

Public Document Pack

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



**Belfast
City Council**

6th January, 2016

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room - City Hall on Wednesday, 13th January, 2016 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
- (d) Request to present to Committee - Libraries NI (Pages 1 - 2)

2. Presentations

- (a) Ulster University Centre for Economic Policy (Pages 3 - 6)
- (b) The MAC (Pages 7 - 10)

3. Regeneration

- (a) MIPIM Update (Pages 11 - 14)
- (b) Cultural Hub (Pages 15 - 20)

- (c) Place Positioning (Report to follow)
 - (d) Rural Development Programme (Pages 21 - 30)
4. **Tourism, Events & International Relations**
- (a) Boston - Friendship Four Update (FFU) (Pages 31 - 34)
 - (b) Year of Food - Belfast Delivery Plan (Pages 35 - 56)
 - (c) EU Youth Parliament (Pages 57 - 60)
5. **Operational Issues**
- (a) Zoo Improvement Report (Pages 61 - 130)
 - (b) Markets Issues - Promoting markets (Pages 131 - 134)
 - (c) Consultation Response - Taxi Ranks at Donegall Square (Pages 135 - 140)
6. **Restricted Items**
- (a) City Centre Update (Pages 141 - 146)
 - (b) Revenue Estimates 2016/17 (Pages 147 - 154)
 - (c) Core Multi-Annual funding for Arts and Heritage Organisations (Pages 155 - 236)



Subject:	Libraries NI - Request to address the Committee
Date:	13th January, 2016
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Louise McLornan, Democratic Services Officer

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

1.0	Purpose of Report or Summary of main Issues
1.1	To advise the Members that a request to present to the City Growth and Regeneration Committee has been received from Libraries NI.
2.0	Recommendations
2.1	That the Committee accedes to the request from Libraries NI and invites them to present to a future meeting.
3.0	Main report
3.1	<u>Key Issues</u> A request has been received from Libraries NI to present to the City Growth and Regeneration Committee. They wish to discuss a number of projects which they are progressing, including the Belfast Central Library refurbishment.
3.2	<u>Financial & Resource Implications</u> None.
3.3	<u>Equality or Good Relations Implications</u> None.
4.0	Appendices – Documents Attached
	None.

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Subject:	Ulster University Centre for Economic Policy - Presentation to Committee
Date:	13 January 2016
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Claire Patterson, Business Research & Development Manager

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

1.0	Purpose of Report
1.1	The Ulster University Economic Policy Centre has been requested to present to Committee on the work of the centre and to provide an economic briefing. This will help to contextualise the ongoing work on the Belfast Agenda to build economic growth and to inform further thinking on the impact of 'global megatrends' on Belfast and the region.
1.2	Members will be aware that in March 2015, the Council agreed to contribute to the work of the Ulster University Centre for Economic Policy which will enhance the Council's ongoing analysis and monitoring of the city economy and to support the underpinning evidence base for the Belfast Agenda and propositions around investments in the city as the economic driver for the region.
2.0	Recommendations
2.1	Members are asked to: <ul style="list-style-type: none"> - Note the presentation from Professor Neil Gibson, Ulster University Centre for Economic Policy

3.0	Main report
3.1	<p>The Ulster University Centre for Economic Policy is an independent economic research centre focused on producing evidence based research to inform policy development and implementation. It engages with all organisations that have an interest in enhancing the Northern Ireland economy and its work is relevant to Government, business and the wider general public. Along with Belfast City Council, the Centre’s Advisory Board includes Belfast Harbour Commissioners, Department of Enterprise, Trade & Investment (DETI), First Trust Bank, Ulster University, Department for Employment & Learning (DEL), Department of Finance & Personnel (DFP) and most recently, Derry City & Strabane District Council.</p>
3.2	<p>In addition to providing an overview of the work of the Centre, the presentation will include information on the Centre’s work to develop:</p> <ul style="list-style-type: none"> - a macroeconomic model for Northern Ireland providing a comprehensive set of economic data and forecasts; and - a Skills Barometer for Northern Ireland to assess the current and emerging skill needs by sector as well as forecasting future skill needs in Northern Ireland. <p>Members will note that work is underway on the competitiveness of Belfast which continues to highlight the need for balanced economic growth and the challenges associated with economic inactivity, education and skills levels.</p>
3.3	<p>Other projects include an Air Connectivity Study, the impact of Corporation Tax, the Cost of Doing Business and defining the characteristics of innovative and high growth firms. At a Belfast level, the Centre has also assessed the economic impact of the development of the Ulster University campus which Committee agreed should be extended to include the other projects in the City Centre Regeneration & Investment Strategy.</p>
3.4	<p>The support for the Centre for Economic Policy is a positive step for the Council in establishing an ongoing research relationship and body of evidence to support the ambitions to grow the economy; recognise the city’s role as the regional driver and ongoing efforts to build the case for Belfast securing a City Deal-type arrangement.</p>
3.5	<p><u>Financial and Resource Implications</u></p> <p>Members will be aware that in March 2015 Council agreed to be represented on the Board of the UU Economic Policy Centre and to contribute £25,000 per annum for a two year period.</p>

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

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Subject:	Presentation by The MAC
Date:	13 January 2016
Reporting Officer:	Donal Durkan, Director Development
Contact Officer:	Eimear Henry, Assistant Tourism, Culture and Arts Manager

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

1.0	Purpose of Report or Summary of main Issues
1.1	Members will be aware that at a meeting of City Growth and Regeneration Committee on 9 December 2015 it was agreed to receive a presentation from The MAC at a future meeting.
2.0	Recommendations
2.1	Members are asked to: <ul style="list-style-type: none"> Note the presentation from Anne McReynolds, Chief Executive, The MAC
3.0	Main report
	<u>Key Issues</u>
3.1	The MAC is a core multi-annual funded client of Belfast City Council's Tourism, Culture and Arts unit. Three year funding commenced in April 2013 and will run until 31 March 2016. The MAC receives £75,000 a year through this programme.
3.2	In 2014/15 The MAC had a total expenditure of 2.26m. Therefore the Belfast City Council grant represents approximately 3% of overall costs. The average contribution by Belfast City Council's Core Multi-annual Funding Programme for arts organisations is 4% of turnover. Variance is for a number of reasons in line with the criteria for funding however

	organisations with a higher turnover receive slightly lower than the average percentage.
3.3	The MAC has submitted an application for the new Core Multi-annual Funding Programme for arts and heritage organisations that will operate between 1st April 2016 and 31 st March 2020. They have requested £250,000 a year for 4 years. They have requested this uplift due to a significant shortfall in the funding needed to run the venue in an effective way. The Council is only one of the funding organisations for the MAC with the Arts Council providing the highest level of funding (albeit now at a reduced level).
3.4	Given the overall available budget organisations were advised that any uplift in funding is unlikely and that any such request must demonstrate significant change from the position and levels of activity previously presented.
3.5	Recommendations for the Core Multi-annual Funding Programme will be considered by Members at the January meeting of the City Growth and Regeneration Committee and decisions are due to be published in early February following Council ratification.
3.6	The MAC opened in April 2012 following an £18m capital development. The MAC provides local and international art, theatre, dance and music along with bars and a restaurant, all under one roof in the Cathedral Quarter. It has received support from both public and private sector bodies including Belfast City Council.
3.7	The MAC (Metropolitan Arts Centre) is one of Belfast's flagship venues and includes: <ul style="list-style-type: none"> – 2 Theatres (a 350-seater and 120-seater) – 3 Art galleries – 1 Rehearsal space – 1 Dance studio – 3 Education and workshop rooms – 4 Offices for resident art groups – 1 Café and bar – 1 Artist-in-residence studio – 1 Permanent artwork
3.8	At the end of year monitoring return for the period 14/15 the MAC reported: <ul style="list-style-type: none"> – Total audience: 134,092 – Number of individual participants: 24,988

<p>3.9</p> <p>3.10</p> <p>3.11</p>	<ul style="list-style-type: none"> - Number of volunteer hours: 3433 - Number of artist/practitioner contracts: 1397 - Number of full time equivalent non-artistic staff: 31 <p>The MAC's senior management team have met with Council officers to discuss their work and role as a flagship city centre venue. They have also indicated an ongoing shortfall in their annual operating budgets.</p> <p><u>Financial & Resource Implications</u></p> <p>Recommendations for Core Multi-annual Funding will be considered by Members at a meeting of the City Growth and Regeneration Committee on 13 January 2016.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications.</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
	<p>None.</p>

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Subject:	Belfast at MIPIM 2016 - Progress Report
Date:	13 January 2016
Reporting Officer:	Suzanne Wylie
Contact Officer:	Chris McCracken, Programme Manager

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

1.0	Purpose of Report
1.1	To update Committee on the preparations for MIPIM international property showcase, taking place in France from 14-17 March 2016.
2.0	Recommendations
2.1	The Committee is asked to note the progress made to date.
3.0	Background and Objectives
3.1	On 18 September the SP&R Committee agreed that Council should lead a city partnership delegation to MIPIM in March 2016. A budget of £60,000 was approved on the understanding there would be equivalent match funding from the private sector.
3.2	MIPIM attracts 20,000 delegates, including 4,500 investors and 1,500 developers. The purpose of the Belfast delegation is to attract investors in the real estate sector. We will achieve this by positioning the City alongside international counterparts; and by presenting investment and development opportunities in a compelling and deliverable manner.
3.3	In addition, MIPIM provides a platform to learn about our peer cities and understand the new methods currently being progressed to ensure cities are competitive.

4.0	Progress Report
4.1	A successful event to promote Belfast at MIPIM was held at Victoria Square on 27 November at which the Chair was in attendance. We now have 11 external partners who have agreed to join the City delegation, and we hope to announce further partners prior to March 2016.
4.2	The 11 partners include: A&L Goodbody; Belfast Harbour; Bywater Properties; Deloitte; Invest NI; Kilmona Holdings; Lacuna Developments; 16 South; Stelify Media; Titanic Quarter; and Tughans. Both Universities are also involved.
4.3	Additional contributions of £85,500 have already been secured, which exceeds the minimum match funding target agreed with SP&R.
4.4	The Belfast narrative for the event will be 'City of Talent'. This includes talent within specific sectors and our educational achievement, but also includes a wider narrative of tenacity, innovation and creativity. This links to our City Positioning Strategy.
4.5	<p>MC2, a specialist events management company, are supporting delivery. The event programme is currently being finalised and will be shared with Committee in February. However, key aspects of the programme include:</p> <ul style="list-style-type: none"> • Three themed days to cover i) creative industries; ii) waterfront cities; iii) financial technology and professional services. • Showcasing investment opportunities including strategic projects like NE Quarter, Transport Hub, Titanic Quarter, City Quays, Linen Quarter and the Cultural Hub. We also will major on the intention to reduce corporation tax from 20% to 12.5% in 2018. • There will be events with other European partner cities including a specific Waterfront Cities event. <p><u>Finance and Resource Implications</u></p>
4.6	<p>A £60,000 contribution from the existing City Centre budget was authorised by SP&R in Sept 2015. Due to financial contributions from partners, the initiative has met the minimum threshold required. There are no further resource implications.</p> <p><u>Equality or Good Relations Implications</u></p>
4.7	None

5.0	Appendices
5.1	None

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Subject:	Cultural Hub – update and next steps
Date:	13 January 2016
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Eimear Henry, Assistant Tourism, Culture & Arts Officer

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

1.0	Purpose of Report or Summary of main Issues
1.1	Members will recall that they were updated in August 2015 that the potential for the development of a major city centre cultural and visitor attraction has been highlighted in a number of recent internal strategies including the City Centre Regeneration Strategy and Investment Plan and the Integrated Tourism Strategy for Belfast 2015-2020 and that in addition a range of other cultural infrastructure proposals were under development by a number of organisations including the Arts Council, Royal Ulster Academy, the National Museums Northern Ireland and the BBC’s digital archive. Given this Members agreed that Council officers should continue to engage with key stakeholders regarding the potential for collaboration and how the proposals under development could be best aligned towards developing one further major attraction for the city.
1.2	In addition, the City Centre Regeneration and Investment Strategy suggests that an Innovation/Creative District or area should be created around the new University of Ulster Campus and that the planned new premises for the BBC might help anchor such a creative/innovation district in that part of the city. Recent and proposed trading of land and property in this area also has the potential to facilitate a much more substantial proposal to link the Cultural Hub with an Innovation/Creative District. The potential for such a significant regeneration scheme also presents substantial opportunities for social entrepreneurship, employability schemes, outreach to communities, etc.

1.3	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> – Update Members on the ongoing engagement with stakeholders regarding the development of a major attraction in the city centre – Agree that a business case is undertaken in relation to the next steps in the development of a Cultural Hub (linked to the Innovation/Creative district proposal) to test its feasibility, affordability, deliverability and sustainability
2.0	Recommendations
2.1	<p>Members are asked to note the content of this report and -</p> <ul style="list-style-type: none"> – note that ongoing discussions with partners have highlighted that there is an in-principle agreement to explore complementary proposals for the development of a major city centre cultural and visitor attraction – in light of this, agree that a business case is undertaken into the next steps in relation to the development of a Cultural Hub linked to an Innovation / creative district which will test its affordability, deliverability, feasibility and sustainability. The study will be funded from the City Centre Regeneration budget and will be taken forward by officers from the City Centre Team, the Development Department and the Property & Projects Department. A number of partner organisations have indicated that they are willing to support the costs of the development of the business case and officers will continue discussions to secure match funding – note that the Cultural Hub will require a significant capital investment. Council officers are therefore also exploring other potential avenues for funding for the proposed project including private investment, EU funding, philanthropic contribution and public sector support. The Cultural Hub has also been proposed as a potential project for funding under Peace IV. Officers are currently assessing this proposal, together with the other emerging proposals, to test their alignment with the Peace IV objectives. Members are asked to note that an update on the Peace IV projects is being taken to the SP&R Committee on 22nd January

3.0	Main report
	<u>Key Issues</u>
3.1	<p>Members will be aware that there have been references to a major city centre museum or gallery attraction in a number of recent Council strategies. The City Centre Regeneration Strategy and Investment Plan highlights that: “...serious thought should be given to the opportunity to create a second star attraction, preferably by making use of a piece of Belfast’s built heritage. One promising opportunity that should be explored is a contemporary visual art museum with both local and global programming. Modern art has proved a strong draw in other cities – local content could give it a special edge.” Similarly the Integrated Tourism Strategy for Belfast 2015-2020 identifies the theme of Contemporary Art and Design and points to the need for a city centre-based attraction of international quality. Subsequent to this, there have also been informal conversations about a more unique attraction telling the Belfast Story through a wide range of media, including art, digital media, news archives and music and that the hub could potentially consist of a number of different venues and buildings.</p>
3.2	<p>It should be noted that in parallel to BCC’s thinking, a number of organisations and partnerships have been working on proposals to develop a range of visual arts and other cultural infrastructure proposals including:</p> <ul style="list-style-type: none"> – Visual Arts Hub proposal – Regional Art Gallery proposal – Future developments in film exhibition and cinema – Development proposals at National Museums Northern Ireland including the Ulster Museum site – The extension of the Central Library
3.3	<p>At a meeting of the City Growth and Regeneration Committee in August 2015 it was agreed that officers should continue to engage with key stakeholders involved with these various proposals and provide further updates to Council as required. In particular work to date has focused on how these proposals could align with a number of wider strategic objectives to support city centre regeneration, cultural development and tourism growth in the city.</p>
3.4	<p>A number of meetings have now taken place with a range of stakeholders including:</p> <ul style="list-style-type: none"> – Arts Council of Northern Ireland – Department of Culture, Arts and Leisure

	<ul style="list-style-type: none"> - National Museums Northern Ireland - Northern Ireland Screen - Tourism NI - BBC Northern Ireland
3.5	<p>These stakeholders have agreed in principle to examine the potential to bring together a number of complementary propositions, and make the case to further develop the concept of a cultural hub as a major transformational project that plays to the aspirations of the Belfast City Centre Regeneration Strategy and Investment Plan. A main element of the cultural hub would be to tell a number of distinctly Belfast stories through archives, artefacts and art.</p>
3.6	<p>Further work is now required to examine the potential for a new city centre destination that would help to further establish Belfast as a creative city whilst stimulating cultural output that includes significant civic engagement and social impact as well as creating a visitor attraction with tourism spend and economic impact. It is therefore proposed that a business case for the proposal be worked up. This will test the feasibility, affordability, sustainability and deliverability of the proposal. It is proposed that this is taken forward by officers from the City Centre Team, the Development Department and the Property and Projects Department to ensure alignment with strategic initiatives internally and externally. The City & Growth Committee will be kept up to date in relation to the development of the business case and its findings as this progresses.</p>
3.7	<p>Members will recognise that the potential development of a Cultural Hub will require a significant capital investment. Council officers are therefore also exploring other potential avenues for funding for the proposed project including private investment, EU funding, philanthropic contribution and public sector support. The Hub has also been proposed as a potential project for funding under Peace IV. Officers are currently assessing this proposal, together with the other emerging proposals, to test their alignment with the Peace IV objectives. Members are asked to note that an update on the Peace IV projects is being taken to the SP&R Committee on 22nd January. Other potential funding sources will also be examined as part of the business case.</p>

3.8	<p><u>Financial & Resource Implications</u></p> <p>Financial – Up to £30,000 from the City Centre Regeneration budget towards the costs of the development of the business case. A number of partner organisations have already indicated that they will also be willing to support the costs of the development of the business case and Council officers will continue discussions to see if match funding can be secured or savings realised from previous studies.</p> <p>Resources – Staff from the City Centre Regeneration Team, Development Department and the Property & Projects Department will take forward the development of the business case to ensure a co-ordinated approach. Officers will also work with partner organisations</p>
3.9	<p><u>Equality or Good Relations Implications</u></p> <p>There are no Equality or Good Relations implications at this stage. Equality and Good Relations implications will be examined as the project develops</p>
4.0	<p>Appendices – Documents Attached</p>
	<p>None.</p>

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Subject:	Rural Development Programme 2014 – 2020
Date:	13 January 2016
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Laura Leonard, EU & International Relations Manager

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

1.0	Purpose of Report
1.1	The purpose of this report is to inform Members of the opportunities for Belfast through the EU funded Rural Development Programme, and seek approval for accessing the programme.
2.0	Recommendations
2.1	<p>It is recommended that the Committee:</p> <ul style="list-style-type: none"> - Notes the opportunities for Belfast within the new Rural Development Programme 2014-2020. - Agrees to allocate £10,000 towards the development of village plans for Hannahstown and Edenderry. - Notes the financial and staffing resources required to develop relevant elements of the programme. - Agrees to delegate authority to the Chief Executive to enter into the SLA with Lisburn & Castlereagh City Council.
3.0	Main report
3.1	A budget of £500m has been agreed with the Northern Ireland Executive for the Rural Development Fund 2014-2020.

