After Committee Decision ❏
- After Council Decision ❏
- Some time in the future ❏
- Never ❏

Call-in

Is the decision eligible for Call-in? Yes ❌ No ❏

1.0 Purpose of Report/Summary of Main Issues

1.1 The purpose of the report is to provide Members with an update on the ongoing delivery of the City Centre Revitalisation Programme.

2.0 Recommendations

2.1 The Committee is requested to:

i. note the update on the building cordon and the anticipated timescale for the Council to receive a planning application for the next phase of rebuild;

ii. note the work underway to develop concept proposals for additional pop-up parks at locations in the city centre;

iii. note the work underway with DfI and DfC to commission a study to explore options and create a vision for the future development of the city centre enabling both pedestrian enjoyment and public transport access;
iv. note the emerging concept designs for lighting pilots to be brought forward for Castle Street and Castle Arcade;

v. consider and approve funding up to £45,000 towards an enhanced ‘Cultural Night/Day Programme;

vi. consider and approve funding up to £5,000 to support enhanced Taste the Island activity as part of a programme of activity by the Linen Quarter BID;

vii. consider and approve funding up to £4,500 to support a second Belfast Restaurant Week and weekend food market;

viii. consider and approve funding up to £3,000 to support the inaugural Belfast Oyster Festival to take place in the city in October 2019; and

ix. consider and grant a market licence for the Tesco ‘Taste of Northern Ireland’ event to be scheduled for 20th – 22nd September in Custom House Square.

3.0 Main Report

3.1 Background

Since the detailed update provided to the Committee on 5th June, officers continue to engage with key stakeholders to further develop the specific proposals being brought forward as part of the City Revitalisation Programme to enhance the vitality and sustainability of the city centre, in the context of the budget envelopes previously agreed by the SP and R Committee on 22nd February 2019. The work being progressed as part of the City Revitalisation Programme is closely aligned with the existing strategies to enhance and develop the city centre including the Belfast Agenda and Belfast City Centre Regeneration and Investment Strategy.

3.2 Update on the Cordon

As Members will be aware, the building façade retention schemes on Bank Buildings are now in place and the cordon has been reduced which has increased access, albeit that the road width is still significantly reduced at this location. Traders continue to raise concerns about the impact this cordon is having on their businesses, particularly those on Royal Avenue. DfI has recently introduced additional railings at Castle Junction and Royal Avenue to improve pedestrian flow and safety. A number of retailers in Royal Avenue have expressed concern over the size of the cordon, the duration of the cordon and its effect on vehicular and pedestrian access to Royal Avenue. Belfast City Council officers continue to echo these concerns from retailers to the DfI, Translink and Primark’s contractor. City Council officers have received assurances from Primark that the cordon in place is as small as it can be given the nature of the work taking place, and
that the current cordon is necessary to ensure the safety of those working on the site. Work is continuing to remove debris from site and it is anticipated that the planning application for the next phase of rebuild will be submitted to Council in late August / early September 2019.

**Footfall figures**

3.3 There continues to be ongoing challenges around footfall in the City centre. In June, footfall continued to decline in the city centre as a whole, down by 11.6% on the previous year to date. Royal Avenue continues to be impacted greatest by reduced footfall compared to the same month in the previous year (-31.0% on June 2018), with Corn Market (-11.3% on June 2019), Donegall Place (-7.3% on June 2018), Fountain Street (-3.4% on June 2019) and Anne Street (-1.8% on June 2019). Across NI, footfall is down by 1.8% on the year to date, and down across the UK as a whole by 1.4%. The wayleave permission is now in place with Gordons Chemist (55 Castle Street) to place the footfall counter on 3rd party premises for the new Castle St footfall counter. The counter is expected to be in position in the coming weeks.

3.4 An update on the activity within the strands of work for the City Revitalisation Programme as previously agreed by Members is set out below.

**Physical and Environmental Improvements**

i. **Pop-Up Park and Pedestrianisation**

3.5 Following the removal of the temporary ‘Pop-Up’ Park from Castle Place on 10th May, work has been ongoing to explore a number of options for the possible provision of further temporary pop-up parks. Members should note that Buoys Park has been identified as one potential location and proposals are currently being drafted up and will be brought back to Committee in the near future for consideration. A National Day of Play event will be held at Buoys Park on 7th August to introduce the concepts of the Pop Up Park and to engage with the public to establish the preferred uses for the space on a temporary basis. Work is also underway to address the operational and safety issues associated with the space and how a temporary intervention could mitigate against these issues. A second potential location in the vicinity of the Lagan Lookout are also being investigated and further information will be provided as the concept develops. The funding to create a ‘Pop-Up’ Park in a new location is contained within the existing City Revitalisation Programme budget.

3.6 As discussed with Members at 5th June Committee meeting, following the removal of the Pop-Up Park on Castle Place and the reopening of Castle Junction enabling traffic flow, there was a significant public lobby and petition calling for greater pedestrianisation of the city centre. As agreed by Committee on 5th June, Council officers are working with DfI and DfC to examine...
the models of pedestrianisation and other initiatives which facilitates the development of the city centre enabling both pedestrian enjoyment and public transport access. This recommendation was ratified at full council on 1st July, with an amendment proposed by Cllr Lyons and ratified by council to also “consider fully pedestrianised streets, where access is not shared between vehicles and pedestrians on a 24-hour basis but where vehicular access to businesses for deliveries etc. was allowed for short designated periods”. Additional details on the recommendations are included within the committee report ‘City Centre Regeneration Taskforce Update’ for this committee meeting.

ii. Belfast in Bloom

The enhanced Belfast in Bloom project is currently being rolled-out with additional greenery and colour being introduced across the city centre including the installation of enhanced planters, hanging baskets and flower towers across the city centre. A procurement competition was undertaken and a supplier selected to create a new and creative display garden feature in City Hall. Unfortunately, the supplier did not fulfil the requirements of the contract and officers are currently working towards re-commissioning the work with a feature to be brought forward in early Autumn.

iii. Deep Clean and Graffiti Removal

Whilst initial work commenced on underfoot deep clean (pavements/ granite/ gable walls) and the removal of graffiti from hard services in priority city centre areas affected by the fire, progress has been stalled as a result of technical staffing and HR issues. A new dedicated cleansing squad have now been recruited and are currently undergoing training with an expected commencement date of the 4th of August. Officers are continuing to explore options to address the graffiti on shutters, although there are some issues around liability which need to be considered prior to commencement. Options being explored include the potential for anti-graffiti artistic shutter wrapping in specific streets/ areas as a trial (subject to agreement with property owners).