3.2	Part of the funding is allocated through council-led LAGs (Local Action Groups). Belfast is part of a LAG along with the Lisburn & Castlereagh City Council area. Not all areas in Belfast are eligible under the Rural Development Programme. This is confined to the rural boundary (see Appendix One).
3.3	<p>A funding allocation of £3.23m is available for all activity in this LAG area. This covers the following:</p> <ul style="list-style-type: none"> - Rural Business Investment Scheme - Rural Broadband Scheme - Rural Basic Services - Village Renewal - All-Island Cooperation Scheme.
3.4	In addition to the LAG – funded activities, councils can benefit from support under the Rural Tourism Scheme. This was the subject of a separate report to the Strategic Policy and Resources Committee in December 2015 with a view to agreeing priority projects to be submitted for funding.
3.5	The LAG governance structure is made up of 51% social partners and 49% elected members. Councillor Stephen Magennis is the appointed Belfast City Council elected member representative. The group is responsible for developing the strategy under which the relevant funding is allocated. An interim strategy has now been drafted. DARD has advised that local strategies should be consistent with council community plans. They acknowledge that these will not be in place until 2016, and therefore they accept that the strategies may have to be revised at that point.
3.6	The LAG in which Belfast and Lisburn & Castlereagh City Councils operate is the only LAG that involves two council areas. All other LAGs are based on single council areas.
3.7	<p>In order to raise awareness of opportunities for funding under this programme within the Belfast area, Officers held two consultation sessions with potentially eligible businesses, community groups and individuals. These took place as follows:</p> <ul style="list-style-type: none"> - 24 November 2015, Malone House Belfast - 02 December 2015, Sally Gardens Community Centre Belfast.

3.8	<p>The LAG Board formally approved the Lagan Rural Partnership Strategy on 14 December 2015 along with the amended Articles of Association for the new LAG Board. Lisburn & Castlereagh City Council will now enter into a Service Level Agreement with the LAG Board Members including BCC to service the NI Rural Development Programme 2014-2020.</p>
3.9	<p>Activities relevant to Belfast City Council under the LAG include:</p> <p><u>Rural Business Investment Scheme</u></p> <p>There is a very limited number of businesses operating within the eligible rural boundary. It is proposed that the council's Economic Development team works with eligible businesses to signpost them to relevant support under this scheme.</p> <p><u>Rural Broadband Scheme</u></p> <p>Given that the area already benefits from access to high speed broadband, the LAG has decided not to invest resources in this area.</p> <p><u>Rural Basic Services</u></p> <p>This scheme provides up to £50,000 for “innovative service delivery” capital or revenue investment which provides access to basic services or improvements in social infrastructure. This might include community facilities such as childcare, elderly care or community capacity building. Members should note that there is a 25% match funding requirement on this measure, with a minimum of 5% expected to come from councils. Officers will promote the scheme in the relevant areas. Any requests for match funding would be subject to further reports to relevant committees. No funding has been set aside at this point.</p> <p><u>Village Renewal</u></p> <p>There are two areas in the Belfast City Council area that can be considered as “villages” in line with programme stipulations. These are Hannahstown and Edenderry.</p>
3.10	<p>In order to be eligible for any funding, areas must develop a “village plan”. Lisburn & Castlereagh City Council is in the process of commissioning an organisation to develop these village plans. It is proposed that Belfast City Council agrees to make a contribution of up to £10,000 towards the development of these two plans. Once completed, a report will be brought back to Committee setting out proposed way forward, including any funding requirements. Villages can potentially avail of up to £150,000 and it is likely that up to 6 villages will be funded across the LAG area. Consideration will need to be given to the level of officer support that can be</p>

<p>3.11</p>	<p>provided, commensurate with the potential return for the areas.</p> <p><u>LEADER All Island Cooperation Scheme (£200k)</u></p> <p>DARD has confirmed that one North/South cooperation project is required for the LAG (7% of LAG budget must be allocated). DARD is to open a first call for applications with a budget of £1m which will be a separate allocation over and above that allocated to the LAG. It was agreed at the LAG meeting on 9 November 2015 that the following will be included in the Interim Strategy:</p> <ul style="list-style-type: none"> - Waterways College Programme – an accredited conservation management course led by Lagan Canal Trust and targeted at young people, third age volunteers and long term unemployed that could be delivered from the Trust’s premises at Navigation House. - Motor cycling tourism – to develop north/south motor cycling tourism products linked to road racing events calendar – self catering B&B sites etc. - Lough Neagh Tourism – develop Lough Neagh as a tourist destination by learning from other EU countries on how to develop waterways in a way to better impact positively on the wider rural community and economy. - NI Year of Food and Drink 2016 – to develop north/south cooperation project involving all 10 LAGS.
<p>3.12</p>	<p><u>Financial & Resource Implications</u></p> <p>Members should note that there are staff resource implications with regards to opportunities for the Belfast rural area. Note the £10,000 development costs are available within the current year EU Unit budget.</p> <ul style="list-style-type: none"> - Mentoring and business plan development support to businesses eligible for pursuing the business investment scheme funds. - Development support for village renewal and basic services plans, at a maximum cost of £10,000, for both Edenderry and Hannahstown villages along with a potential request for match funding to be presented at a later date. - Development, match funding and delivery support for the rural tourism scheme (activity to be led by City and Neighbourhood Services Department). - Development and delivery support for any All Island cooperation projects, should there be any added value in Belfast City Council involvement.

3.13	<u>Equality or Good Relations Implications</u> There are no Equality or Good Relations implications attached to this report.
4.0	Appendices – Documents Attached
	Appendix 1 – Map of eligible urban area Appendix 2 – Local Action Group Members

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Appendix 2: The Local Action Group members

	Member	Group/ Party	Area
Elected Members	Councillor Margaret Tolerton (Chair)	DUP	Lisburn Castlereagh City Council (Dunmurry Cross)
	Alderman Allan Ewart	DUP	Lisburn Castlereagh City Council (Downshire West)
	Councillor Uel Mackin	DUP	Lisburn Castlereagh City Council (Downshire East)
	Councillor James Baird	UUP	Lisburn Castlereagh City Council (Downshire East)
	Councillor Pat Catney	SDLP	Lisburn Castlereagh City Council (Killultagh)
	Alderman William Leathem	DUP	Lisburn Castlereagh City Council (Killultagh)
	Councillor Hazel Legge	UUP	Lisburn Castlereagh City Council (Castlereagh East)
	Councillor Tim Morrow	APNI	Lisburn Castlereagh City Council (Castlereagh East)
	Councillor Stephen Magennis	Sinn Fein	Belfast City Council (Collin)
Social Partners	Drew Nelson (Vice Chairman)		Lisburn Castlereagh City Council
	John Farr		Lisburn Castlereagh City Council
	Nelson Bryce		Lisburn Castlereagh City Council
	Jackie McQuillan		Lisburn Castlereagh City Council
	Diane Ewart		Belfast City Council
	Barrie Elkin		Lisburn Castlereagh City Council
	Lynne McCabe		Lisburn Castlereagh City Council
	Rachel Shannon		Lisburn Castlereagh City Council
	Andrew Wilson		Lisburn Castlereagh City Council
	Nessa O'Callaghan		Lisburn Castlereagh City Council

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Subject:	Boston Links: Friendship Four Feedback and proposals for February Boston visit
Date:	13 January 2016
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Laura Leonard, European & International Relations Manager

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

1.0	Purpose of Report
1.1	To provide Members with an overview of the initial impact and outcomes from the inaugural Friendship Four festival and to propose a February visit to Boston in order to develop additional activities for the coming year.
2.0	Recommendations
2.1	Members are asked: <ul style="list-style-type: none"> - To note the content of the report - To approve the participation of the Lord Mayor and two Officers to travel to Boston from 4-9 February 2016 to engage in a series of follow-up meetings.
3.0	Main report
3.1	<u>Key Issues</u> Members will be aware that the Friendship Four Festival was held recently in the city and was the first major output from the Boston-Belfast Sister City Partnership. This was the first time that competitive college ice hockey was played outside of the United States. Belfast City Council was a key sponsor of the initiative, along with DCAL, DEL, Sport NI, Tourism Ireland, Tourism NI, CITI, the US State Department and the city of Boston.
3.2	BCC was heavily engaged in project delivery and as well as taking the lead on the media

	<p>campaign and recruiting schools and youth groups to attend the afternoon matches on 27 and 28 November respectively.</p>
3.3	<p>In addition, a civic dinner was held on 25 November with 160 people in attendance. A pre-event business and academic breakfast meeting was also held, and an economic briefing was provided for members of the Boston delegation to inform them of the city's key priorities, development plans and economic position. The Boston delegation was led by the newly appointed Chair of the Boston-Belfast Sister City Board, Mr John Donovan.</p>
3.4	<p>The project delivery was led by the European and International Team, supported by Corporate Communications, City Events and externally through Visit Belfast and Belfast Giants staff. W5 were also involved in delivering a month long Science, Technology, Engineering and Maths (STEM) Programme which demonstrated the links between these fields and the sporting world.</p>
3.5	<p>The outputs from this project are as follows:</p> <p><u>Project Beneficiaries</u></p> <ul style="list-style-type: none"> - 600 Bostonians travelled to Belfast for at least a 4 night stay - some of whom bookended the visit to make it a week's vacation. - The Sister City delegation was cross sectoral and included business, academia, government officials and not-for-profit organisations. - During the month long STEM programme delivered at W5, 12 events attracted 80 schools and 2 colleges of Further Education totalling, 2,776 participants. - 2,308 school children attended the Friday afternoon game, from 50 schools across the city and a small number from the Belfast Giants outreach programme. - 2,767 young people from community/youth/uniformed organisations attended the third game played on Saturday afternoon. - Adults connected with the above games indicated that the overwhelming majority had never experienced an ice hockey match before and would never have been able to without the project support to do so. - 2,867 tickets were sold, including to fans who travelled from outside Northern Ireland. - Representatives from the 4 Colleges visited 8 local schools to inspire and connect with young people and learn about our educational and sporting culture.
3.6	<p><u>Communications</u></p>

- The project media lead-in commenced in April with the Boston launch and maintained momentum through a series of Sister City and Friendship Four related activities e.g. Visit Belfast window dressing, the October inspection team visit, presentation of bursaries to local schools, STEM events and then the main events.
- Social media played a fundamental role in communication activity. 359,700 Twitter accounts were reached and there were 543,800 impressions on the same channel. Facebook was used continually to build pace and disseminate feeds with substantial results: the November window dressing in Visit Belfast reached 18,533; the “One week to go” message reached over 10,000 people and our Welcome Message had a total reach of almost 9,000. The project also fared extremely well in terms of Council social media activity e.g. the Lord Mayor conducting the inaugural face off was the third most popular tweet of that week.
- Equally, the Colleges’ employment of the channels enabled live cross-Atlantic messages to be conveyed - for example, Brown University posted up a video of their schools visits which they deemed to be the most valuable part of their experience.
- Games were broadcast live to America and Canada through the New England Sports Network (NESN) and The Sports Network Channel 1 (TSN1). NESN reaches 4.2 million homes across New England and TSN has 158,000 subscribed viewers in Western Canada.
- A 20 second advertisement was also placed during the matches to promote the region.
- Friendship Four featured in both of Boston’s major newspapers - The Herald and The Globe. The latter is the most widely circulated daily newspaper in Boston and New England with an average daily circulation of about 232,432, whilst The Herald has a daily readership of almost 96,500.
- Locally, the project received extensive media coverage including:
 - Radio coverage and interviews with Radio Ulster, Cool FM and Citybeat.
 - Peak time television audiences thanks to UTV and BBC incorporating it into the main newsdesks.
 - Written articles and editorials including Ulster Business, Sunday Life, Newsletter and The Irish News.
 - Local written press, for example, Armagh, Down, North West.

3.7

In addition to the sporting events, the business representatives from Boston had a number of meetings with Belfast contacts. They identified a range of opportunities for future business-related activities between the Sister Cities. In order to progress these

	discussions and to put in place a number of activities for the coming year, the Chairman of the Sister Cities Group in Boston invited the Lord Mayor to Boston in February 2016. This visit would also coincide with a future visit to Boston by representatives from the Odyssey, who are planning a repeat of the Friendship Four event in November 2016.
3.8	It is proposed that the Lord Mayor and two officers undertake a visit to Boston in February 2016 to scope out additional opportunities for business-related initiatives between the cities in the coming year. Any proposed actions will be brought to a future of the City Growth and Regeneration Committee for approval.
3.9	<u>Financial & Resource Implications</u> Travel and accommodation requirements at a cost of approximately £5,600 for 3 persons for a 5 day programme will be met through the International Relations Budget.
3.10	Any future request for a financial contribution to Friendship Four would be brought to Committee for consideration upon clarification of the request from Belfast Giants and assessment of the added value.
3.11	<u>Equality or Good Relations Implications</u> No specific equality or good relations implications.
4.0	Appendices – documents attached
	None



Subject:	Year of Food and Drink 2016 - Proposed Belfast delivery plan Northern Ireland
Date:	13 January 2016
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Brian Johnston, Tourism, Culture, Heritage & Arts Manager

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

1.0	Purpose of Report
1.1	The purpose of this report is to request Members' approval for a 2016 Belfast Food and Drink Tourism Development Plan. The aim of the plan is to maximise Belfast's profile during the Northern Ireland Year of Food and Drink 2016 and generate maximum PR for the city. The plan will prioritise activities to achieve targets identified in the Belfast Integrated Tourism Strategy 2015 to 2020.
1.2	If successful in securing partner funding, the main elements of the plan will deliver the second Focus on Food Tourism Conference, a series of Twilight @ St George's Market events, a Tourism Northern Ireland Meet the Buyer support event and an extended version of Belfast Restaurant Week.
1.3	This Plan focuses on activity to be led by Belfast City Council. However, the activities have been developed in conjunction with a range of partner organisations. It will be important to maintain a partnership approach to the delivery of these activities.
2.0	Recommendations
2.1	Members are asked to approve an allocation of £30,000 from the 2016-17 TCH&A budget to deliver upon the attached food tourism development plan to support delivery of the range of priority activities set out in Appendix 1 . This activity will be delivered with partners across the city as part of the Northern Ireland Year of Food and Drink 2016 programme. Sponsorship will also be sought.

3.0	Main report
3.1	<u>Background</u>
	<p>The Northern Ireland Year of Food and Drink 2016 is led by the Department of Enterprise, Trade and Investment in partnership with government departments including the Department for Agriculture and Rural Development. A total budget of £2.75m has been committed and this will be administered via Tourism Northern Ireland, Food Northern Ireland and Invest Northern Ireland. The PR targets set are ambitious and it is important that Belfast has a clear plan to maximise the opportunities for our city and attract the investment required to deliver our vision for tourism growth.</p>
3.2	<p>Belfast City Council has led the development of a series of food tourism experiences in partnership with the private sector and has successfully generated support and income from partners including DARD through the NIRFP. The programme has supported:</p> <ul style="list-style-type: none"> - The launch and establishment of the Belfast Bred Tour in 2010 - Great Belfast Food Week March 2010 and 2011 - Belfast Restaurant Week October 2012, 2013, 2014 - Taste and Dine October 2013, 2014 - Focus on Food Conference February 2015 - New Norths Brian Friel Food and Drink Mini Festival August 2015 - Twilight @ St George's November 2015
3.3	<p>The programmes delivered have successfully raised the profile of the food and drink offer, generated positive and valuable PR and increased additional spend and visitor numbers as well as helping to animate the day and evening economy. In 2014 Belfast Restaurant Week generated over £1m in PR and attracted 36,000 people from the Greater Belfast area, spending £500,000. The recent Twilight @ St George's Market attracted 17,000 people from across Northern Ireland to the city generating over £600,000, with traders reporting record sales and restaurants throughout the city also reporting uplift in spend and footfall.</p>
3.4	<p>To ensure that the city continues to celebrate the food offering and maximises the opportunities arising out of the Year of Food and Drink 2016, Belfast City Council has developed a plan of activity in partnership with key industry contacts. The intended programme objectives are to:</p> <ol style="list-style-type: none"> 1. Generate £1m PR for Belfast in the RoI and National press. 2. Increase percentage of spend on eating out from 2014 baseline. 3. Improve Visitor Access to and awareness of Belfast/Northern Ireland Food and

Drink.

4. Encourage more Belfast hospitality businesses to source local food and drink.
5. Develop new food experiences and products that are “distinctly Belfast”.
6. Create experiences that strengthen place positioning work throughout a programme that is attractive to the urban high spend market.
7. Support a programme that promotes social responsibility and giving through the hospitality sector.

3.5

The objectives will be achieved through the activities and events identified in the plan. The summary of the key features of the plan include:

1. Second Focus on Food Conference 2016–23 February 2016

In 2015 Belfast City Council delivered the first Focus on Food Conference at St George’s Market which attracted over 300 delegates from across Northern Ireland. The purpose of the event was to bring producers and chefs/restaurateurs together to network and learn from food tourism leaders. The event successfully secured partnerships with producers and retailers/restaurateurs and inspired more food tourism activity. The 2016 conference has already attracted financial support from the Department of Agriculture and Rural Development, Tourism Northern Ireland and Food NI. With 2016 being designated as Year of Food and Drink, the second Focus on Food Conference will be focussed on what the legacy will be from our celebrations and set out growth objectives for the years ahead.

2. Seasonal Twilight @ St George’s Market - Proposed

The successful pilot Twilight @ St George’s has proved that there is a demand for such an event on a more regular basis. The plan proposes to run the Twilight event on a seasonal basis to celebrate the best of our seasonal produce. The seasonal twilight will run over two nights up to three times per year on condition of successful funding and adequate resources. It will feature pop up restaurants, street food vendors and traders and include an animated programme of chef demonstrations, food talks, live music and entertainment.

3. “Meet the Buyer” Workshop - April 2016

Tourism Northern Ireland’s annual “Meet the Buyer” workshop will be held in Belfast in 2016. Belfast City Council proposes to use this opportunity to showcase the strong food and drink tourism products in operation in the city and offer potential buyers special food and drink packages. We will work with the delivery partners to ensure they have a presence at the event and can sell their products.

4. Belfast Restaurant Fortnight – 11 to 23 October 2016

Building on the success of Belfast Restaurant Week, we propose to run a Belfast Restaurant Fortnight which will be launched with a two night autumn harvest themed Twilight @ St George's Market on 11 October 2016. The targets will include signing up 60 restaurants to run 100 events throughout the fortnight. Events will include gourmet tastings, chef demonstrations, themed food and drink events, special brunches, suppers, dinners, food and drink workshops and talks. The week will also include the BBC Food and Drink show which will showcase local food and drink to the general public. The innovative events and activity will help to secure media visits and we will work with Tourism Ireland and Tourism Northern Ireland to maximise the PR potential.

5. Marketing and Communications

The plan is to work with our key partners to maximise PR from all of the activity and events. There will be dedicated marketing plans to support all the events. We also propose bringing Belfast food and drink to potential tourism markets through the "Belfast Takeaway Campaign" which include showcasing chefs, food and drink on the road. This will be in partnership with Visit Belfast. Further detail of the above initiatives is included in the plan (Appendix 1).

3.6 Financial & Resource Implications

Belfast City Council has identified £30,000 from the Tourism, Culture, Heritage and Arts (TCH&A) 2016-17 budget estimates to support the plan and this investment could potentially secure £100,000 from our key partners including the private sector/hospitality industry, Tourism NI and the Department of Agriculture and Rural Development via their Northern Ireland Regional Food Programme (decisions expected in January 2016). A further estimated £200,000 'in kind' support will be generated through our partners via marketing and communications platforms, resources and investment into the various events taking place. Members should note that, £5,000 was also committed from the Tourism, Culture, Heritage & Arts 2015-16 budget, which leveraged £8,000 from DARD and £5,000 from Tourism NI. This is a total investment of £35,000 into the NI Year of Food & Drink campaign. Two funding applications for £10,000 and £46,500 are pending and private sector support is to be confirmed. Should resources not be provided the programme will have to be scaled back accordingly.

Resources

Officer time committed to manage the projects and administration of the funding.

	<p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications attached to this report.</p>
4.0	Appendices – Documents Attached
	<p>Appendix 1 – Belfast Food Development Plan</p> <p>Appendix 2 – Belfast outline calendar 2016 – Food Related Activities</p>

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APPENDIX 1
Belfast Food and Drink Plan 2016



Belfast City Council
4-10 Linenhall Street
Belfast
BT2 8BP

The content of this document outlines what Belfast City Council in partnership with stakeholders propose to deliver during Northern Ireland's Year of Food and Drink 2016.

Belfast City Council

Year of Food and Drink 2016

Foreword

Belfast City Council has developed this plan in response to the campaign which will champion 2016 as Year of Food and Drink in Northern Ireland.

The Northern Ireland Year of Food and Drink 2016 is led by the Department of Enterprise, Trade and Investment in partnership with government departments including the Department for Agriculture and Rural Development. A total budget of £2.750m has been committed and this will be administrated via Tourism Northern Ireland, Food Northern Ireland and Invest Northern Ireland. The PR targets set are ambitious and it is important that Belfast has a clear plan to maximise the opportunities for our city and attract the investment required to deliver our vision.

Food and Drink experiences are integral to the Belfast visitor experience.

Belfast's reputation as a great food city has increased dramatically in the last five years. This has been achieved through the opening of more quality eateries and drinking establishments and more culinary walking tours and events that have successfully generated national and international PR. The commitment of the city's restaurants to sourcing the best produce has inspired local producers to create award winning artisan produce. Many of our local producers continue to win prestigious awards and supply some of the best restaurants and retailers throughout Ireland and the UK.

With the visitor expectation raised, there is even more collective effort needed to ensure that the food and drink experiences exceed expectations. Belfast's competitor cities offer impressive food and drink experiences and it is important that Belfast has a plan to increase its competitiveness and showcase what is unique about the City's food and drink.

1. IMPORTANCE OF THE FOOD AND DRINK SECTOR TO THE TOURISM ECONOMY

Food Tourism is defined as ‘any activity that promotes a high quality, distinctive, local and sustainable food experience linked to a particular place’.

Food and Tourism are particularly important in Northern Ireland due to the economic importance of the two sectors. Food Tourism provides a means of drawing together the strengths of a local destination by building the relationships between the hospitality/catering industry and local food and drink producers.

Increasingly visitors are researching a destination’s food and drink offer before they make their holiday choices. A location that has great food and drink and uses this in their destination message and call to action drives the decision making process.

An effective food tourism plan will help visitors to discover our food and drink story. It is about championing our fantastic local produce and telling the story of its journey to our plates. Telling the story of a location through food will inspire and encourage visitors to return.

Increasing the prevalence of local and regional foods in our shops and on our menus offers immediate and direct benefits to our local economy. Farmers, fishermen, producers, suppliers, restaurateurs, cafes and pubs and accommodation providers should be working together with the tourism industry to improve food information available to visitors. Intelligent marketing of signature dishes, local events, hero products, food ambassadors and award-winning venues will result in increased visitor spend and sustainable development.

The Belfast Integrated [Tourism Strategy 2015 to 2020](#) has set a target to double the value of tourism by 2020. The strategy identifies experiential tourism as a strand which requires expansion with an emphasis on developing and creating international standout experiential products that will support the positioning of the city as well attracting target market segments for overnight stays. This strategy will support the overall Belfast Agenda that sets out the priorities for the city.

To support the strategy the *Belfast Food and Drink Action Plan* has prioritised activity to support food tourism development. The plan aims to create a competitive position for food and drink experiences and in doing so help to create awareness of Belfast as an outstanding authentic food and drink destination.

A strong and vibrant food and drink product:

- Animates the city and contributes to the vibrancy of the day, evening and night time economy.

- Creates and supports direct and indirect employment.
- Enhances the visitor experience and creates opportunities to showcase the city.
- Strengthens the city's reputation as a place to invest and establish business.
- Increases the competitiveness of the city.

In 2014 overnight visitors to Northern Ireland spent an estimated £751million of which, approximately 1/3 was spent on 'food and drink'. In addition £282million was spent by NI residents on tourism day trips, of which, approximately 40% was on 'eating out'. The industry is crucial for the local economy, supporting local businesses and creating employment direct and indirectly.

The food and hospitality sector is hugely important with almost 100 food companies from Northern Ireland scooping awards in the Great Taste Awards organised by the UK Guild of Fine Food. 99 companies secured an all-time record of 349 gold stars.

- In 2012 the food and drink processing industry generated sales of £4.2bn, a 4.2% increase on 2011.
- Almost 20,000 people are directly employed full-time in the industry (2011).

Total sales outside Northern Ireland amounted to £2.8bn (2011), accounting for 69% of the industry's sales. The main external markets serviced are Great Britain (40%) and the Republic of Ireland (16%).

Most cities, noticeably those within Belfast's competitive set, are now paying close attention to food tourism as a means of increasing visitor numbers and revenue, with the result that the development and promotion of food tourism plays an ever increasing role in national tourism strategy, particularly in countries such as Scotland and Wales. In line with this, the development of local and regional food destinations is also a growing trend globally, whereby food-related activities and events comprise a key feature of attracting increased numbers of visitors to particular localities.

2. CURRENT STATUS

Belfast City Council has been working proactively with the hospitality sector since 2009, mainly in the realm of food product development including:

- Great Belfast Food Week March 2010
- Launch of Belfast Bred – food tourism tour March 2010, continued support 2011 and 2012
- Belfast Restaurant Week October 2012, 2013, 2014
- Focus on Food Conference February 2015
- New Norths Brian Friel Food and Drink Festival August 2015
- Development of Great Belfast Food website

- New food videos and photography
- Events at St George's Market throughout the year
- First Twilight @ St George's Market November 2015
- Over the last year Belfast's reputation as a great food city has been building momentum starting with Tom Parker Bowles statement that the City was on a "Gastronomic Roll" and "Food Revolution".

The activity has successfully generated valuable PR and media endorsement including:

1. Belfast listing in the BA Highlife Magazine as one of the top 10 food cities to visit in 2015.
2. The "Observer Food Monthly" supplement listed Belfast as 8 of the 50 best places to eat in 2015.
3. Two Belfast restaurants – Ox and Epic gained Michelin star status in 2015.
4. Superb reviews and endorsement from well respected and highly influential food journalists including Tom Parker Bowles, Jay Rayner, Sheila Dillon and Charles Campion.

In 2014 Belfast City Council and partners invested £70,000 into food tourism events including Taste and Dine at City Hall and Belfast Restaurant Week. This generated spend of at least £500,000 and generated over £1m of local, National and International PR for the city.

In 2015 Belfast City Council hosted the first Food Tourism Conference – Focus on Food 2015. The Conference attracted over 300 delegates from the food industry to network, learn from best practice and focus on what Belfast and the industry need to do to continue to strive for success and achieve world recognition as a top food destination.

To build on the success of the 2015 conference and to continue to develop Belfast's Food Tourism potential, Belfast will host another conference in 2016.

Belfast City Council also supports the wider food agenda and hospitality sector through:

- Implementation of the Food Hygiene Rating Scheme and works with businesses to improve hygiene ratings
- Dealing with food poisoning cases
- Supporting healthy diets
- Implementation of food labelling legislation
- Ensuring that the Port of Belfast meets environmental health standards
- Ensuring that all food and drink events meet the correct hygiene standards
- Helping businesses to have in place the correct entertainment licenses, street trading licenses for food vendors, registering food businesses and approving food businesses.
- Delivering programmes to tackle food waste through the Bring Box Home initiative

Visit Belfast which is funded by Belfast City Council, private sector and Tourism NI also offers the hospitality sector a platform to promote their restaurant and to participate in marketing and PR campaigns.

NORTHERN IRELAND YEAR OF FOOD AND DRINK 2016 – PROPOSED BELFAST DELIVERY PLAN

The scope for the development of Food Tourism in Belfast provides an opportunity to engage with a range of partner organisations, therefore collaboration and co-operation will be at the core of all activity.

The overall aim is to raise awareness of Northern Ireland / Belfast's Food and Drink and make information about Belfast Food and Drink more widely available to leisure and business visitors to the city.

The Challenge: 'To strengthen and raise Belfast's profile as a high quality food tourism destination'

The aims for 2016 are to:

1. Generate £1m PR for Belfast in the ROI and National press.
2. Improve visitor access to and awareness of Belfast/Northern Ireland food and drink.
3. Encourage more Belfast hospitality businesses to source local food and drink.
4. Develop new food experiences and products that tell the Belfast story.
5. Increase percentage of spend on eating out and food from 2014 baseline.
6. Create experiences that strengthen place positioning work throughout a programme that is attractive to the urban high spend market.
7. Support a programme that promotes social responsibility and giving through the hospitality sector.

The 2016 Food Tourism Action Plan will build on the activities and knowledge and experience delivered by Belfast over the last ten years. The Action Plan is also intended to inform and provide a lead on the development of future food tourism projects and proposals.

3. KEY PARTNERS

To deliver the plan Belfast City Council will work with a range of key stakeholders from throughout Northern Ireland.

Partner	Abbreviation
Artisan NI	ANI
Belfast City Council, Development, Building Control, Environmental Health	BCC
Belfast Food Network	BFN
Department of Agriculture and Rural Development	DARD
Department of Enterprise, Trade and Investment	DETI
Department for Employment & Learning	DEL
Food NI	FNI
Health Promotion Agency	HPA
Hospitality Ulster	HU
Hotel Federation Northern Ireland	HFNI
Industry – retail, eateries, pubs, producers, farmers, distributors, brewers etc	PS
Invest NI	INI
Media and food experts	MEDIA
Belfast Metropolitan College	MET
People First	PF
Queen’s University	QUB
Slow Food Ireland	SFI
St George’s Market	St George’s
Tourism Ireland	TIL
Tourism NI	TNI
Ulster University	UOU
Visit Belfast	VB

Food Tourism Action Plan - Priority Tasks

1. Events and activities

	Event/Activity Programme	Audience	Delivery	Belfast objectives	Budget/Source and potential lead partners	PR
JUNE	Seasonal	Domestic market	Evening Market at St George's	<ul style="list-style-type: none"> • Animate the city and enhance day and evening economy • Increase opportunities to spend • Generate media and PR through opportunities to share experiences via social media. • Support Street Food Development. 	20k x 3 - £60K	<ul style="list-style-type: none"> • Secure key names / celebrities to endorse the week and pop up in local restaurants. • Create unique pop ups that will generate valuable PR to be brought to market. • Programme and activity will present VB, TNI and TI with excellent stories to secure press and generate significant PR. • PR should be secured in ROI, National and International market
OCT	Twilight @ St	market	Market		A target of 60% of budget to be generated from other sources.	
DEC	George's Market (dependant on resources up to three twilight markets)	ROI/GB Market Young and Lively and culturally curious	<ul style="list-style-type: none"> • Pop up restaurants • Street food • Local producers/agri-food sector • Chef demonstrations • Local drink • Drink and food sampling • Local music • Local entertainment • Food themed dressing of the market 		BCC TNI DARD Private sector	
APRIL	Tour Operator Workshop; April 2016	Tour Operators	<ul style="list-style-type: none"> • Package the city food products and promote as the Belfast Food Tourism Experience 	<ul style="list-style-type: none"> • Secure tour operators to bring groups to the city to enjoy the food package • Secure food tour packages. 	£5k BCC PS VB	Opportunity to generate PR due to event location and the staging of food exhibitions as part of the event.

	Event/Activity Programme	Audience	Delivery	Belfast objectives	Budget/Source and potential lead partners	PR
OCT	Belfast Restaurant/Eateries Fortnight	Domestic ROI	<ul style="list-style-type: none"> Restaurants requested to offer customers a signature menu that best promotes the quality and NI food scene and talent. Eateries also asked to deliver a special food event/experience which will generate positive PR for their establishment and attract media attention. Encourage food industry to test new food product and tours during the week/fortnight. 	<ul style="list-style-type: none"> 100 events 60 participating restaurants Generate national and international PR. Position Belfast in line with the new positioning strategy and tourism strategy. Increase vibrancy and animation in the city. 	50k to be generated from partners. BCC TNI VB TIL FNI HU NIHF ANI DARD	ROI and National coverage via Tourism NI plans – the stories and events that will be created to take place during the week will command media interest and attention. Visit Belfast to ensure that the various menus, demos, events are sold to the media and press. Dedicated PR campaign to propose stories, features, competitions, editorial deals. Ensure that media visit include itineraries during BRW/F and organise special evening/interviews etc.
All Year	St George's Market	Domestic and international visitors	<ul style="list-style-type: none"> Develop more events in the market that will take place on a regular basis – wine tastings, celebrity appearances, cooking demonstrations. Use the Twilight Market to develop a street food culture. 	<ul style="list-style-type: none"> City animation and enhancing the status and positioning of the city. 	BCC Private sector	Constant food stories throughout the year to build on the food and drink messaging.