iv. Bank Square Canopy

Members may be aware that a key project for the City Revitalisation Programme was the exploring of the creation of an outdoor covered space for retailer-led themed events and other animation activity in Bank Square. In order to test the viability of a permanent covered space, two one-month long pilots are being implemented over the Summer (July/August 19) and Autumn (September/October 19) using a temporary canopy to encourage visitors and shoppers to spend time in the area. Appendix 1 includes images of the temporary structure in place for the first of the two pilots.
| 3.10 | Officers are working with local retailers to develop a comprehensive programme of events during the pilot periods with an initial concentration of activity in July/August showcasing a mixture of musical events and family activities. **Appendix 2** provides further details on programme of events scheduled for Bank Square during this period, with engagement ongoing with local traders and artists to further develop and enhance the programme. BCC cleansing team and Safer Neighbourhood Officers (SNOs) as well as the PSNI are present in the area and aware of installation to address any potential issues that may arise. |
| 3.11 | A market research company (CARD) has been appointed to carry out a comprehensive consultation and evaluation of the two pilots, engaging the general public and local traders on experience and recommendations for the longer-term potential of a covered canopy in Bank Square. If the temporary pilot programme is successful, it is intended to bring formalised proposals for a longer term more permanent solution that involves the Council, DfC and traders. |
| **v. City Dressing and Lighting Strategy** | |
| 3.12 | Members will be aware that work is underway to develop a City Dressing and Lighting Strategy which will inform how new city dressing and lighting schemes may be brought forward in a coherent way. It is envisaged that the draft Strategy will be complete in early Autumn and will be brought into Committee in September for consideration of Members. |
| 3.13 | As previously discussed with Members, a number of initial pilot lighting projects are being developed for Castle Street and Castle Arcade with initial illustrative concepts attached at **Appendix 3**. The Castle Street proposals involve a series of streamlined projectors being positioned in specific locations enabling lighting schemes to be transferred onto buildings and shutters addressing anti-graffiti and safety issues. Initial engagement with local traders has been positive and it is proposed that a pilot display will be erected on 83-87 Castle Street with a further role out of additional displays pending wayleave agreement with landowners. The lighting schemes will be commissioned and themed by council in conjunction with local traders and arts organisations, and will also have the capacity to be programmed to promote local events and activities. The Castle Arcade proposal will involve the positioning of a large lighting rig which will facilitate the rigging of lighting equipment for programmable lighting displays, and enable the area to be themed and dressed to promote local events and activities. Due to the permanent nature of the structure in Castle Arcade this piece will be designed and installed as a part of the Entries project which also forms an element of this programme. |
| 3.14 | Discussions are also underway with city partners in relation to potential enhanced Christmas lighting including proposals for the Council to fund creative lighting feature(s) at specific locations |
as part of the City Revitalisation Programme. Bid One have committed additional funding to address cross street lighting features within their boundary, and Council currently have a procurement competition ongoing to engage a large feature lighting display within the Royal Avenue/Castle Place area of the city. A further report will be brought back to Committee in September for consideration of Members on completion of the procurement competition.

vi. Entries and Lanes Strategy

One of the key issues identified in the pre-Christmas Recovery Programme was the connectivity and permeability of the city centre and its impact on wayfinding around the city centre following the fire. To address this, and following research in other cities, there is an opportunity to support and enhance permeability via an Entries and Lanes Strategy to improve the connectivity, resilience, tourism, city character, marketing and alternative uses for the existing entries.

Stage one procurement competition (PQQ) for design consultants has completed and the second stage (ITT) is underway. It is anticipated that a consultant will be appointed during August 2019 to carry out design works on Phase 1 of the Entries Project which will include Castle Arcade, Crown Entry, Joys Entry, Pottinger’s Entry, Coles Alley, Wellington St and Winecellar Street. Following a period of engagement, it is intended that some capital work could commence before Christmas 2019 with completion of all Phase 1 works by March 2020. Preparatory work for Phase 2 will be progressed during Autumn 2019 and capital works will be subject to funding becoming available. Phase 2 of the Entries Project also incorporates design works at Church Lane and Callendar Street which will be carried out in conjunction with DfC. Capital works will be subject to available budget and additional information will be brought to committee in subsequent reports.

Animation/ Events and Programming

Members will be aware that as part of the Recovery Programme, the Strategic Policy and Resources Committee, at its meeting on the 22 February, agreed a budget of £200,000 to support animation activity as part of the City Revitalisation Programme.

A key principle for Council investment was to augment and amplify planned activity, as opposed to developing new activities. As a result, officers have been working with event organisers to consider how these can deliver on the objectives above, with a focus on the areas of the city most negatively impacted by the fire.

Examples of activities supported to date include:

- **Festival of Fools**: this event takes place on the first May Bank Holiday weekend each year. This year, the organisers programmed a range of activities in Castle Place,
focusing on the pop-up park (before it was moved). This attracted a large family audience to this part of the city.

- **City of Music programme:** this programme will run from July to September. It will deliver a series of musical performances and activities across the city centre, with a focus on the stage at Bank Square which is to be installed for two periods over the summer break. Appendix 4 provides details of the planned programme of activities.

- **Big Belfast Tee Off:** this programme of family-friendly activities was focused on the City Hall grounds and involved a NI-themed pitch and putt, a golf simulator and other golf-related activities to appeal to young audiences. The event marked the 148th Open at Royal Portrush, in recognition of the large number of visitors and golf spectators who based themselves in Belfast over the period of the tournament.

- **Belfast Music Summer Season:** Over 50 Music events running across 20 different venues and locations in the city centre from 18 July to 28 September. Highlights for the Bank Square activity include the Golf Open Weekend in partnership with Belfast One showcasing some of Belfast’s best bands, family friendly global music workshops including Dhol drumming, a showcase of the winners of The Great Belfast Busk Off and a 20-piece brass band covering contemporary pop music over Pride weekend.

A number of additional events are planned over the coming months including:

i. **Enhanced Culture Night/Day programme**

For the first time this year, the traditional Friday-night Culture Night will also feature a Culture Day on Saturday. The dates for this year’s event are 20th-21st September. In order to maximise the value and impact of the Culture Day programme, and draw footfall and spend into the city centre area, officers have been working with the Cathedral Quarter Trust to put together a programme to facilitate ease of attendance, benefit retailers and encourage movement across the city centre from City Hall to the Cathedral Quarter.