	Event/Activity Programme	Audience	Delivery	Belfast objectives	Budget/Source and potential lead partners	PR
All Year	Homeless support	General public	<ul style="list-style-type: none"> Restaurants sign up to encourage customers to add to their bill – donation will be given to homeless organisations 	<ul style="list-style-type: none"> Social responsibility agenda 	n/a	Belfast supports projects that address homelessness and poverty.

2. Developing Expertise

	Audience	delivery concept	Belfast objectives	Budget/Source and potential lead partners	PR
Focus on Food Conference Annual	Food and hospitality industry	<ul style="list-style-type: none"> 2016 event delivered by Belfast City Council. Encourage other bodies to commit to delivering an annual conference. 	<ul style="list-style-type: none"> Increase links between the agri-food sector and the hospitality sector through the meet the supplier workshop Create new food tourism products Support standards and skills service in the hospitality sector Increase the promotion of local producers on menus in restaurants – as a requirement to participate 	20k BCC/DARD Private sector	<ul style="list-style-type: none"> ROI and National coverage via Tourism NI plans - conference key note speakers will present a good opportunity to maximise PR and promote the city Social media – last year's conference generated extensive social media content.

3. Marketing and Publicity

Activity	Detail	Lead organisation	Budget
PR "Wow" events	Belfast "Take Away" – take the Belfast food and drink experience to key markets.	VB BCC TNI TIL FNI	Budget to be identified to cover flights, venue costs, entertainment, video coverage, management.
Food and Drink marketing and communications	Showcasing the vibrancy of the city's food and drink scene/vibrant and charismatic producers, chefs. Researching and discovering the quirky stories that will be carried in communications and messaging. <ul style="list-style-type: none"> • Dedicated food and drink promotion • Food blogs • Videos • Snapchat • Pinterest 	VB BCC TNI TIL F NI	
Food and drink publicity	Identifying key influencers and press to check out the food scene in Belfast – from ROI, GB, International markets – establish good relationships.	TIL T NI VB BCC F NI	

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APPENDIX 2

Belfast outline calendar 2016 – Food Related Activities

Outline calendar including partner and funded events

BCC ACTIVITY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
	Out to Lunch Festival Black Box	Science Festival Various locations	Mother's Day Various	Merchant Fashion Teas	Continental Market	Father's Day Various		Mela Botanic	Coffee Festival T13		Continental Market	Continental Market
		Pancake Tuesday 9 February 2016	IFEX Titanic Quarter						Tesco Taste event CHS	Fashion Week & Style Sunday		
		Valentine's Day 14 February 2016	Fashion Week – Style Sunday						Autumn Fair	Merchant Fashion Teas		
		Focus on Food Conference St Georges	St Patrick's Day							Belfast Rest Fortnight		
			Easter Food and Drink							Hospitality Exchange		
						Twilight @ St George's				Twilight @ St George's		Twilight @ St George's
				TNI Meet the Buyer workshop						BBC Good Food Show		



Subject:	European Youth Parliament International Session
Date:	13 January 2016
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Laura Leonard, EU & International Relations Manager

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

1.0	Purpose of Report
1.1	To seek Members' approval to support the European Youth Parliament (EYP) International Session in March 2016 at a cost of £5,000.
2.0	Recommendations
2.1	The Committee is asked to approve <ul style="list-style-type: none"> - The allocation of financial assistance to the value of £5,000 with respect to organising the International Session in the city in March 2016. The funding will be taken from within the existing European Unit budget.
3.0	Main report
3.1	<p><u>Key Issues</u></p> <p>The EYP is a programme for and by young people, which brings together young people from all over Europe to discuss current topics in a parliamentary setting. Its mission is to inspire and empower young Europeans to become open-minded, tolerant and active citizens. Today the EYP is one of the largest European platforms for political debate, intercultural encounters, European civic education and the exchange of ideas among young people in Europe.</p>

3.2	The EYP reaches out to over 20,000 young people annually through a network of associations and organisations run by volunteers across 39 European countries.
3.3	EYPNI is run by a team of local volunteers and engages with Belfast City Council (Democratic Services, Children and Young People and the European and International Units) and the European Commission Office in NI to deliver the EurVoice event each October. This enables 80 young people to discuss and debate local issues and interact with Elected Members, and this year the information collated from the event has been used to inform the Belfast Agenda. The EurVoice event was nominated for the Charlemagne Youth Prize in 2015.
3.4	The EYP International Session will gather 300 young people aged 16-25 years who are EYP members, under the theme of “Crossing Borders, Transcending Conflict”. The programme will be split between Belfast and Dublin and is the first EYP International Session to be hosted by 2 cities.
3.5	Whilst in Belfast (4-9 March), the delegates will participate in team building activity, cultural exchanges, an international version of EurVoice and commence EYP committee debates. In Dublin (9-13 March), the committee work will be finalised and a General Assembly will vote on those resolutions which will then be passed onto the European Parliament.
3.6	For Belfast, the event will offer the opportunity to showcase its transformation and permit local young people (i.e. Belfast Youth Forum members) to engage with their European counterparts on pertinent issues through engaging in a EurVoice event and also working on the early stages of the EYP committee process. The International Session will be covered by the EYP Media Team and so therefore opens the city up to thousands of young Europeans.
3.7	The official opening will take place in the City Hall on Monday 7 March 2016 and the event’s Eurovillage (presentation of delegates’ culinary traditions) is likely to take place in St George’s Market. The Lord Mayor will speak at this event and an invitation will be extended to all Members of the Committee.
3.8	<p><u>Financial & Resource Implications</u></p> <p>EYPNI are co-organisers and meet regularly with the Belfast Youth Forum Co-ordinator and the European & International Unit. When appropriate, the Council’s Corporate</p>

<p>3.9</p> <p>3.10</p> <p>3.11</p> <p>3.12</p>	<p>Communications Team will also be engaged to promote the Council’s role in the programme. The Markets Team are engaged in finalising details for the Eurovillage.</p> <p>This event relates to the European and International Unit’s key objectives of attracting European events into the city and encouraging a sense of European identity. The requested financial intervention will go towards catering for the official opening in the City Hall on 7 March 2016 and towards venue hire and transport costs in relation to the EurVoice event.</p> <p>EYPNI as local lead organiser are responsible for all financial and operational management of the International Session and have secured additional funding through the Erasmus+ Programme, the European Commission Office in NI and in-kind support from St Mary’s University and is maintaining approaches in respect to private sponsorship.</p> <p>The £5,000 funding for the event will be taken from within the existing European Unit budget.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no direct implications in this regard.</p>
<p>4.0</p>	<p>Appendices – Documents attached</p>
	<p>None.</p>

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Subject:	Zoo Improvement Programme
Date:	13 January 2016
Reporting Officer:	Rose Crozier, Assistant Director of Parks and Leisure
Contact Officer:	Jacqui Wilson, Business Manager

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

1.0	Purpose of Report or Summary of main Issues
1.1	Members will be aware that at its meeting in August 2015 the City and Growth Committee received a report on the financial performance of the Zoo and an action plan for improvement.
1.2	The purpose of this report is to update the committee on progress and to inform them of the work of the overall Zoo Improvement Programme
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> Note the progress made in the improvement programme and Agree to receive quarterly updates going forward.
3.0	Main report
3.1	The performance of the commercial assets of the department has been under scrutiny due to the financial pressures they are facing with reduced income and increasing charges for goods and services.

3.2	A key piece of work was undertaken to benchmark the commercial services and to review their performance for the last couple of years. See appendix 1 for the key findings
3.3	<p>Actions to date include:</p> <ul style="list-style-type: none"> • 5 key activities streams agreed • Engagement of staff in the work streams via the Zoo forum • Key activities brought together into a service improvement plan • Formulated a draft 3 year savings programme • Reviewed service structure against requirements of business, including benchmarking • Reviewed Key Job descriptions • Reviewed Catering contract and performance • Carried out a customer survey
3.4	<p>The approach has included developing common design principles which need to be agreed with Staff and TUs</p> <p>They include:</p> <ul style="list-style-type: none"> • Sustainable job creation where possible • Review of working arrangement to reflect customer experience • Achieving NITB visitor star grading • Maintaining World-Host status • 30% reduction in subsidy levels over the next 3 years • Status Quo cannot continue • Introduce peripatetic roles/ flexible roles • Maximise revenue opportunities where possible
3.5	<p>The next steps in the 5 activity streams are set out in appendix 2 and the focus is on income generation opportunities, review of working arrangements, operational efficiency, invest to save and commercial infrastructure improvements. A programme of capital investment to support the refurbishment of the enclosures and other historic assets at the site will be vital to the long term sustainability of the Zoo. It is important that the regional significance of the Zoo is captured in the project. Also the Zoo as a competitor in the market with other top Visitor attractions such as Titanic Belfast and Giant's Causeway must be reflected in the customer experiences. Key pieces of work focusing on sources of Funding, Sponsorship and Customer Experience will be vital to improving the performance</p>

	of the Zoo and making it competitive as a key visitor attraction.
	<u>Financial & Resource Implications</u>
3.6	The overall objective is to make a £300k reduction in the subsidy of the Zoo over the next three years which could potentially be used to reinvest and reinvigorate the Zoo and ensure its sustainability.
3.7	A project team is being formed and will report through the DMT/Board to ensure performance against the agreed work streams is achieved. The Zoo Forum which includes staff and Trade Union representation will be vital for the communication and engagement around the improvements required and currently meets on a monthly basis.
3.8	There are no asset implications at this stage although the final phases of the project will include a capital assets investment plan.
	<u>Equality or Good Relations Implications</u>
3.9	There are currently no equality or good relations implications however this will continue to be reviewed as the project is developed.
4.0	Appendices – Documents Attached
4.1	<p>Appendix 1 Key findings</p> <p>Appendix 2 Zoo Improvement work streams</p> <p>Appendix 3 Customer survey results</p>

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Key performance findings – Appendix 1

Financial year 2014/15	
Overall costs	£2,822,838
FTE	53.00
Income	£1,758,500
Number of visits	272,588.85
Staff costs	£1,598,713
average costs per FTE	£53,261
staff cost as percentage of overall costs	56.6%
staff costs as percentage of income	90.98%
income per visit	£6.45
income per FTE	£33,179

Lowest income per hour 13/14

Zoo	Estimated Annual Income	Average No Opening Hours/Day	Total No Opening Hours/Year	Estimated Income/Hour
Belfast	£ 1,793,000	8	2912	£ 616
Colchester	£ 5,722,699.17	18	6552	£ 873
Marwell	£ 9,789,451.42	17.5	6370	£ 1,537
Edinburgh	£ 10,862,365.08	19	6916	£ 1,571
Bristol	£ 8,799,677.43	12.5	4550	£ 1,934

Twycross	£ 7,949,613.47	10.5	3822	£ 2,080
Dublin	£ 14,106,558.93	17.5	6370	£ 2,215
Paignton	£ 8,500,122.87	10.25	3731	£ 2,278
ZSL London	£ 10,916,984.56	10.5	3822	£ 2,856
Chester	£ 26,199,677.49	17.5	6370	£ 4,113

- Belfast has the lowest number of visitors, charges the least and earns the least income per visitor.
- Staff costs are high - as a percentage of income was at 90%.
- Users declining
- No comparative benchmarking undertaken with other Zoo's on costs
- The cost of the service is increasing year on year, income has fallen, as income reduces the need to increase the subsidy for the service becomes greater
- In a comparison with the UK's other zoos, In short, costs are too high and income is too low.
- There are also significant overspends relative to the planned annual budget spend in a number of areas

Appendix 2: Zoo Improvement work streams

Zoo Improvement Plan

Actions to date

- Specific work stream activity (x5) key activities agreed – working alongside key staff at the Zoo
- Engagement of staff in the work streams (including workshops)
- Key activities brought together into a service improvement plan
- Formulated a draft 3 year savings programme
- Reviewed service structure against requirements of business, including benchmarking
- Reviewed Key Job descriptions
- Review of Catering contract and performance

Common design principles to be agreed with Staff and TUs

- 1.1 Sustainable job creation where possible
- 1.2 Review of Terms and Conditions to reflect customer experience
- 1.3 Current Base line Costs
- 1.4 Annualised hours to consider seasonal variations
- 1.5 Maintaining Continuous Professional Development among staff
- 1.6 Achieve NITB visitor star grading
- 1.7 Maintaining World-Host status
- 1.8 four (x4) proposals to consider by end of November for a review of T&Cs
- 1.9 Support council approach to Diversity & equality
- 1.10 30% reduction in subsidy levels over the next 3 years
- 1.11 Status Quo cannot continue
- 1.12 Introduce peripatetic roles/ flexible roles
- 1.13 Maximise revenue opportunities where possible
- 1.14 Support succession planning

Work streams December - March 2016

A. Working arrangements

Working closely with managers and Tus to deliver approved service structure - including modes of operation to reflect seasonal usage and patterns of work across all Zoo operations

Deliver savings on Overtime payments and put in place controls on all overtime requirements during last trading quarter and set in place new service delivery.

Review all associated T C's – possible buy -out of contractual overtime – address lock up issue

Regular engagement with Zoo mgt team and TUs to address key issues

Resources plan to implement new delivery arrangements and new ways of working.

B. Income Opportunities / and Performance Culture

Review all prices across the entire Zoo operation; review sensitivity analysis and key income lines

Introduce a stronger performance management regime – ensure Senior Team across the Zoo are accountable for operational performance and setting in place income targets based on accurate profiles and better customer insight.

Development of a series of relevant key performance indicators (KPIs) which are monitored and benchmarked regularly. These KPIs should also have associated targets, and levels of accountability.

Financial and Overtime improvement Plans feed into this workstream

C. Save to Invest Capital Programme

Set in place an agreed cost reduction programme; that draws together a planned approach to savings over the next 3 years of trading across Belfast Zoo.

Seek development opportunities for Belfast Zoo; draw together key actions necessary to ensure Belfast Zoo is more attractive to customers against predicated capital investment.

Create a capital investment programme/ plan for Belfast Zoo covering the next 5 years; showing where investment will be needed and return of investment if planned works progress.

D. Commercial Infrastructure

Review All ICT at Belfast Zoo together with Integrated platforms at Belfast Zoo

Implementation of mobile applications; use of on-line bookings within an agreed timescales.

Business case for the procurement of a new ICT systems and help deliver new performance at Belfast Zoo - all costs associated presented.

E. Operational Efficiencies

Review all Procurement & Supply chain management at Belfast Zoo

Analyse Off contract spend analysis including contract compliance

Set realistic savings targets based on commercial procurement disciplines

Supported by

Governance and reporting via DMT

Staff communications

Set Weekly targets and review/monitor progress and report

TU engagement via Zoo Forum

Belfast City Council

Market Research for Belfast Zoo

September 2015

 MillwardBrown Ulster

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THE ZOO
BELFAST ZOOLOGICAL GARDENS



CONTENTS	Slide no:
Background and Methodology	3
Exit survey findings	7
Brandwatch - Social Media Monitor	45
Summary	54

Background and Methodology

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Background and Methodology



- Belfast Zoological Gardens is one of Northern Ireland's top visitor attractions
- In 2014 Belfast Zoo was one of the top fee-paying visitor attractions in Northern Ireland, receiving more than 250,000 visitors
- In August 2015 Belfast Zoo commissioned Millward Brown to conduct market research to inform decision making and business development
- A programme of complementary quantitative and qualitative methods were designed and utilised to inform the Zoo of its visitor profile and to explore perceptions of the Zoo:
 - Quantitative - Exit Survey
 - Face-to-face survey conducted by Millward Brown interviewers
 - Qualitative - Social Media monitor
 - Millward Brown monitoring tool Brandwatch

Background and Methodology

- All fieldwork for the exit survey was conducted amongst visitors on a self-complete basis utilising Millward Brown's Handheld Assisted Personal Interviewing (HAPI) devices
- Interviewing was conducted in the main lobby area of the Zoo visitor centre as visitors were exiting

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No quotas were placed on the sample to allow us to build an up-to-date visitor profile for Belfast Zoo

- All fieldwork was conducted between the 15th August and the 19th September 2015
- All research complied fully within the Market Research Society ethical Code of Conduct and in accordance with the definitive standards of IQCS Interviewer Quality Control Scheme and MRQSA Market Research Quality Standards Authority.

Exit Survey

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Analysis of sample

- Interviewers were on-site every Saturday between the 15th August and the 19th September, with interviewing spanning all opening hours.
- The interviewer resource was on-site on Saturday's to encourage visitors to take part in the survey when footfall was heaviest.
- All research fieldwork was conducted during peak season, however, no more than 2 interviewers were onsite at any one time.
- A random sampling technique was applied, whereby every 3rd adult 16+ visitor was approached for interview.

	Number interviews	% of interviews
Gender		
Male	102	49%
Female	105	51%
Age		
16-29	86	42%
30-44	73	35%
45-60	40	19%
60+	8	4%
Origin		
Belfast	44	21%
Rest NI	135	65%
Out of State	60	14%
Total	207	100%

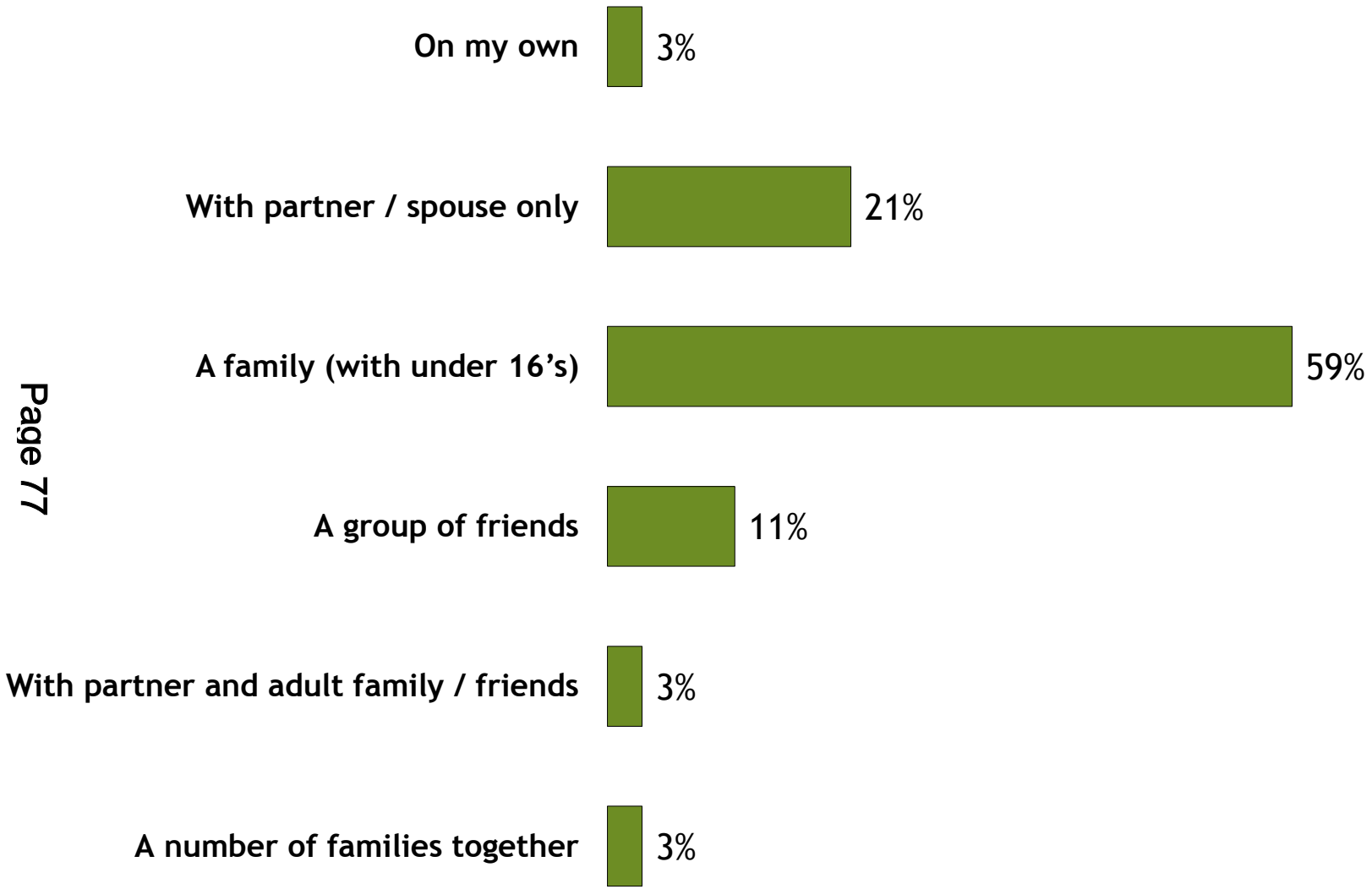
Visitor Profile

Page 76

Which one of these best describes the people, if any, you are with on this visit to Belfast Zoo?

Base: All visitors (n=207)

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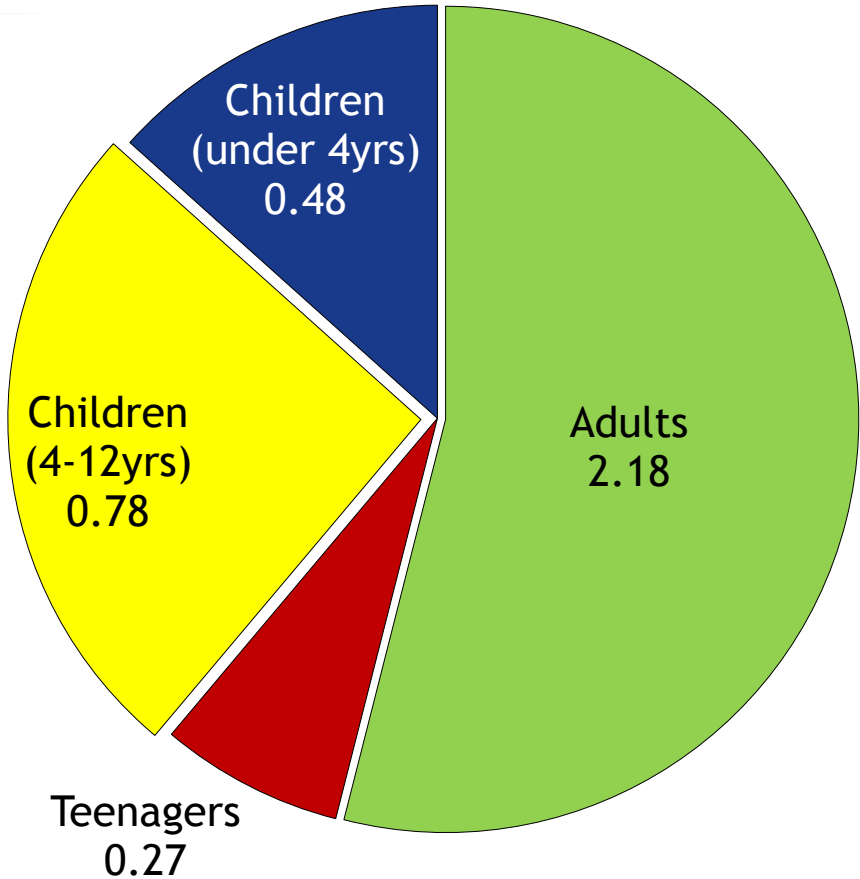


Visiting party profile

Base: All visitors (n=207)

More than three fifths (63%) of all parties contained a child aged 12 or under

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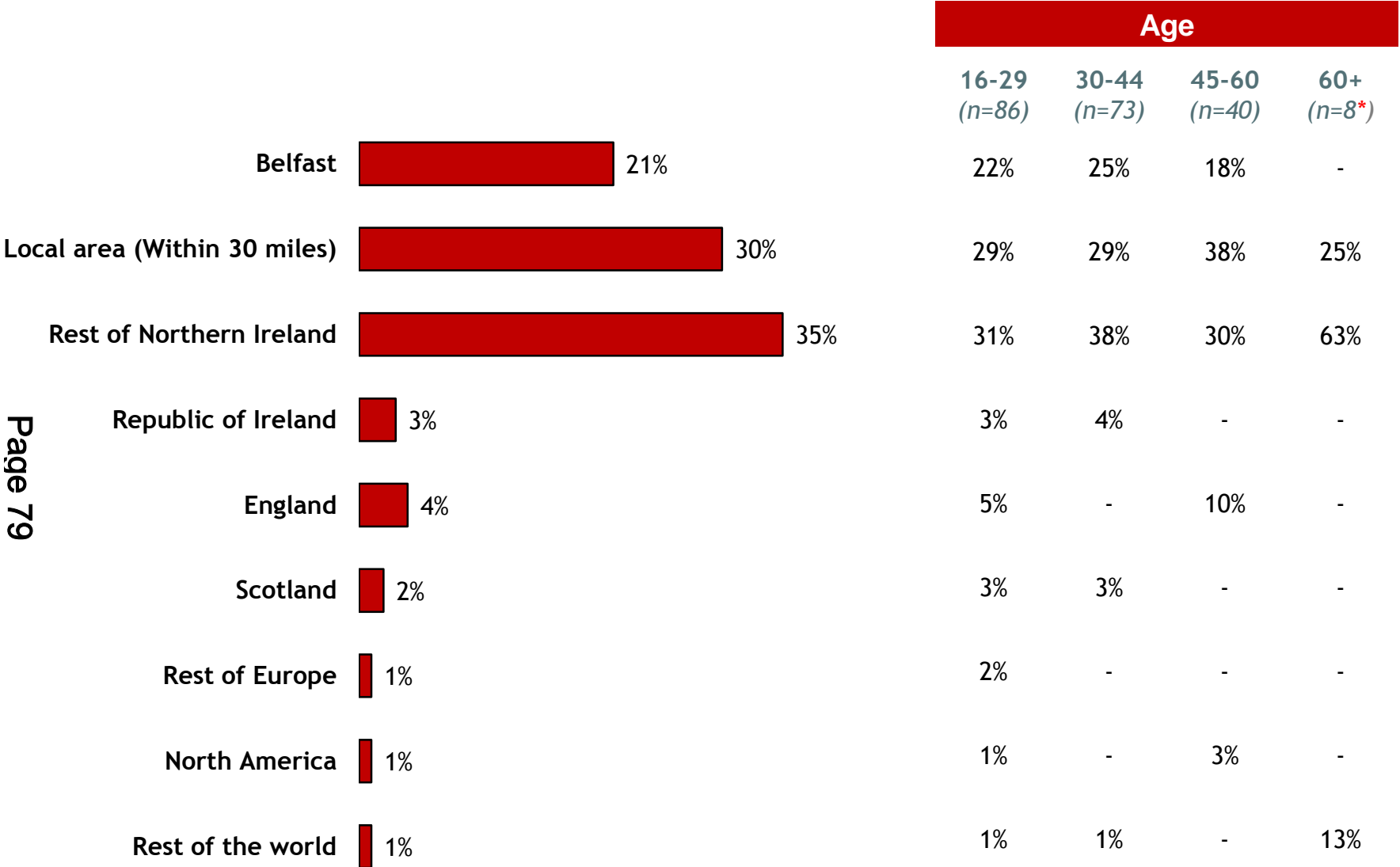


Average number of adults in party = 2.18
Average number of teenagers in party = 0.27
Average number of children aged 4 to 12 in party = 0.78
Average number of children aged under 4 in party = 0.48
Average Total Party Size = 3.71

Where are you from?

Base: All visitors (n=207)

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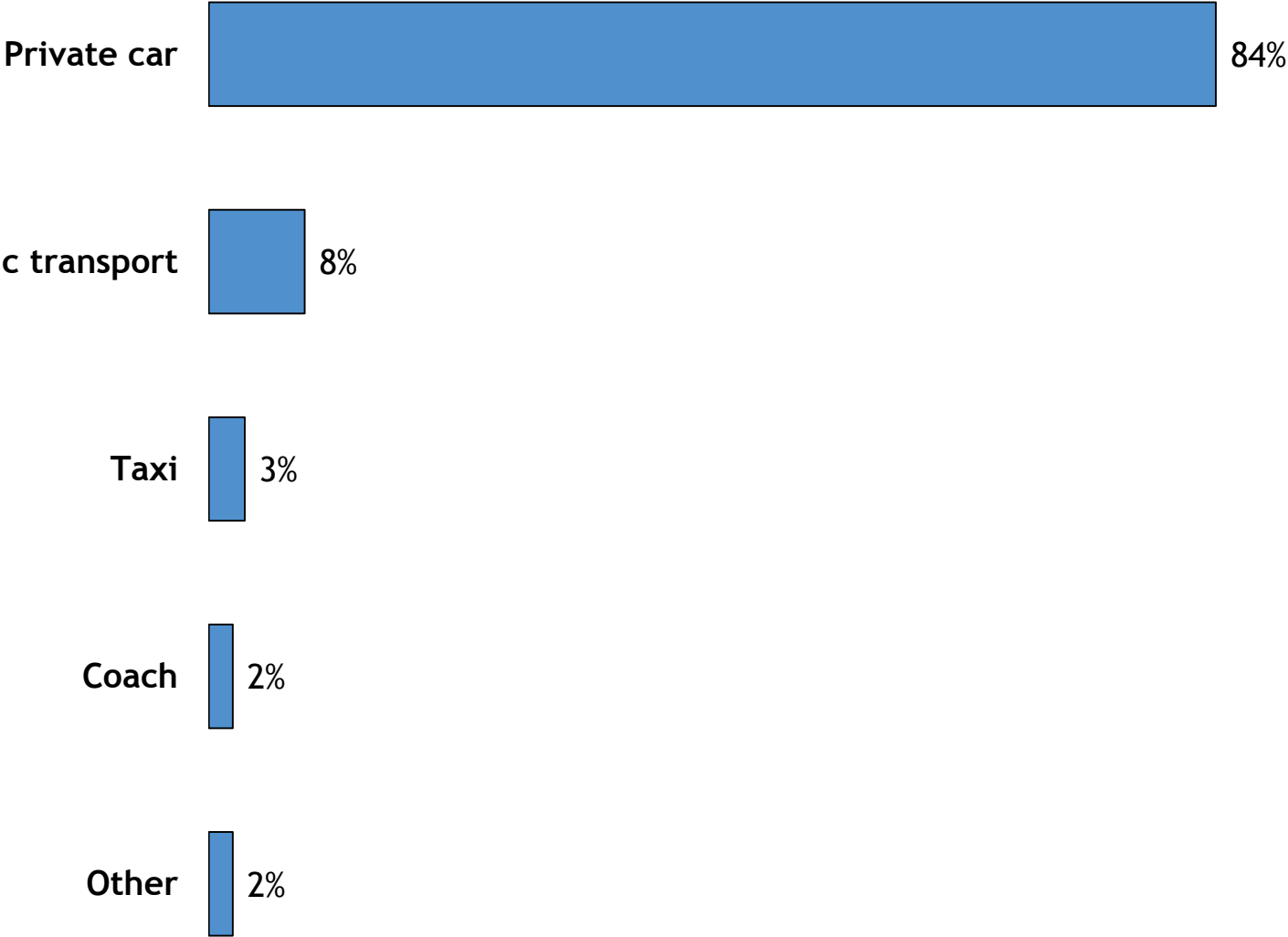


**Caution : very small base*

How did you travel to the Zoo today?

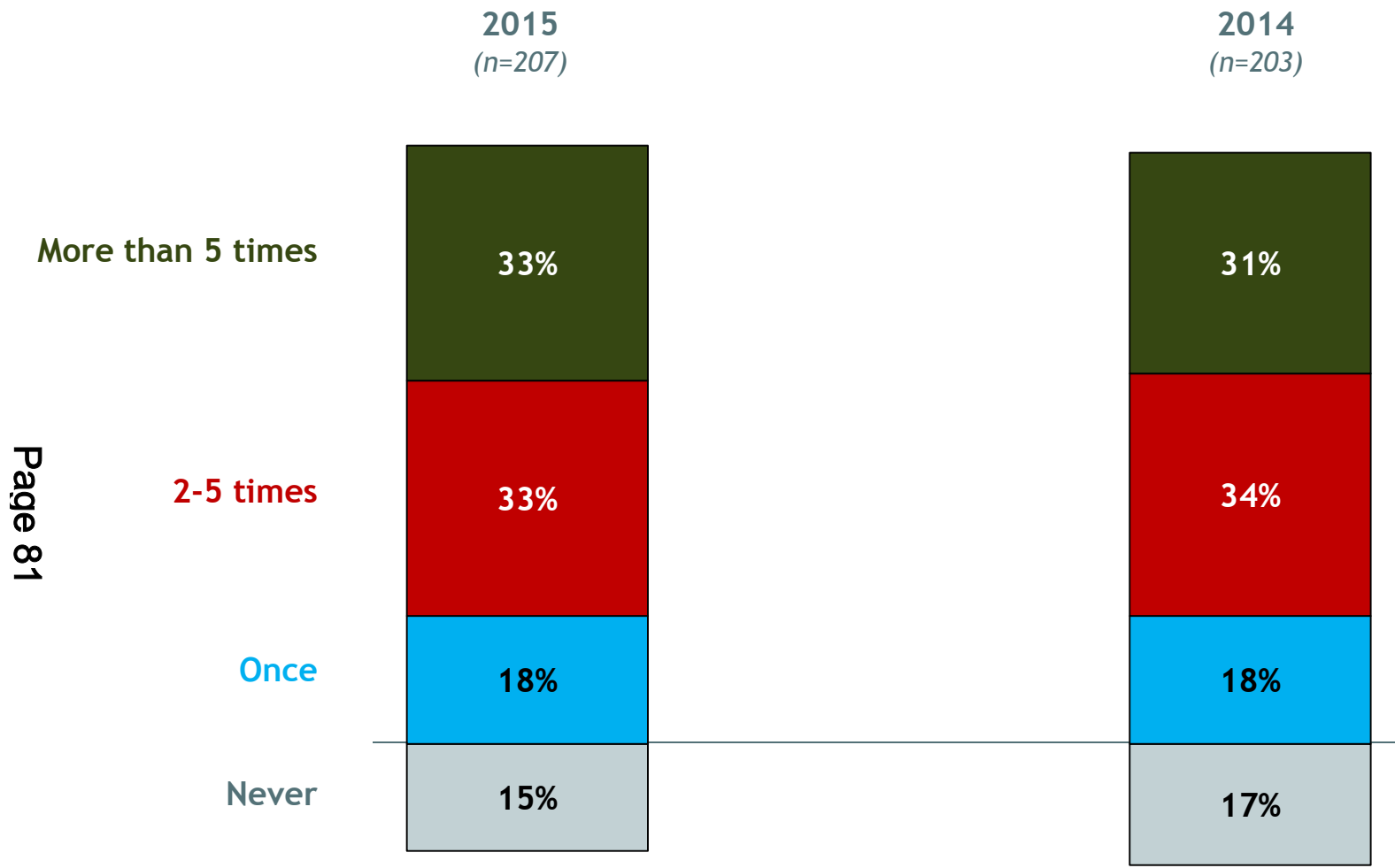
Base: All visitors (n=207)

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How many times have you been to Belfast Zoo before today?