Culture Day will include a wide range of family-friendly activity across the city including a global music and dance programme at Writer’s Square, a family ‘playground’ at Buoys Park and a Bazaar and Street Food Market at St Anne’s Cathedral. Key elements of the programme – for which additional support is being sought from Belfast City Council – include:

- **City Hall:** a music stage will be located there. Performances and activities will include “Baby Rave” events; world music stage; dance and street theatre workshops
- **At other locations** (principally Castle Place, Bank Square, Lombard Street and Rosemary Street) additional activities will include Belfast Busk Off event; pop-up musical performances and family cinema activities.
The Cathedral Quarter Trust estimates that the impact of these Culture Day activities will include:
- Audiences/Footfall: 40,000+
- Estimated economic impact: £500,000+
- Estimated additional bednights: 4,000 (as programming on Friday evening & Saturday)
- Estimated print and broadcast AVE value of £1,000,000

The Trust has been successful in levering financial support from the Department for Communities (DfC), Destination CQ BID and BID One. The financial request from the Council will be £45,000 towards this additional programme of activity on Saturday 21 September.

ii. Taste the Island Activity

Tourism Northern Ireland (TNI) is leading a new initiative called “Taste the Island”. The initiative is an eight-week showcase of the fabulous food and drink offer all across the island of Ireland. It will run from mid-September to mid-November 2019.

2019 will be the first of a three-year commitment, delivered in conjunction with Tourism Ireland and Fáilte Ireland. The timing of the 8 week programme will build on the success of the 2016 Year of Food and Drink and coincides with the celebration of Northern Ireland as the “Best Food Destination” at the International Travel and Tourism Awards 2018/19.

Tourism Northern Ireland has put in place a small budget to support and profile local events and a number of local organisations have made applications for support from the fund. Other organisations are levering financial support from alternative sources and are linking in with Tourism NI in order to profile and showcase their event as part of a marketing initiative associated with the programme.

There are a number of events taking place in Belfast over that period and the Council has been working with partners to consider how these can be developed to support some of the ambitions and objectives of the Revitalisation Programme. Council officers have also encouraged these partners to programme their events over a number of weekends in September and October in order to encourage economies of scale and improve the experience for visitors to the city.

Key activities which the Council has been asked to support include:
- To coincide with Culture Night and Culture Day, partners are planning a series of food-related activities. These include the “Linen Table”. This event is being delivered by the Linen Quarter BID. It will involve organising an evening dining event delivered by a range of hospitality providers in the Linen Quarter area. The event will take place in the City Hall/Bedford Street area. The Linen Table will be a paid-for event, focusing on food
excellence and local produce. In advance of the evening event, the marquee that is to be used for the event will be used by the Culture Day organisers for some of the activities outlined above. In order to support the engagement activities, it is proposed that the Council makes a financial contribution towards this event of £5,000. The remainder of the costs will be met from ticket income as well as a financial contribution from the Linen Quarter BID.

- Following on from the weekend activities, BID One and Destination CQ are proposing to organise the second Belfast Restaurant Week as well as a weekend food market. The restaurant week event will run from Monday to Thursday (23-26 September) and will involve £10 lunch and £15 evening meal offers by a range of hospitality venues. The weekend event (27-28 September) will include food demos and a producers’ market as well as a Big Belfast Brunch event on the Sunday (28 September). The event organisers are seeking funding from Tourism NI and DfC and both BIDs will also be making a financial contribution. It is proposed that the Council makes a financial contribution of £4,500 towards the costs associated with hosting the event.

- Also taking place on the same weekend as Culture Night/Day, Tesco will be organising their seventh annual Taste of Northern Ireland event in Custom House Square. 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 – and applications for markets with more than 20 stalls need to be approved by the City Growth and Regeneration Committee. Tesco are seeking a licence to operate this event on 20-22 September 2019. This event is designed to showcase the range of food and drinks available from Tesco produced in Northern Ireland. Some stallholders do have products for sale on the day; however, most will offer free samples and use the event as an opportunity to demonstrate their product range. Numbers are currently being finalised but it is expected that there will be up to 65 stalls at the event. There will be no financial contribution required from the Council for this event – Tesco cover all of the costs. As with all markets, the Council will receive a fee for the licence application (£50) as well as a stallage fee of £5 for each stall at the event. It is proposed that the Committee agrees to grant the markets licence for the organisation of this event, given that it will complement the wider programme of activity.

- Belfast’s inaugural Oyster Festival will take place in Bank Square on Saturday 5th and Sunday 6th October. The event will feature a series of cookery demonstrations and a food market with a variety of seafood stalls alongside family friendly daytime entertainment with workshops and aquarium touch tanks for children. In the evenings, there will be a music showcase featuring local bands and musicians. The organisers will be working closely with the Council to ensure that the animation supports the wider City
Revitalisation objectives. It is proposed that the Council provides a financial allocation up to £3,000 towards the costs associated with event logistics.

Marketing and Communications

3.30 Members may be aware that the ‘Make it Belfast’ advertising and marketing campaign went live on Monday 13 May and will run through until the end of August 2019 to support the City Revitalisation Programme. It targets the local day trip market and seeks to uplift the image and attractiveness of Belfast city centre as a premier retail and day trip destination, promoting its unique experiences, great value and access.

3.31 Visit Belfast are commissioned to oversee implementation of campaign in liaison with city stakeholders and Council; with a range of mediums being used including radio advertising, digital, video, social media, national and local press as well as highly visible outdoor promotion on bus T-sides, adshels and 48 sheets. In addition, a ‘Make it Belfast’ campaign toolkit has been developed and shared with city stakeholders and businesses to further strengthen and add value to the campaign. The Council is also supporting the uplift of the campaign, as appropriate, via existing external communications channels. Visit Belfast have provided initial feedback on implementation and successes of the campaign to date as set out below:

- **Press & PR coverage** – reach 210,000 people & 629,000 opportunity to see (OTS)
- 180,000 leaflets distributed to targeted households, key transport hubs and bus stations
- **Digital channels** – over 1.5m impacts (social media, email marketing, search and campaign website views)
- **Radio Advertising** – over 5.5m impacts (relates to number of opportunities to hear ad by any one person)
- **Outdoor advertising** – 7,970K impacts

Appendix 5 provides further details on the ‘Make it Belfast’ City Recovery Marketing Campaign.

Financial and Resource Implications

3.32 At the SP and R Committee meeting in October 2018, members were updated on the £5.637m allocated, from a number of sources, to the recovery programme, and the £4.887m allocated directly to council for the City Centre Revitalisation Programme. A breakdown of this funding is provided in Appendix 6 of this report.

3.33 The Strategic Policy and Resources Committee, at its meeting on 22 February 2019, followed by the City Growth and Regeneration Committee at its meeting on 6 March 2019, were updated on the £1.882m spent on Phase 1 of the Revitalisation Programme, and the £500k of funding
allocated by council for direct trader support. The respective committees approved a report setting out an overview of the broad proposals for Phase 2 of the City Revitalisation Programme and associated budget allocations across the identified strands of activity totalling £2.505m. The key strands detailed, and for which updates are provided and approvals requested, in this report are funded from within this Phase 2 budget.

**Equality or Good Relations Implications / Rural Needs Assessment**

None associated with this report.

### 4.0 Documents Attached

**Appendix 1** - Bank Square temporary canopy images

**Appendix 2** - Bank Square programme of events (July/August 2019)

**Appendix 3** - Lighting Pilots (Castle Street and Castle Arcade) illustrative concepts

**Appendix 4** - Belfast Music summer season programme

**Appendix 5** – Update on ‘Make it Belfast’ City Recovery marketing campaign

**Appendix 6** – Programme Funding
This page is intentionally left blank
Temporary Canopy Structure in Bank Square
Programme of Events @ Bank Square (July/August)

**Disco Beard**
Bank Square
Thurs 18 July, 6.45pm - 9.00pm
Disco Beard is a dynamic duo based in Belfast. Their love of all genres influences their own funky spin on pop and crowd favourites, from the Spice Girls to Bill Withers.
*Free to attend. Just turn up!*

**Belfast Busking Band**
Bank Square
Fri 19 July, 4.30pm - 6.30pm
The Belfast Busking Band share their love of playing a huge mix of music including; soul, funk, jazz, folk, ska, boss nova, reggae, hip hop and r&b.
*Free to attend. Just turn up!*

**No Oil Paintings**
Bank Square
Fri 19 July, 7.00pm - 9.00pm
No Oil Paintings is the musical synergy of Chris Kelly (lead vocals, guitar), twin brothers Sean (vocals, guitar, 5-string banjo) and James Doone (vocals, bass guitar) and George Sloan (vocals, drums). With a variety of influences from rock to outlaw country and a bottomless passion for making great music they offer a raucous brand of alternative guitar and banjo-driven folk with an edge of darkness.
*Free to attend. Just turn up!*

**Cap On The Wall**
Bank Square
Sat 20 July, 5.00pm - 8.00pm
Cap On The Wall are on a mission to deliver quality entertainment for any occasion. From traditional Irish folk to soft jazz or even the chart hits. Expect traditional ceilidh dancing with a teacher and Irish dance performers. That’s when the party really gets started! We’ll also have a prize winner from the Belfast Busk off to warm up the Bank Square stage!
*Free to attend. Just turn up!*

**String Ninjas**
Bank Square
Sun 21 July, 3pm - 5pm
Belfast’s own Gavin Ferris and Mick Conlon have been wowing audiences with their energetic, fresh, live performances filled with their original takes on some of the worlds most loved and best known songs. Expect hard-hitting bass, flashy solos, and grooving rhythm.
*Free to attend. Just turn up!*
The Unholy Gospel Band
Bank Square
Sun 21 July, 6pm - 8pm

Authentic American gospel music delivered live and straight from the soul via Northern Ireland’s very first (unholy) gospel band. Featuring songs by Mahalia Jackson, the Staple Singers, James Brown and much more. The Unholy Gospel Band, as the name suggests ‘ain’t holy but the music is gospel.’

Free to attend. Just turn up!

--------------------------------------

Sounds from Bank Square – Session 1
Bank Square
Thurs 25 – Sun 28 July, 3pm – 9pm

Relax and unwind with some of the best local music acts in a family friendly setting. Look out for pop-up music school with Artsekta using different percussion instruments from around the world including Japan, Africa and India. Stay tuned to @BelfastMusic on Facebook for more details

Free to attend. Just turn up!

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Sounds from Bank Square – Session 2
Bank Square
Thurs 1 – Tues 6 August

4pm – 9pm

Relax and unwind with some of the best local music acts in a family friendly setting. Look out for pop-up music school with Artsekta using different percussion instruments from around the world including Japan, Africa and India and a special Outernational DJ set. Stay tuned to @BelfastMusic on Facebook for more details

Free to attend. Just turn up!
ILLUSTRATIVE IMAGES OF LIGHTING PILOTS (CASTLE STREET & CASTLE ARCADE)

CASTLE STREET - PROPOSED CONCEPT MOCK UPS

Before...

After...
CASTLE STREET - PROPOSED CONCEPT MOCK UPS

Before...

After...
Summer Season 2019

Belfast Music’s Summer Season is back! This line-up of music-based events represents the strength and depth of the Belfast scene with some special guest appearances from our extended family across the region!

Last year’s foundation of great events has allowed us to push the artistic and creative boundaries further again!

We’ve got opera and music-theatre in domes, to drone painting workshops inspired by DJ sets! We have pop up choirs who meander across traditional music, dance, and digital art, to pop up cinemas celebrating Belfast’s musical history from the 60s through to the present day. From ceilidhs to Afro-beats, Busk Offs to Brazilian beats, acoustic stages to immersive electronica, we have just about all bases covered for all ages and music tastes, reflecting the vibrant landscape that is Belfast’s music scene.

We’re really excited by and proud of the music scene here in Belfast. Join us this summer to sample and experience what the city has to offer. It’s yours for the taking.
Lunaria - The Belfast Ensemble

The Dome, Victoria Square
Thurs 18 July,
5.30pm - 8.30pm

Free to attend.
Grab your free ticket on Eventbrite.

🔗 For tickets go to: www.eventbrite.co.uk

✉️ For more information go to: www.thebelfastensemble.com

See Northern Ireland’s capital afresh with the The Belfast Ensemble. Straight from performances at London’s Southbank for the PRS New Music Biennial 2019, this 15 minute new work evokes a furiously vibrant city caught in the crossfire of national identities. The Belfast Ensemble, with their unique blend of music, performance and light, present a unique new work. Join us for a window into new approaches to musical performance and interpretation in the city of Belfast. This is music-theatre for the 21st Century.
Golf Open Weekend

Disco Beard

Bank Square
Thurs 18 July, 6.45pm - 9pm
Free to attend. Just turn up!