Base: All visitors (n=207)

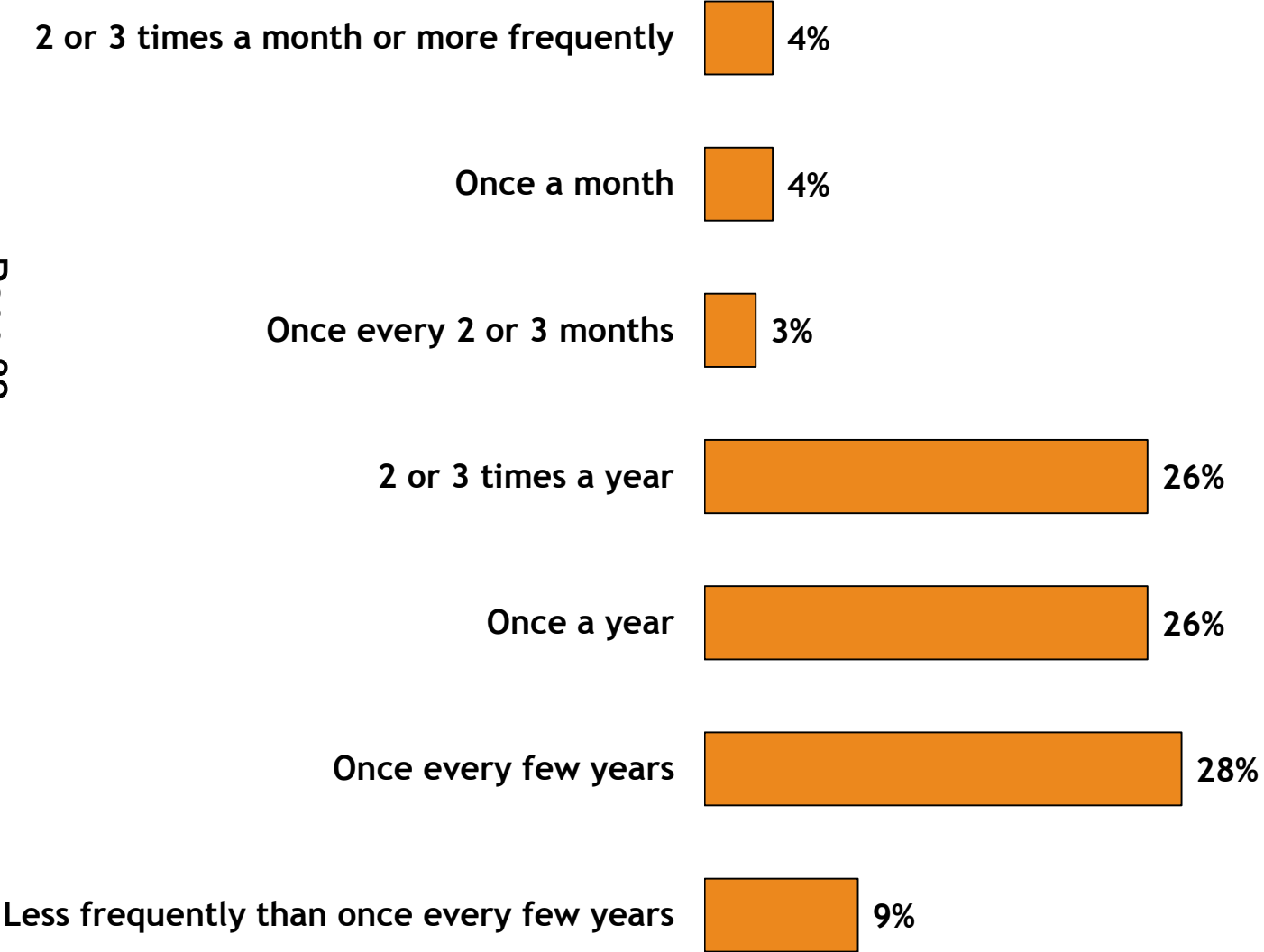


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How frequently do you visit Belfast Zoo?

Base: All who had previously visited Belfast Zoo more than once (n=138)

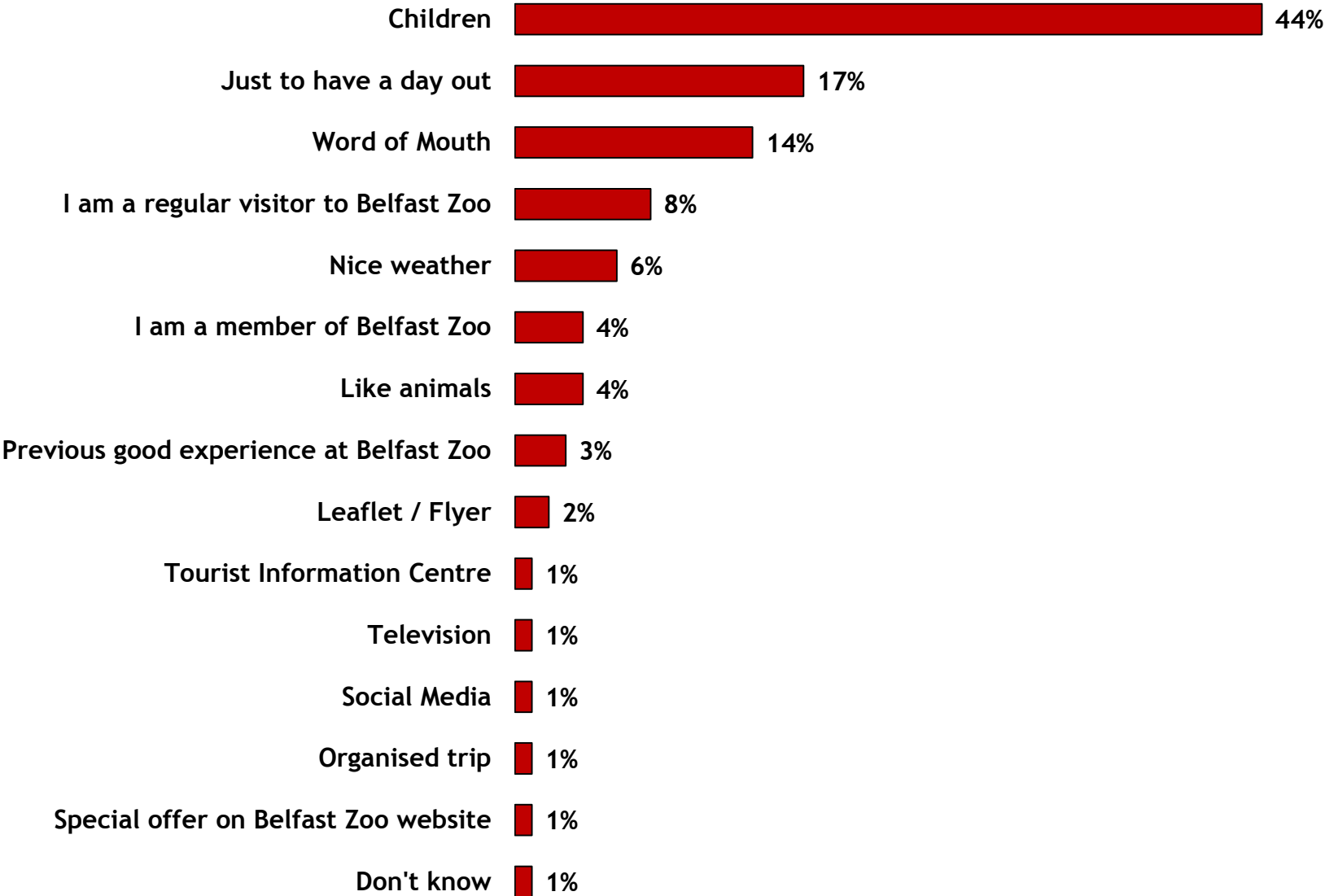
Page 82



What influenced you to visit Belfast Zoo today?

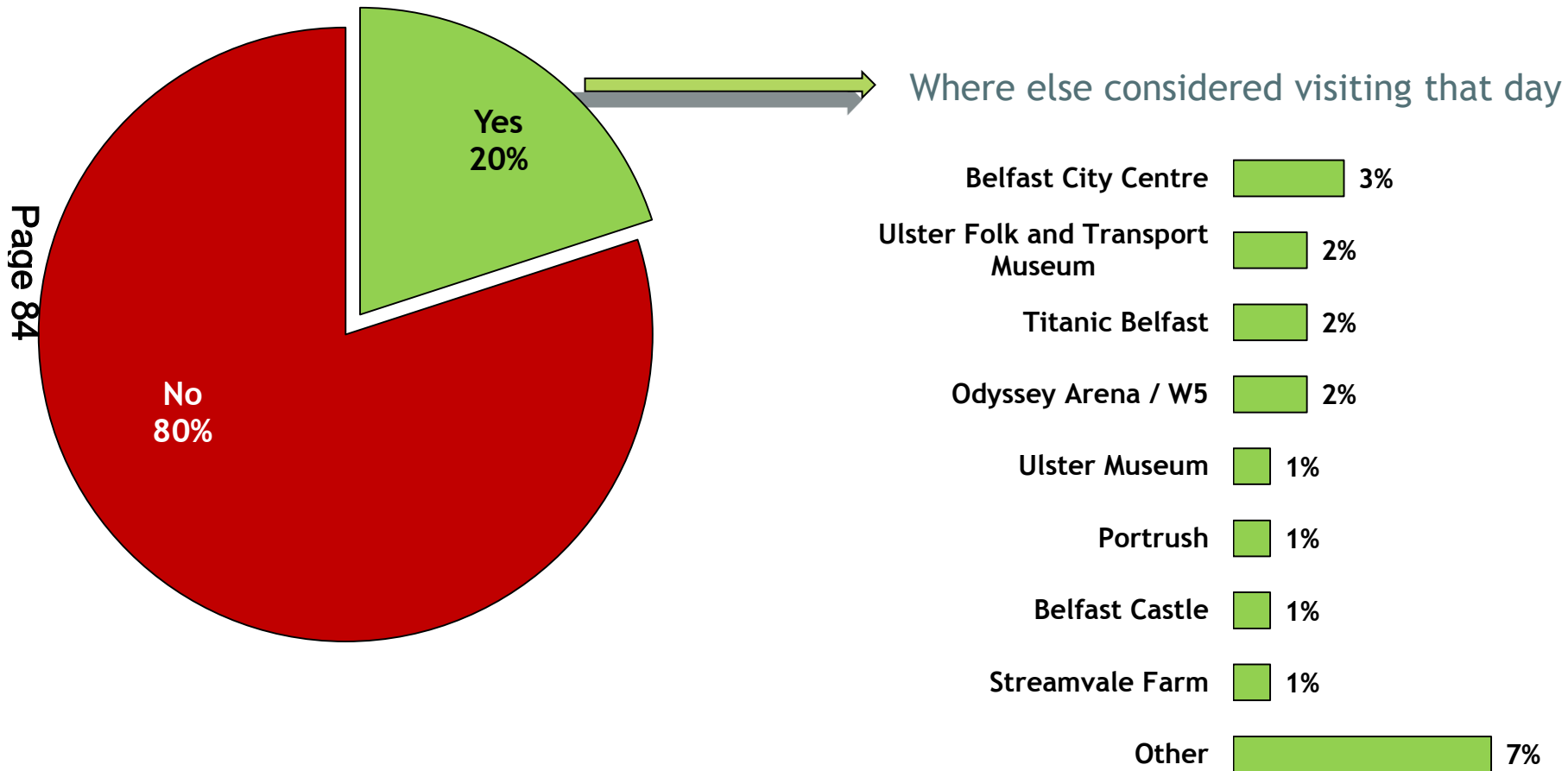
Base: All visitors (n=207)

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Did you consider visiting anywhere else today?

Base: All visitors (n=207)



Others include: Giants Causeway, Dundonald Ice Bowl, Tayto Park, Armagh Planetarium, Cavehill, Carrick-a-Rede, Antrim Coast, Crumlin Road Jail, Slieve Gullion

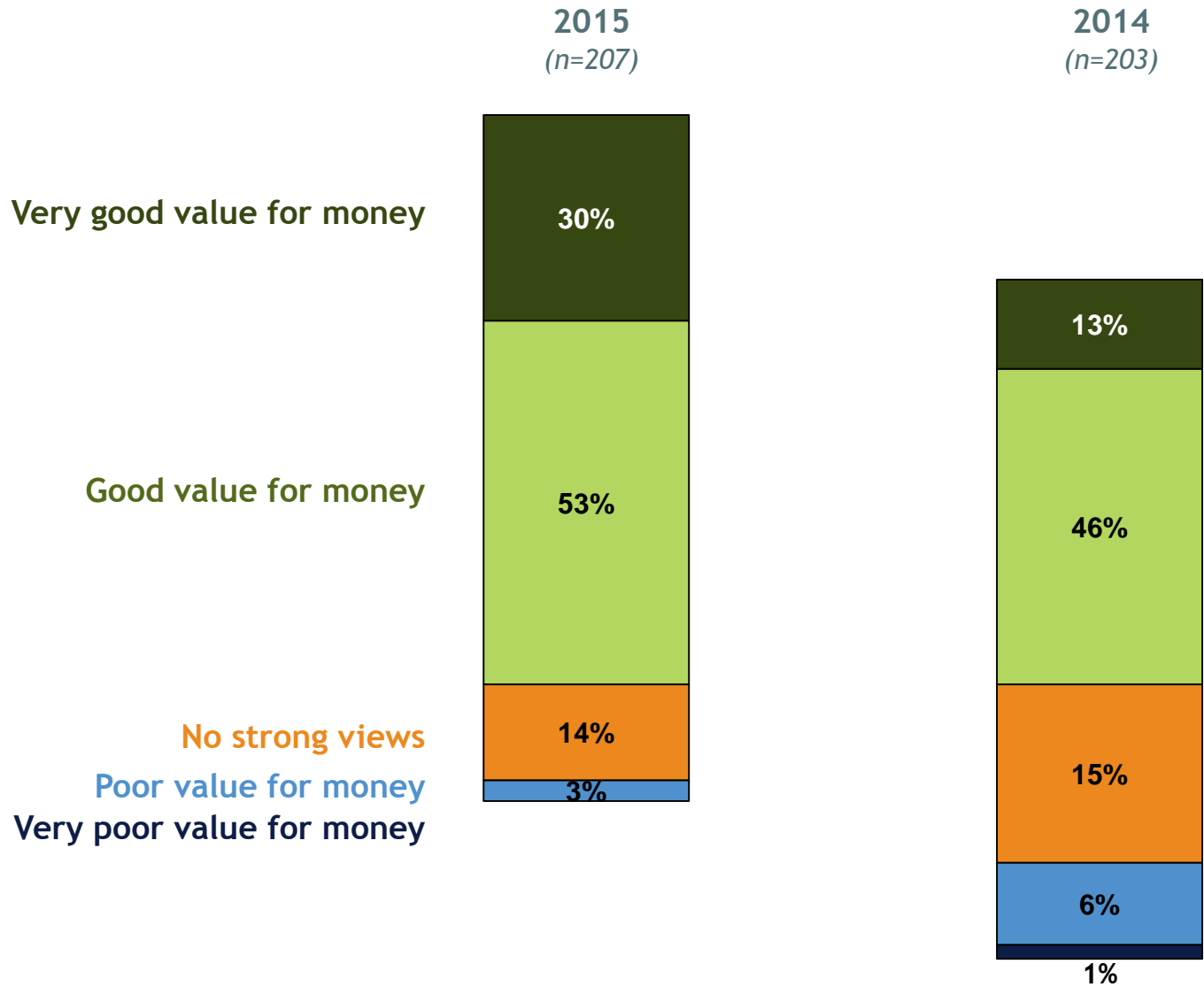
Value for Money & Overall Experience

Page 85

Do you consider the cost of entry to be ...?