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No Oil Paintings

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Glandore Belfast x Mix The City Workshops

Glandore, 41 Arthur Street
Thurs 25 July, 5pm - 8pm
Places are free but limited to six participants per workshop.

To book your place go to: www.eventbrite.co.uk

Glandore do co-working with a difference - they’re opening their doors to Belfast Music this summer, and giving you the opportunity to create your own mix of Belfast. Originally curated by Hannah Peel, now it’s your turn to re-Mix The City. We’ll take you on a step by step guide on how to create your own Belfast mix.

Sounds from Bank Square - Session 1

Bank Square
Thurs 25 - Sun 28 July, 3pm - 9pm
Free to attend. Just turn up!

Relax and unwind with some of the best local music acts in a family friendly setting. Look out for a pop-up music school with Artsekt, using different percussion instruments from around the world, including Japan, Africa and India. Stay tuned to @BelfastMusic on Facebook for more details.

KinSanaa presents In Living Colour

The MAC
Sat 27 July, 4pm
Admission: £5.

Grab your ticket on Eventbrite.

For tickets go to: www.eventbrite.co.uk
For more information go to: www.acsoni.org

African and Caribbean artists fuse their talents to create a show incorporating dance, dub-poetry and visual art, moving away from the traditional concert format. A series of acts within a performance, where collaboration is key.
Future Sounds
Now 1 - Reevah and Malojian

Masonic Hall, 15 Rosemary St
Sat 27 July, 8pm
Admission: £5.

For tickets go to:
www.eventbrite.co.uk

Derry songwriter Reevah’s acclaimed debut EP ‘Hummingbird’ was self released in June 2018 and aired on RTÉ Radio One and BBC Introducing. She has supported Lisa Hannigan, Wyvern Lingo and Duke Special. In 2018 Reevah collaborated on a project with The Ulster Orchestra. An emerging talent not to be missed.

Belfast Trad Fest - Trad On The Square

Writer’s Square
Sun 28 July 2019, 12pm - 5pm
Free to attend. Just turn up!

For the full programme go to:
www.belfasttradfest.com

Trad on the Square is a free one-day event celebrating Traditional Music, Dance and Song at Writer’s Square. It will include a Traditional Music stage, outdoor ceilidh, a participatory live session, a drum circle, arts, craft and music stalls, and family-fun activities as part of Belfast TradFest 2019.

Belfast Trad Fest is proudly supported by Belfast City Council, Arts Council of Northern Ireland, Tourism NI, Department for Communities and Destination CQ.
Sounds from Bank Square - Session 2

Bank Square
Thurs 1 - Tues 6 August, 4pm - 9pm
Free to attend. Just turn up!

Relax and unwind with some of the best local music acts in a family friendly setting. Look out for a pop-up music school with Artsekta, using different percussion instruments from around the world, including Japan, Africa, and India, and a special Outernational DJ set. Stay tuned to @BelfastMusic on Facebook for more details.

Mix The City Workshop

University of Atypical
Fri 2 August, 12pm - 1pm, 1.30pm - 2.30pm and 3pm - 4pm
Places are free but limited to six participants per workshop.

To book your place go to: www.eventbrite.co.uk

Originally curated by Hannah Peel, now it’s your turn to re-Mix The City. We’ll take you on a step by step guide on how to create your own mix of Belfast. The best remix videos and productions will be played on Culture Night 2019!

Molto Vivo

The Black Box
Fri 9 August, 8pm - 11pm
Free to attend.
Grab your free ticket on Eventbrite.

For tickets go to: www.eventbrite.co.uk

Molto Vivo have earned a reputation as a talented band to look out for. Described as “the Pixies met Green Day and had a baby” they are sure to have you dancing along at this bewitching live show! We’ve also asked them to surround themselves with their wish list of local musicians.

The three piece, made up of Mattie Bell, Jordan Dickson and Rae Sofley, combines grunge, rockabilly, classic rock, punk and theatrical composition to create a well-rounded and distinctive style.

Special support from Don’t Fear the Natives and John Andrews with full band.
Seedhead Arts presents Blue Whale
Thurs 22 August, 8pm
Free to attend. Just turn up!

For more information go to: www.seedheadarts.com

Blue Whale are a jazz punk quartet from Belfast. Their aim has always been to veer away from the trappings of the traditional guitar-centric four-piece, and in doing this have experimented heavily with unconventional scales and time signatures. Their cadenced, angular and atonal compositions tread fine lines between dance and discord, chaos and intricacy, with the resultant aural tension unique in its capacity to simultaneously provoke mental confusion and physical movement. Their sound has been compared to the likes of Captain Beefheart and the Magic Band, Television, Swans, Sonic Youth and Slint.

HIVE Choir
- Word on the Street
City Centre Pop Up Concert
Fri 16 and Sat 17 August
Free to attend. Just turn up!

Whether you’re on a wee dander through town or faffin about, just haul on. You might hear HIVE. They’re a vocal ensemble of artists who work in experimental music, traditional music, dance, digital art, theatre and urban studies. Based in Belfast, HIVE perform new music using found text, verbal notation, graphic scores, improvisation and audio technologies.

GXRL Code
The Berliner
Sat 17 August, 9pm
Admission: £5.

For tickets go to: www.eventbrite.co.uk
For more information go to: www.facebook.com/gxrlcode

A collective of musically minded female artists and creatives, shifting the narrative of female expression through scene shaking parties! Showcasing local artists and designers, setting up stalls to exhibit their art and using the stage to showcase their craft!
Rudimentary Records - Crypticz x Itoa EP Launch

Ulster Sports Club
Fri 9 August, 9pm

Admission: £5.

For tickets go to: www.eventbrite.co.uk

Rudimentary celebrate the new EP from Itoa and Crypticz.

This EP showcases two of the most talented up and coming producers in the bass scene. Expect a blur of Dubstep, Drum n Bass, and Footwork, and for the sound system to be tested!

Cathedral Quarter Caribbean Social

Writer’s Square
Sat 10 August, 12 noon - 5pm
Free to attend. Just turn up!