Base: All visitors (n=207)

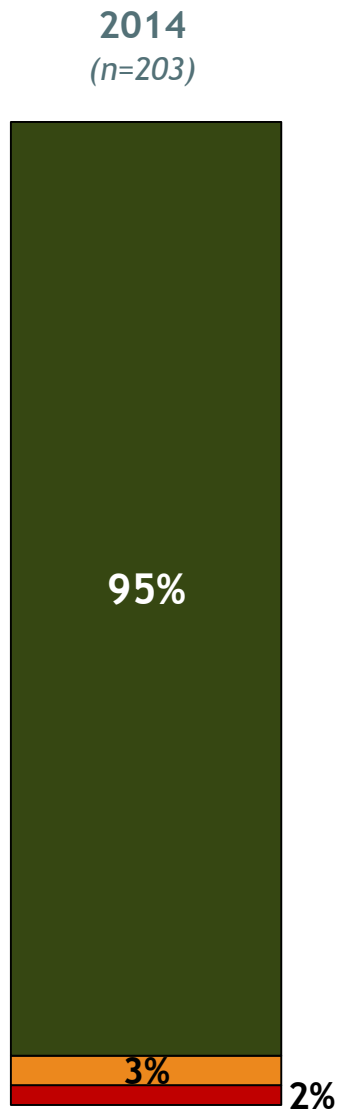
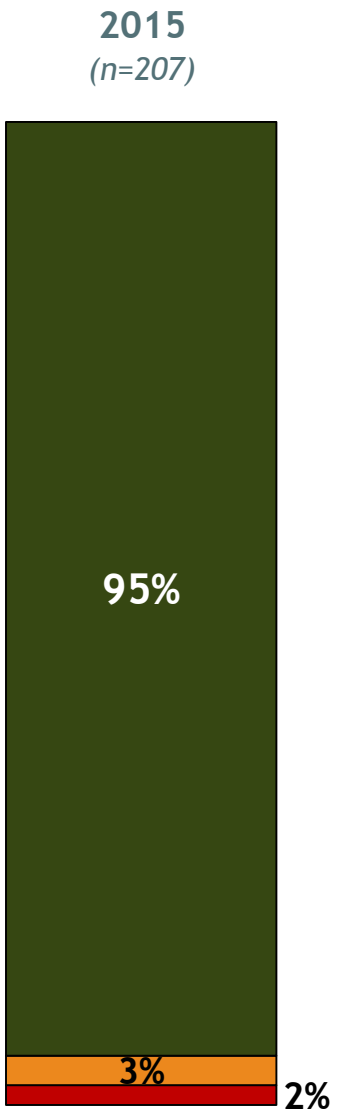
Page 86



Overall experience in Zoo today

Base: All visitors (n=207)

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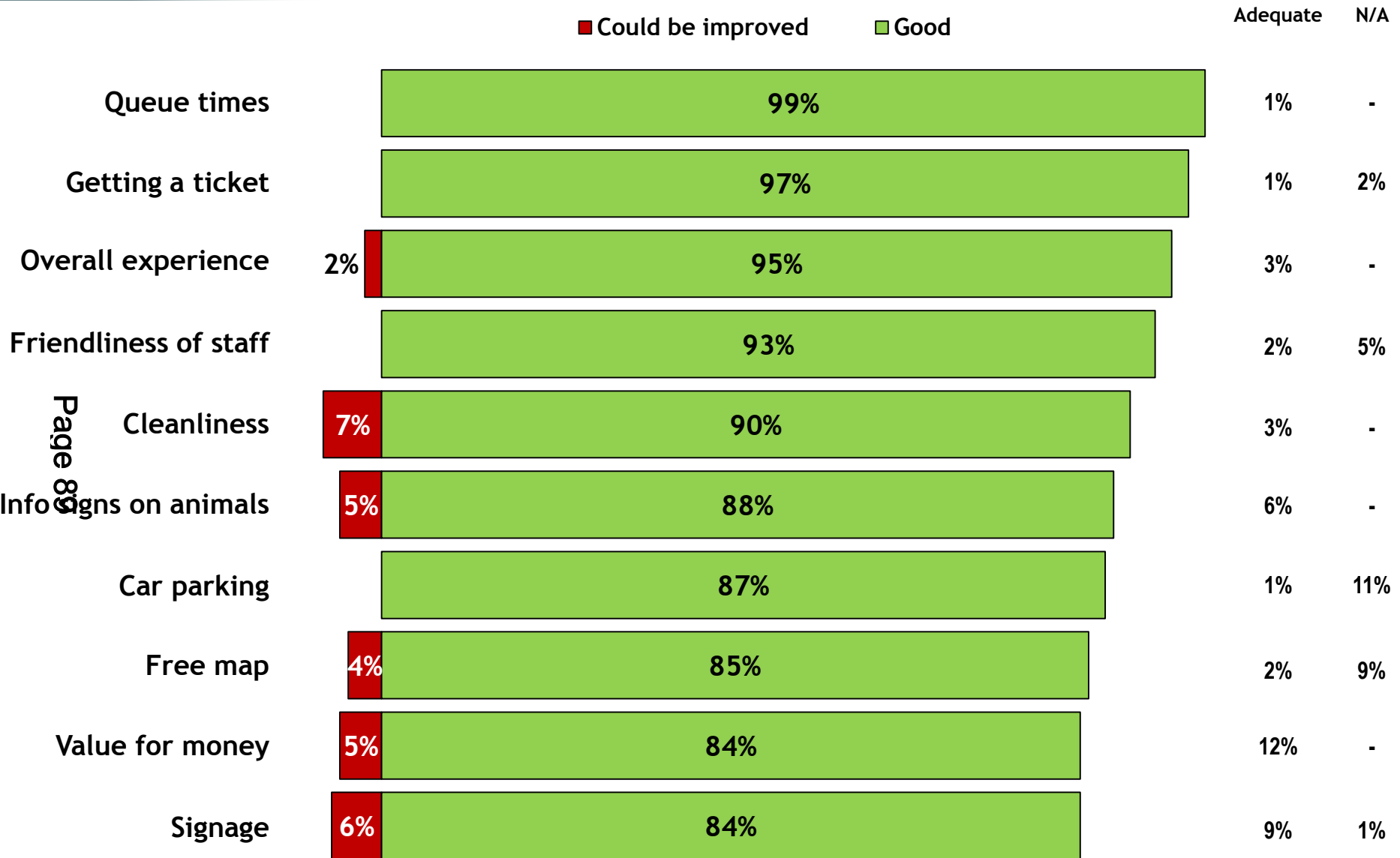
Adequate
Could be improved

Zoo Performance

Page 88

Rating of various aspects of Belfast Zoo

Base: All visitors (n=207)



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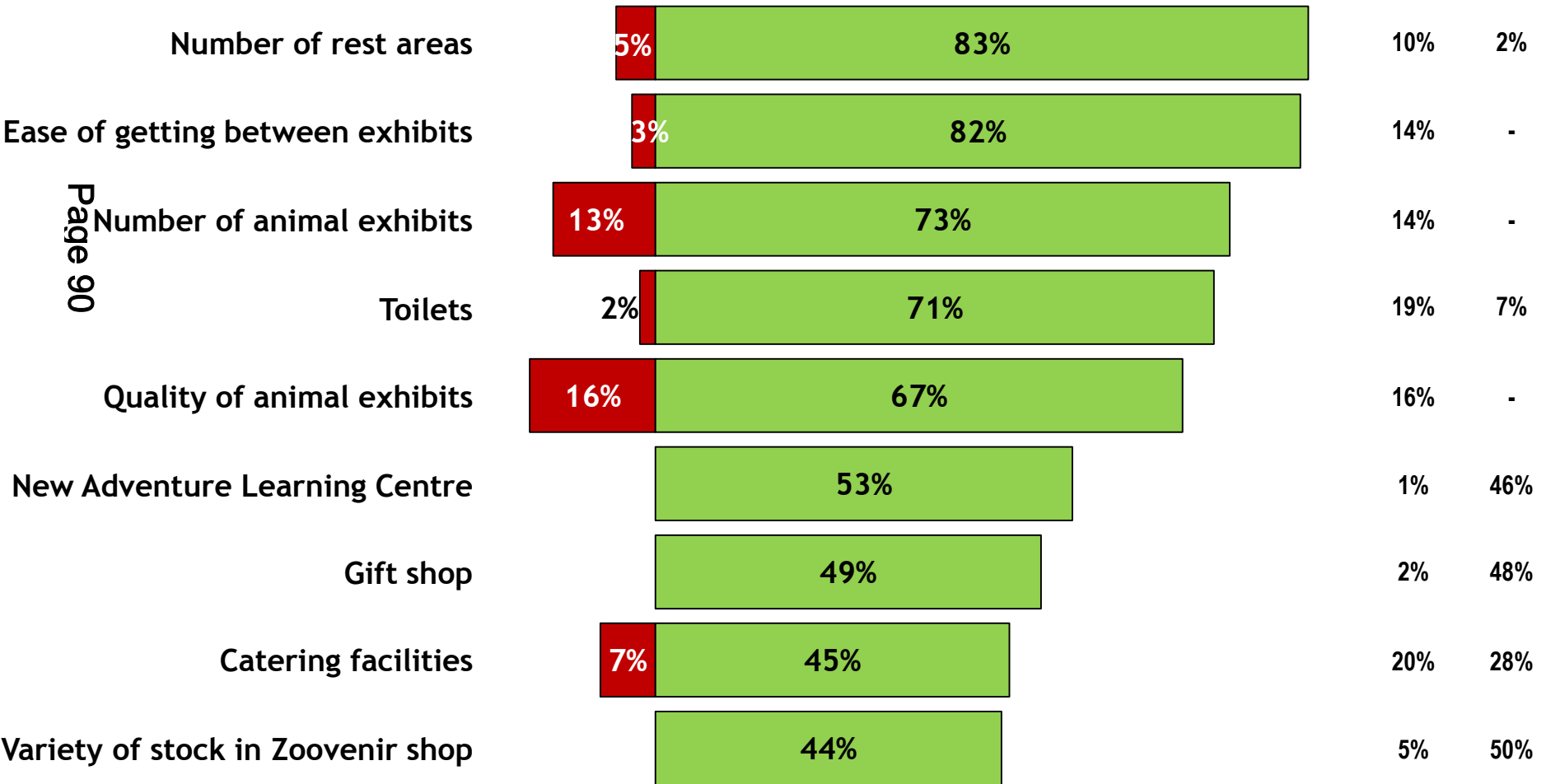
Rating of various aspects of Belfast Zoo

Base: All visitors (n=207)

■ Could be improved ■ Good

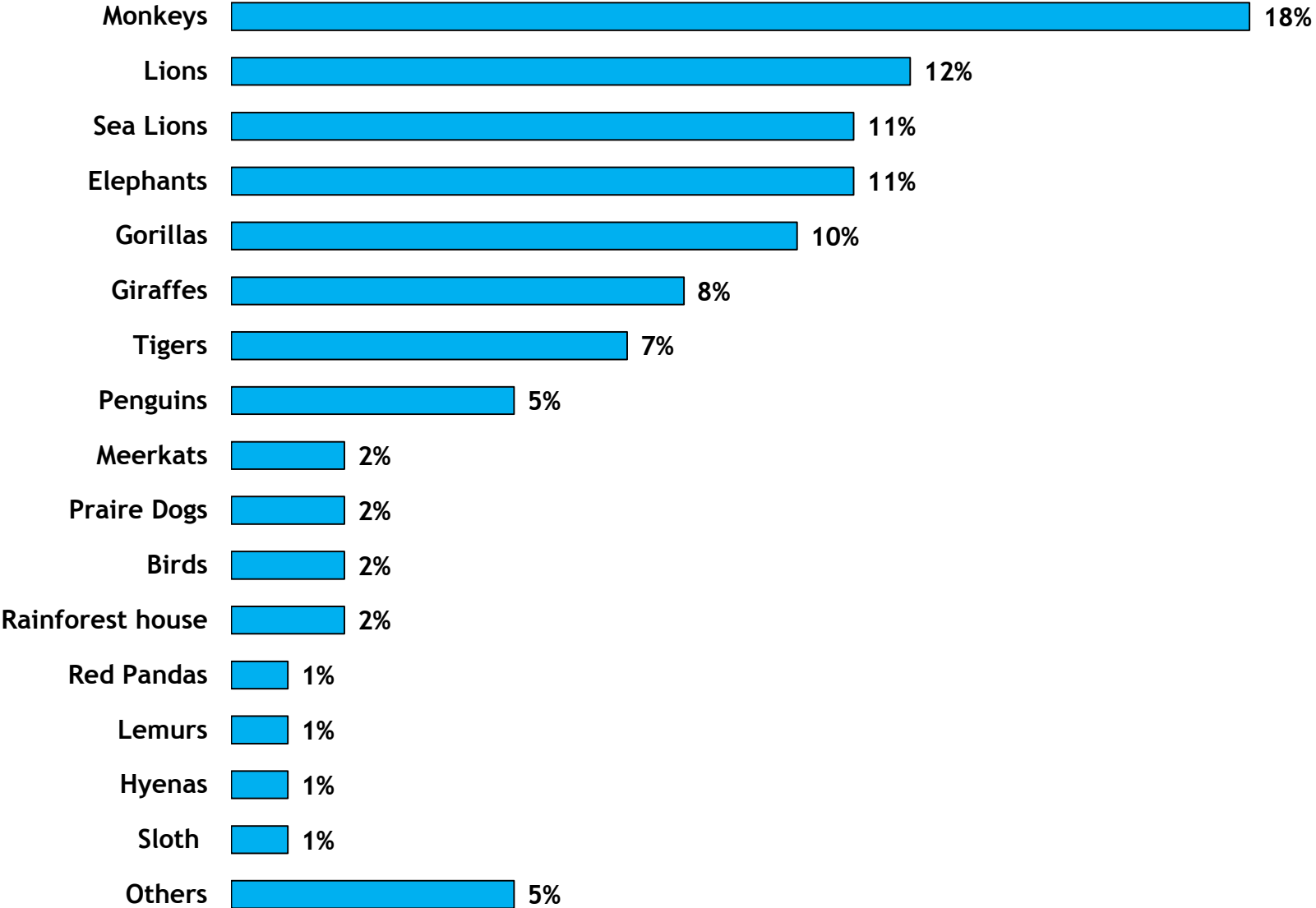
Adequate N/A

Page 90



What was your MOST favourite animal exhibit that you visited today?

Base: All visitors (n=207)

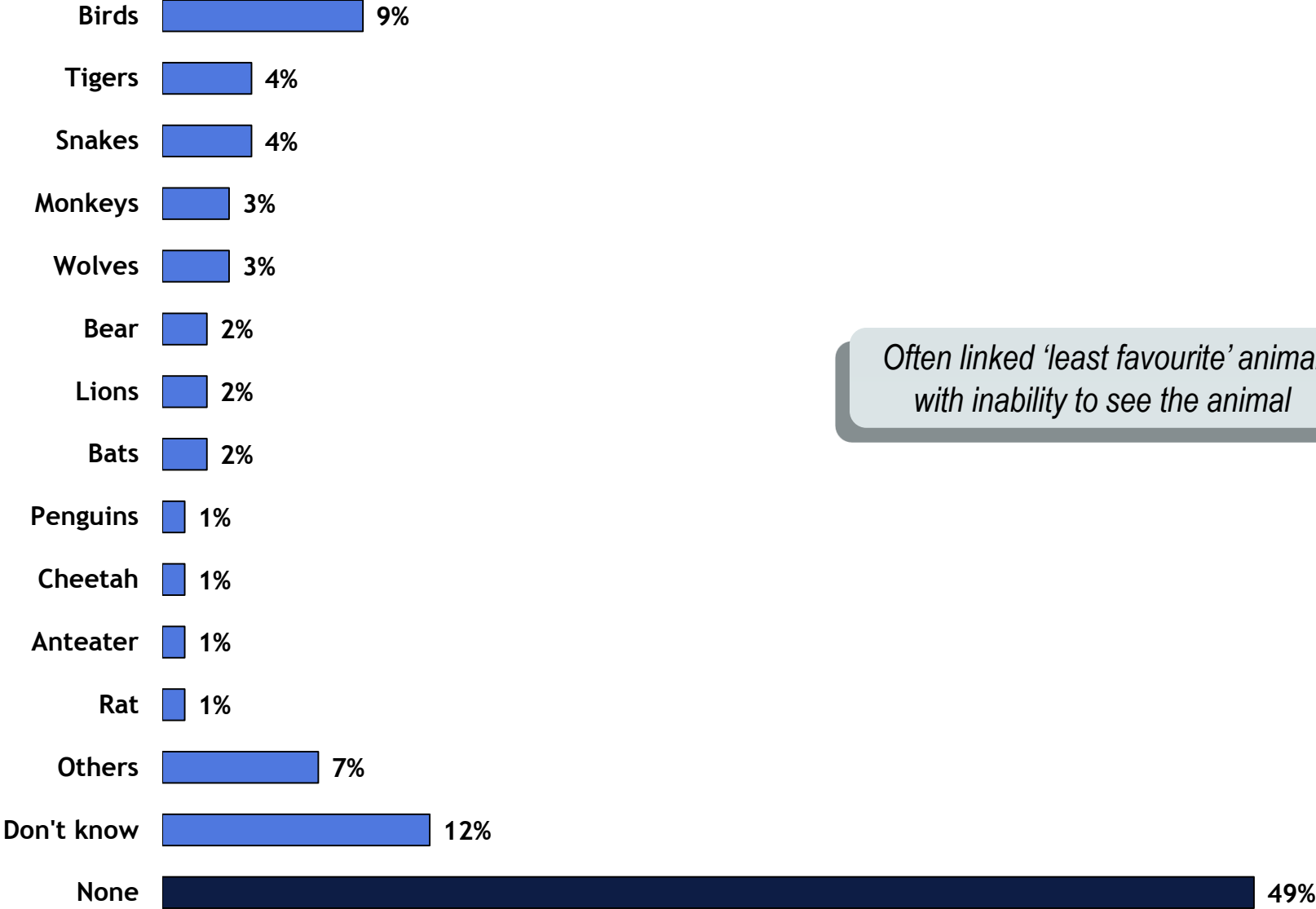


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What was your LEAST favourite animal exhibit that you visited today?