Expect Carnival vibes courtesy of Steel Drum maestros and Notting Hill stalwarts Tropical Heatwave for one day only! Join us for an afternoon of reggae, dance, and DJs as well as a range of genuine Caribbean Street Food stalls to provide you with a fresh alternative weekend lunch. Hosted by Destination CQ BID, ACONSI and Belfast City Council.
Strange Victory Records Presents - Multimedia Music Street Party

Strange Victory Records, 22-24 Berry Street
Sat 10 August, 10am - 5pm
Free to attend. Just turn up!

This family-friendly event includes a mobile cinema showing specially curated musical film content as well as a specially commissioned film showcasing Belfast’s musical history from the 60s through to present day.

There’s also a pop-up art gallery exhibiting a series of professional gig photographs and gig promo posters from Belfast gigs across the decades (60s - present).

Plus street games, ‘musical face painting’ for kids and local food stalls showcasing the best of Belfast while local DJs soundtrack the day in style!
Summer Season 2019

Vault Artist Studios

- Courtship

CastleCourt

Fri 23 August, 7pm

Free to attend. Just turn up!

Vault is a collective of individuals. Each different but held together by the need to create - to make something come alive and shape it. Our latest venture into disused space is in a vacant unit in Castlecourt. For one night only, led by our musical members we will collaborate on an evening of music, experimentation and play.

Join us to watch. Join us to dance. Join us...

Four Men and a Dog are true legends of Irish music. Their fiery tune sets are second to none for passion and precision, while their songs are full of surprise - anything from traditional ballads to American folk songs to acoustic rock n' roll (in the words of the band “Blame it on the radio”).

Music Central

Lanyon Place Station

Mon 2 and Thurs 19 September, 12 noon and 4.30pm

Free to attend. Just turn up!

What better way to keep your summer of festivals going than with some live music to set your commute off on the right note, with acoustic sets from some of the best musicians in the city.

Four Men and a Dog

Ulster Sports Club

Thurs 22 August, 8pm

Admission: £15

For tickets go to:
www.eventbrite.co.uk

For more information go to:
www.androichead.com
**Beyond Skin - Mim Suleiman, Orchestre des Réfugiés et Amis**

**Oh Yeah Music Centre**  
Fri 6 September, 8pm  
Admission: £4

For tickets go to: [www.eventbrite.co.uk](http://www.eventbrite.co.uk)  
For more information go to: [www.beyondskin.net](http://www.beyondskin.net)

Mim Suleiman has been described as the Mama Africa of the Modern Era revelling in her East African vocals and percussion traditions. Orchestre des Réfugiés et Amis is a music project developed by Beyond Skin creating safe welcoming spaces for musicians in refugee or asylum status to meet, collaborate and socialise with a diverse of professional musicians. This is a double bill not to be missed!

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**Lucent**

**The Black Box**  
Thurs 5 September, 8pm  
Admission: £5

For tickets go to: [www.eventbrite.co.uk](http://www.eventbrite.co.uk)  
For more information go to: [www.thelucentmoment.com](http://www.thelucentmoment.com)

Lucent is a new, collaborative piece of work curated and directed by Hex Hue (Katie Richardson) alongside many brilliant artists and it’s funded by the Help Musicians UK Fusion fund.

It is a multi-disciplinary project working with music, visual art and dance to produce a collection of new songs inspired by the creative community in Northern Ireland.

Join us for a unique immersive music experience in The Black Box featuring live music from Hex Hue, image, film, visuals and dance, plus some special guests! Neo Neo DJ’s will be setting the musical tone.
Future Sounds Now 2
- The Lost Connection, Ai Messiah

Masonic Hall, 
15 Rosemary Street
Sat 7 September, 8pm
Admission: £7.

For tickets go to: 
www.eventbrite.co.uk

Artist Locky Morris (Rare) and guitarist John O Neill (The Undertones, That Petrol Emotion) bring a growing pulsating pop appeal to the abandoned Masonic Hall on Rosemary Street. Ai Messiah epitomises the Future Sounds of Now series. Their debut album ‘Sentience and Sapience’, released last November on local outfit Touch Sensitive is a masterpiece of future-leaning soundscapes. We are buzzed to be hosting their live AV show.
Lady Vendredi

Black Box
Fri 6 September, 8pm

Part of the Bounce Arts Festival. Admission: £5.

For tickets go to: www.universityofatypical.org/bounce

Imagine an experience - turbulent yet seductive, surrounded by sound and bathed in love. Cult music icon Lady Vendredi is a mythopoetic super heroine and vodou priestess popstar from another dimension. Enter the space of Neon Dream - an imagined alternate reality of pulsating sensuality. A constellation of Afro-futuristic sound, light and movement. Drawing from sources as wide as Haitian Vodou, Bauhaus costume, and 70s synth pioneers, Lady Vendredi creates and recreates a new world in this mythic ritual gig.

The Lap Off

Ulster Sports Club
Fri 13 September, 8pm

Free to attend. Grab your free ticket on Eventbrite.

For tickets go to: www.eventbrite.co.uk

Up from the grave, The Lap Off has awoken from a six year hiatus to pit our best electronic musicians and DJs against each other in gladiatorial knock out rounds of ten minutes each and crowd reaction decides who wins. Think 8 Mile with laptops.

Contestants can use their laptop to produce noises in whatever way they like, and can supplement their electronic sounds with any instrument they can connect-up! Past contestants have been DJs, original musicians, and everything in between. Always diverse and always surprising, expect dancing, shouting and a mess of cables like you’ve never seen.
Sounds from Bank Square - Sessions 3 and 4

Bank Square
Fri 13 - Sun 15 September, 4pm - 9pm
Thurs 19, Sat 21 - Sun 22 September, 4pm - 9pm
Free to attend. Just turn up!

Relax and unwind with some of the best local music acts in a family friendly setting. The perfect soundtrack to your summer - make the most of the urban great outdoors! Stay tuned to @BelfastMusic on Facebook for more details.

Drone Patrol

Bank Square
Sat 14 and Sun 15 September, 11:30am - 1pm and 2pm - 4pm
Free to attend. Just turn up!

Artist Robin Price has taught his drone to carry a paintbrush and you’re in control. Enjoy the challenge of piloting a wonky drone over a canvas and letting your creativity loose. We’ll have DJ’s supplying a laid back Outernational soundtrack to inspire your painting.
Mix The City Live x Culture Night

Belfast City Hall
Fri 20 September, 5.30pm - 8pm

Free to attend. Just turn up!

Clap, stomp and shout, together in time! This is your chance to immerse yourself and become the remix! Conor Mitchell (The Belfast Ensemble) will orchestrate a real time remix of Hannah Peel’s original score with Mix The City artists, including Katie Richardson (featuring Open House Choir), No Oil Paintings, Kaidi Tatham, and Steven Davis. We’ll be getting you all making music in the grounds of City Hall! We have a feeling this will be a landmark event to remember!

Acoustic Picnic x Culture Day

Oh Yeah Music Centre
Sat 21 September, 11am - 2pm

Free to attend.
Grab your free ticket on Eventbrite.

For tickets go to:
www.eventbrite.co.uk

A relaxed afternoon of live music for all ages and activities for children. Little movers and shakers are encouraged to dance and sing along to some heart-warming and well-known songs from the Over The Hill house band.

Warm friendly atmosphere. Bring your own picnic, some light snacks and tea and coffee will be on sale in the Oh Yeah cafe too.
CHANT - Cathedral Quarter Choir + Special Guests

Rosemary Street Presbyterian Church
Thurs 26 September, 8pm

Free to attend.
Grab your free ticket on Eventbrite.

CHANT will be joined by some of Belfast’s finest musicians to perform bespoke choral arrangements of their songs for a one-off gig that promises to live long in the memory.

With a focus on fun and singing contemporary and local music, everyone is welcome. This is the start of something special - come and get involved!

Cathedral Quarter Choir is the brainchild of Katie Richardson. This brand-new choir will spend the Summer meeting, singing and rehearsing together to prepare for this very special event.

Barrio 54

Ulster Sports Club
Sat 28 September, 9pm

Admission: £4 advance / £6 OTD

Back for one night only, Barrio 54 is calling good people to bring good vibes to a class venue to dance to outstanding music of the tropical electronica kind, with a LIVE soulful twist. Previous guests to share our stage include Reset, Rudimentary, Homespun and Belfast Music Club.

Our gatherings have to be felt to be believed! Do join us.
MIX THE CITY
Belfast
CURATED BY HANNAH PEEL

Make your own mix of Belfast at www.mixthecity.com/Belfast

LIVE @ CULTURE NIGHT
Take part LIVE at Belfast City Hall on Culture Night (see page 19)
The Belfast Music Tour, brought to you by the Oh Yeah Music Centre is a journey across the city celebrating the music, artists, and landscape that have brought character to our city.

To book go to www.visitbelfast.com/tickets
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City Recovery Marketing Campaign Update

9th July 2019
• £300k budget made available by BCC to support city centre marketing campaign
• Campaign brief developed through a stakeholder steering group inc. BCC, Visit Belfast, Belfast Chamber, Belfast One, Destination CQ, Hospitality Ulster, Translink, Retail NI, CastleCourt and Victoria Square
• Design and deliver a fresh new campaign approach targeting the local day trip market up to 60 minutes drive time
• Intensified periods of integrated campaign activity (May/June and July/August)
• Re-engage local consumer interest through positive messages
• Uplift image and attractiveness of Belfast city centre as a premier retail and day trip destination
• Promote unique experiences, great value and access
• Maximise campaign reach and penetration to audience segments and selected geographic locations
• Address perceptions and provide strong reasons to come to Belfast
For a city like no other... make it Belfast.

For shopping trips to treasure with special gifts... Fashion and treats, with a choice of the best shopping experiences... make it Belfast.

For inspired cuisine at award winning restaurants, Delicious street food and vibrant markets... make it Belfast.

For high points on rooftop bars and surprises around every corner... make it Belfast.

For days you don’t want to end... make it Belfast
make it Belfast

make it Belfast

make it Belfast

make it Belfast
‘make it Belfast’ campaign tool kit shared with all business to further strengthen and add value to the campaign

Collateral

- A4 and A3 posters (pdf)
- 300x500mm strip advert
- ‘make it Belfast’ lock up in various colours
- Square social posts (utilising campaign photography)
- Email footer
Utilising City shopkeepers, Sales assistants and service providers to show personal engagement and special moments:

- For a cut above the rest: Barber Shop
- For shopping trips to treasure: Gift Shop
- For well-heeled soulmates: Shoe Shopping
- For fitting shopping experiences: Bespoke Tailoring
- For a day filled with high points: Rooftop bar/Restaurant
- For days you don’t want to end: Eating Out
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<th>Channels</th>
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| Out of Home   | 48 sheets Bus T sides Adshe | Located roadside targeting commuters within 60-mins journey time  
Primarily deliver a central, urban-based audience on public transport routes, within 60-mins journey time  
Ubiquitous across arterial routes in the Greater Belfast and public transport routes, within 60-min journey time |
| Door Drop     | Mini leaflet brochure           | Ballymena, Antrim, Larne, Carrickfergus, Newtownabbey, Holywood, Bangor, Newtownards, Lisburn, Lurgan, Portadown & Newry                   |
| Press         | Advertorial & full page         | Belfast Telegraph | Newsletter | Irish News | Daily Mail  
| Radio         | 30 second radio Outside broadcast | CoolFM | U105 (and U105 outdoor broadcast 24 May)                                                                                                                                                                         |
| Digital Film  | YouTube / Programmatic Facebook / Instagram | Audience profiling and geo-targeting (up to 60-mins journey time)                                                                                           |
| Digital Content | Native: Taboola / Gemini Facebook / Instagram | Town targeted, age profile and family status defined audience  
Town targeted, up-market age and interest profile audience |
## Campaign Timings

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<tr>
<td>Press</td>
<td></td>
<td></td>
<td></td>
<td>Always on</td>
</tr>
<tr>
<td>PR</td>
<td></td>
<td></td>
<td></td>
<td>Always on</td>
</tr>
<tr>
<td>Social</td>
<td></td>
<td></td>
<td></td>
<td>Always on</td>
</tr>
</tbody>
</table>
Advertorial coverage in regional papers across the target geographic market, and 4 NI daily newspapers

Combined Advertorial Reach: 210,000 & 629,000 OTS

Visit Belfast.com
Advertorials

Make it Belfast today.

Longer days make Belfast the perfect place to explore.

For shopping trips to the sleek outlet mall, an art gallery or Belfast's many luxury stores, to ranges of high street favourites and unique, independent boutiques. Savor the flavours of Belfast's burgeoning food scene and drink in the hospitality of the city as many pubs and restaurants.

How can you resist?

Visit Belfast.com

Belfast in a day.

Compete in size, but uncompromising in choice. Belfast is the perfect place to spend a day.

For a trademark Belfast rugby experience, total the Ulster Bank Tennants Cup and the Guinnessinness Bowl at The Grand Central Grand Central Belfast. Take a bite of the city's culinary delights at The Windsor Castle, enjoy the wonderful collection of art your National Gallery of Ireland or take a trip to theBotanic Gardens.

Join us today.

Visit Belfast.com

Getting here couldn't be easier.

Dolls and clothes can be bought in shops as well as many pubs and restaurants. There are so many different places to visit, and there is something for everyone, from beginners to seasoned visitors.

Visit Belfast.com
180,000 leaflets distributed to geo-targeted householdes, key transport hubs and bus stations
For unmissable events
Your guide to the best events in Belfast.

For days you don’t want to end

Summer Twilight Market
ST George’s Market
6 and 7 August

Chill
Custom House Square
6 – 23 August

The Nuins Snowboard Story
6 – 24 August

Broadway to Belfast
The Vue
1 August

Belfast Zoo
Boo! A Trail To Playing Fields
1 – 24 August

Belfast Mela
Botanic Gardens
25 August

Belfast International Tattoo
11 Arena
6 – 7 September

For full list of upcoming events and visitbelfast.com/whats-on.

For those high points

Enjoy a feast with all the family at The Chubby Cherubs, Nando's or TOG Fridays, or take advantage of the city's pre-theatre menus at Home restaurant, James Street or Stic and Stones.

Indulge in the full foodie experience at St George’s Market (open every weekend). Shop an amazing selection of fresh local produce, arts and crafts. Plus come and experience the wonderful atmosphere and live music.

See Belfast at its high def! at the Grand Central Hotel's Observatory bar. Savor the stunning cityscape with an indulgent afternoon tea in the sky, or visit rooftop bars like Caffè Nero, The Porky, Belfast or The Loft at Two Square.

For more information see
visitbelfast.com/make-it-belfast.

Getting here couldn’t be easier...

Summer seasons begin with these fantastic fares available to 31st August 2019

- Translink Family & Friends Ticket (£19)
- Heineken and Sprite Family Day Ticket (£20)
- Unlimited 24/7 travel on all Translink services for the price of a single
- Save 50% on family (two and half) tickets
- 24/7 travel on all Translink services for the price of a single

For more information call 0845 602 2666 or visit translink.co.uk

For your copy of Belfast's marketing plans, go to visitbelfast.com/capplans.
Campaign heavily profiled on visitbelfast.com & Visit Belfast social media channels:

- **1,518,130 impacts** (page views, impressions, email sent and search)
- **25,346 campaign page views**
Make it Belfast Content:

- Belfast in a Day
- Father’s Day Gift Guide
- Unique Shops in Belfast
- Father’s Day in Belfast
- Independent Shops in Belfast
- The Ultimate Belfast Shopping Guide
- Top Places for Lunch in Belfast
- Date Night Ideas
- Foodie Guide to Belfast
- Catch up with Friends in Belfast
- Belfast Family Friendly Restaurants
- Afternoon Tea in Belfast
- Getting Around Belfast
- Car Parking
Visit Belfast Social Media

Over 1.4m social media impressions:

- 1,276,440 paid impressions
- 113,416 organic impressions
Additional ‘Make it Belfast’ Activity

• Visit Belfast and Belfast City Council utilising #makeitbelfast
• Dedicated e-zine activity to consumer databases
• RoI summer campaign ‘Make it Belfast’ (Radio, Digital and Outdoor)
• Autumn ‘Food, Fashion & Festival’ campaign (in planning)
• Adoption by Translink into campaign activity (Metro campaign)
• The Open: 48-sheet site (Dunluce Road, opposite 3rd hole)
• Belfast Telegraph Top 100 Hospitality Supplement (2-page feature w/ Hospitality Ulster)
• Belfast Live ‘Make it Belfast’ feature
<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>£195,000</td>
<td>65%</td>
</tr>
<tr>
<td>Production</td>
<td>£75,000</td>
<td>25%</td>
</tr>
<tr>
<td>PR, Print &amp; Digital</td>
<td>£30,000</td>
<td>10%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>£300,000</strong></td>
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</tr>
<tr>
<td>Media Savings</td>
<td>£163,355</td>
<td></td>
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<tr>
<td><em>negotiated discounts received</em></td>
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<tr>
<td>Added Value Advertising</td>
<td>£20,000</td>
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</table>
## Campaign Evaluation (to date)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor Advertising</td>
<td>7,970,107</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>5,539,000</td>
</tr>
<tr>
<td>Press Advertising</td>
<td>117,418</td>
</tr>
<tr>
<td>Digital Film</td>
<td>1,951,040</td>
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<tr>
<td>Digital Display</td>
<td>567,976</td>
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<tr>
<td>Digital Native</td>
<td>2,323,289</td>
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<tr>
<td>Social media, email marketing, search &amp; website</td>
<td>1,518,130</td>
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<tr>
<td>PR</td>
<td>629,000</td>
</tr>
<tr>
<td><strong>TOTAL IMPACTS (May/June)</strong></td>
<td><strong>20.6m</strong></td>
</tr>
<tr>
<td><strong>Overall Target</strong></td>
<td><strong>30m</strong></td>
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</table>
# City Recovery and Revitalisation 2018-2020: Programme Funding

<table>
<thead>
<tr>
<th>Funder</th>
<th>Total Amount</th>
<th>Paid to BCC</th>
<th>To Others</th>
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<tbody>
<tr>
<td>Primark</td>
<td>£500,000</td>
<td>£500,000</td>
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<tr>
<td>Treasury</td>
<td>£2,000,000</td>
<td>£2,000,000</td>
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<tr>
<td>Department for Communities</td>
<td>£580,000</td>
<td>£430,000</td>
<td>£150,000</td>
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<tr>
<td>Department for Economy/Tourism NI*</td>
<td>£400,000</td>
<td>£300,000</td>
<td>£100,000</td>
</tr>
<tr>
<td>Department for Infrastructure</td>
<td>£500,000</td>
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<td>£500,000</td>
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<tr>
<td>Belfast City Council</td>
<td>£1,657,000</td>
<td>£1,657,000</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£5,637,000</strong></td>
<td><strong>£4,887,000</strong></td>
<td><strong>£750,000</strong></td>
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*Initially paid to Tourism NI, who then provided £300k funding to BCC*