Base: All visitors (n=207)

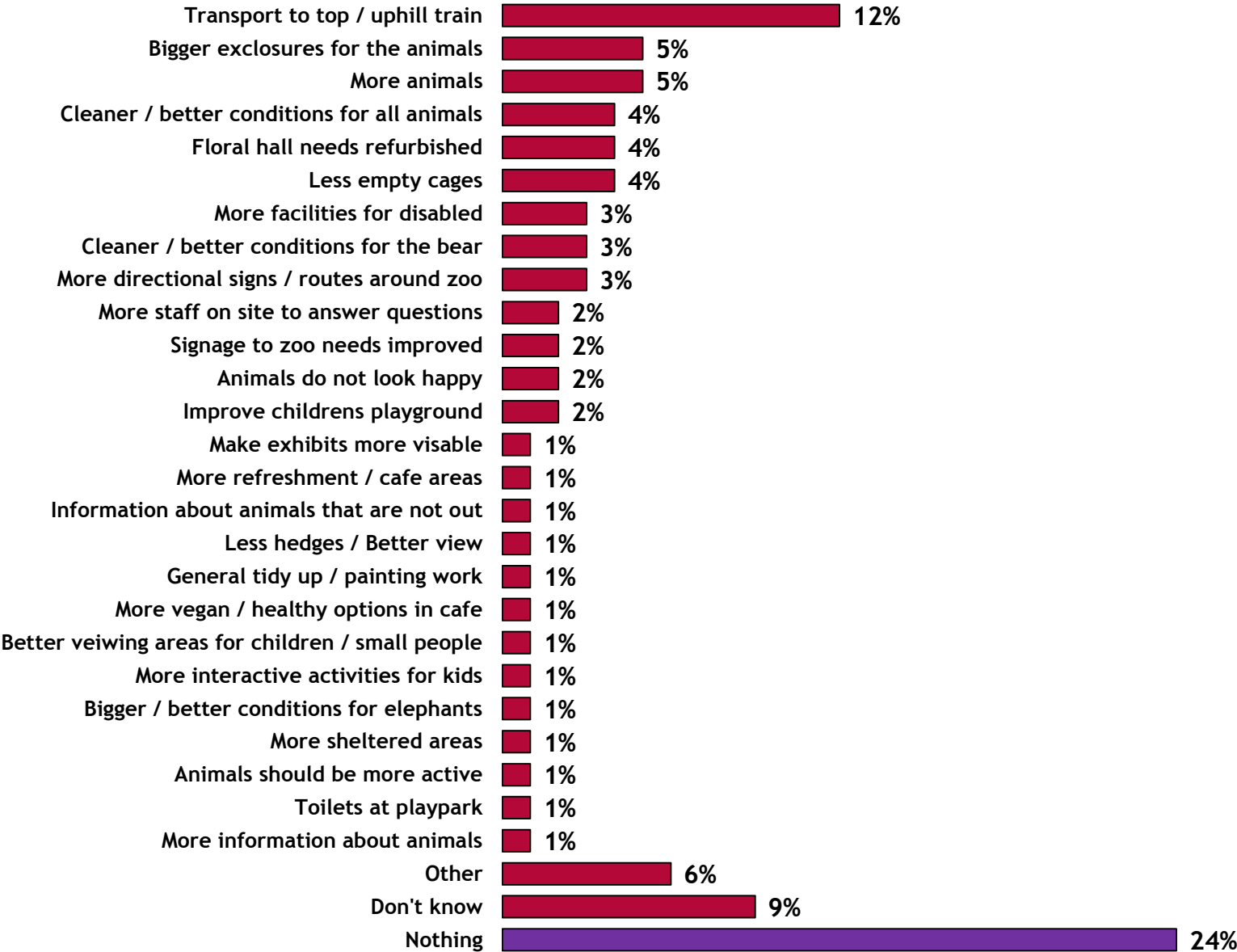
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Often linked 'least favourite' animal with inability to see the animal

In what specific ways, if any, do you think the Zoo could be improved?

Base: All visitors (n=207)



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Zoo Services & Opening Hours

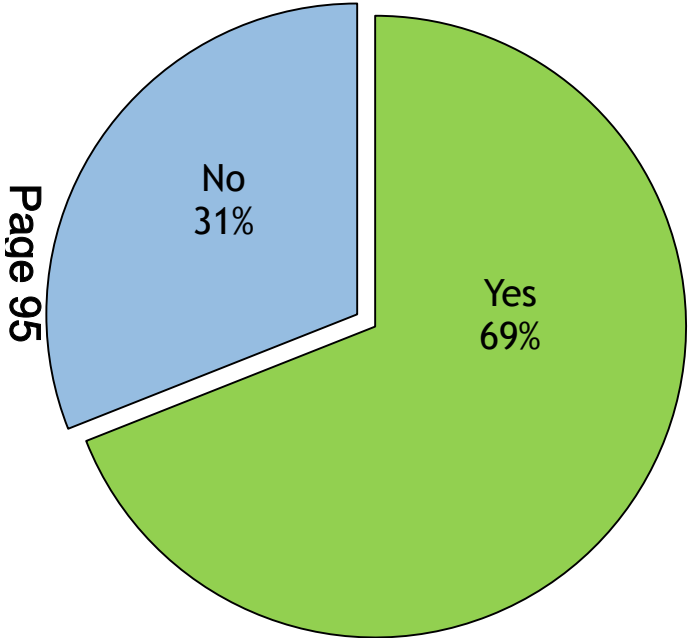
Page 94

Awareness of additional Belfast Zoo services / offers

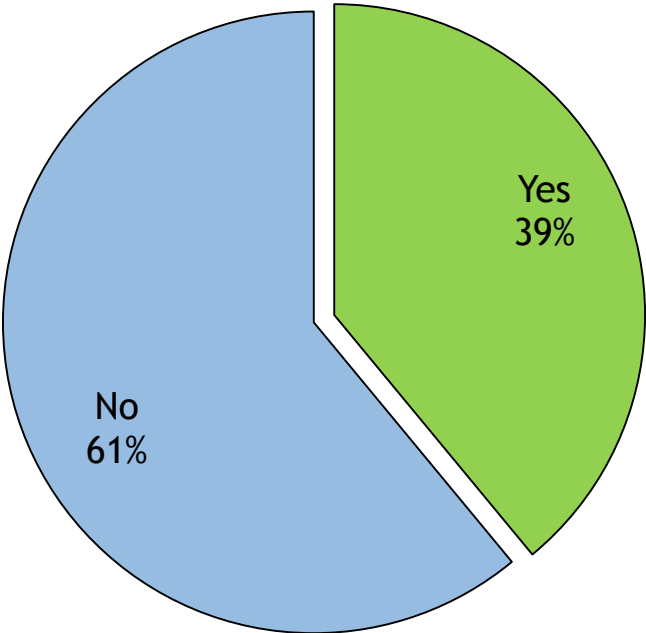
Base: All visitors (n=207)

Awareness that Belfast Zoo offers a range of other services such as animal adoptions, membership, friends of the zoo volunteer group, keeper for a day, corporate partnerships etc..

2015



2014



Awareness of additional Belfast Zoo services / offers

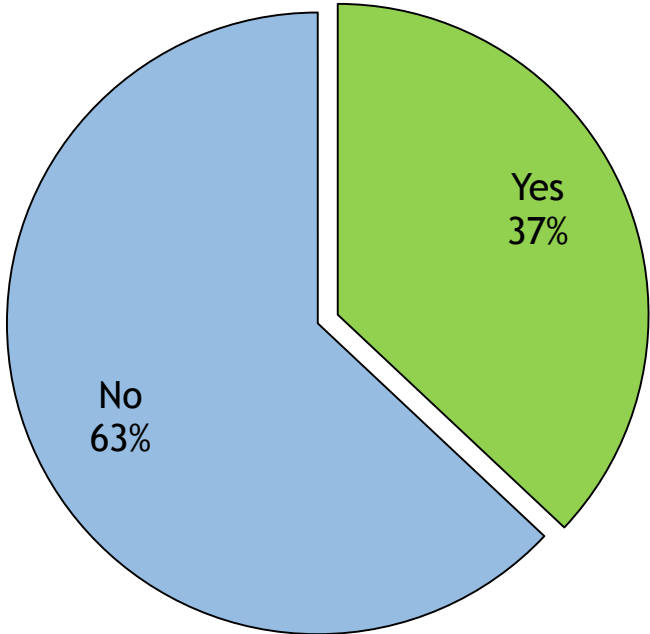
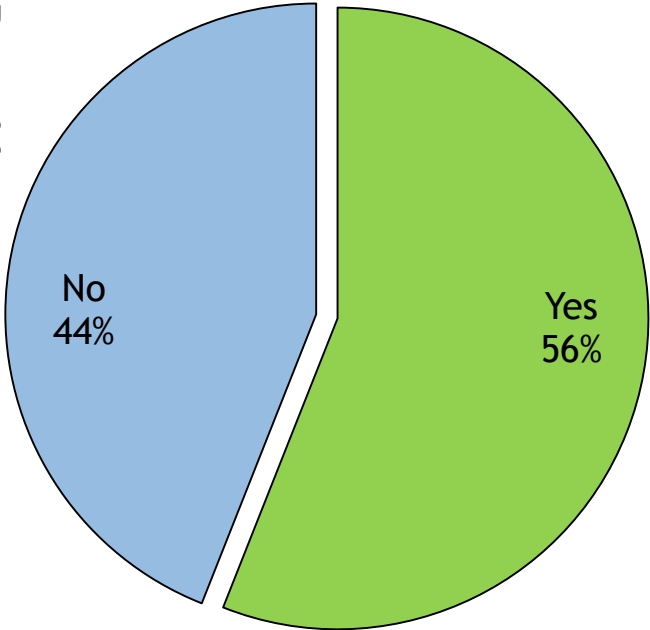
Base: All visitors (n=207)

Awareness that Belfast Zoo offer a number of different events throughout the year such as the historical zoo tour and seasonal events such as the kids Halloween fun day etc..

2015

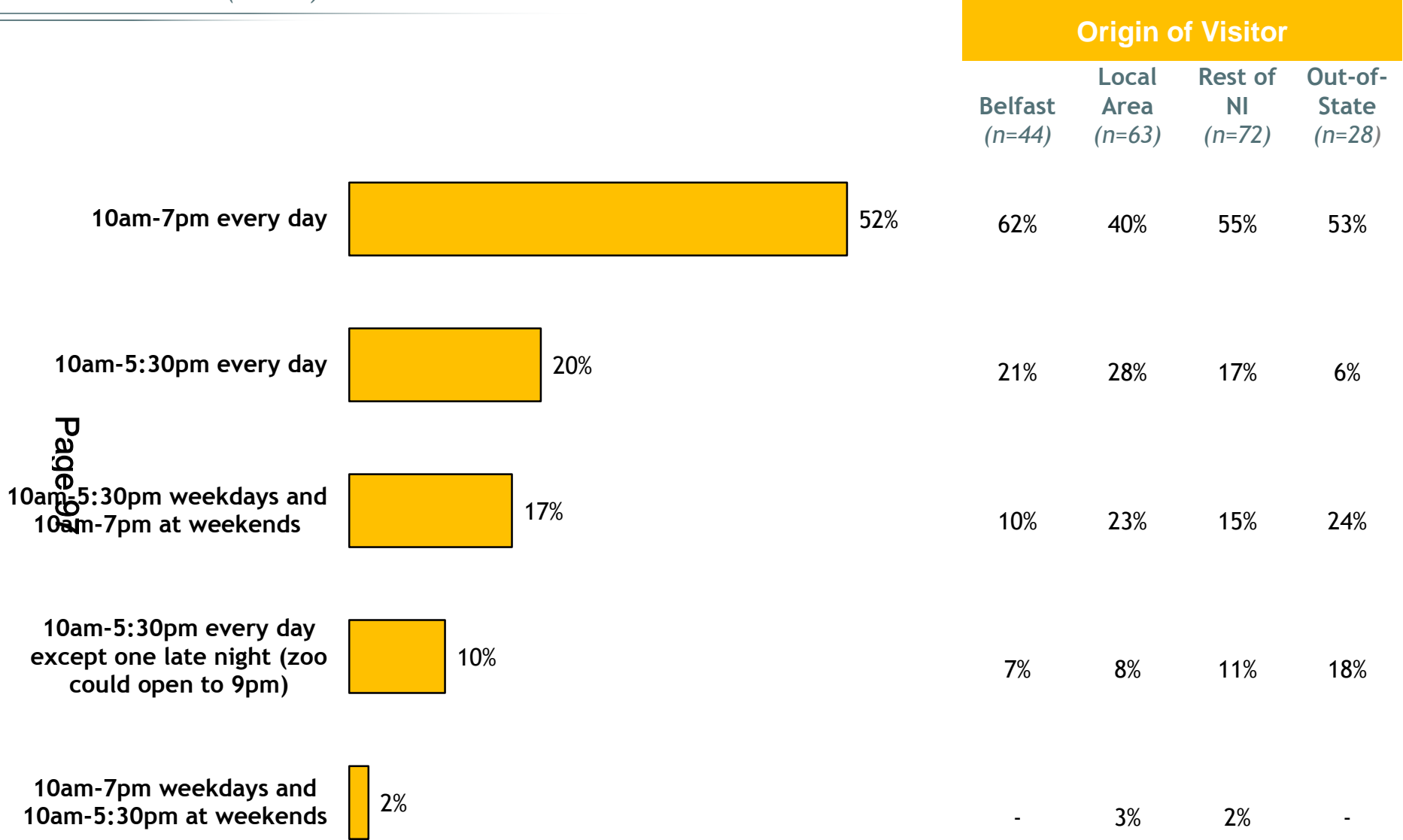
2014

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Currently the zoo is open from 10am to 7pm every day. Which of the following opening hour options would you most be in favour of?

Base: All visitors (n=207)



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Website, Media and Visitor Interests

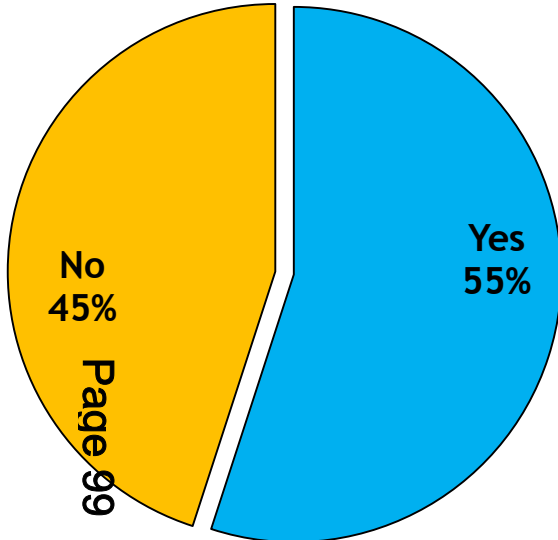
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Belfast Zoo website

Base: All visitors (n=207)

Have you ever visited the Belfast Zoo website?

Base: All visitors (n=207)

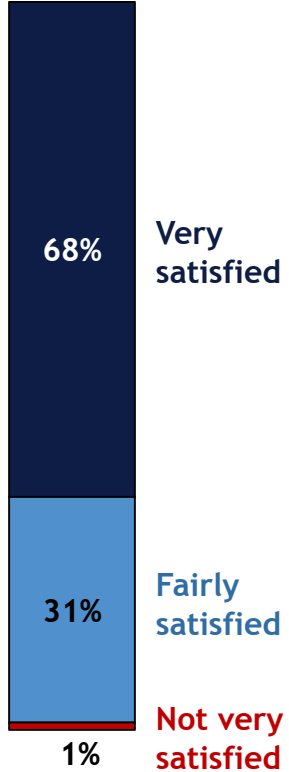
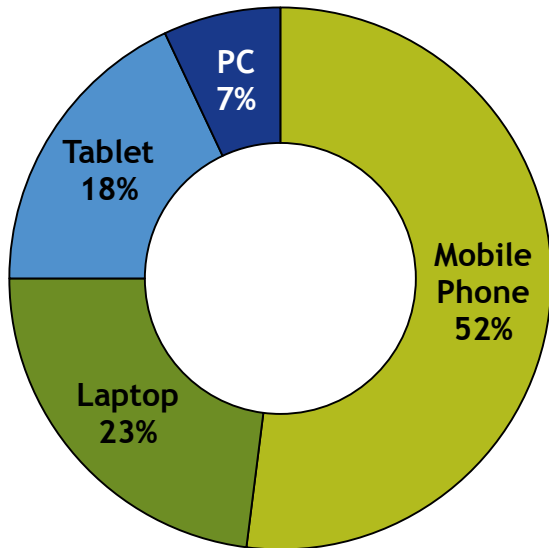


Overall satisfaction with the Belfast Zoo website?

Base: All who visited the site (n=113)

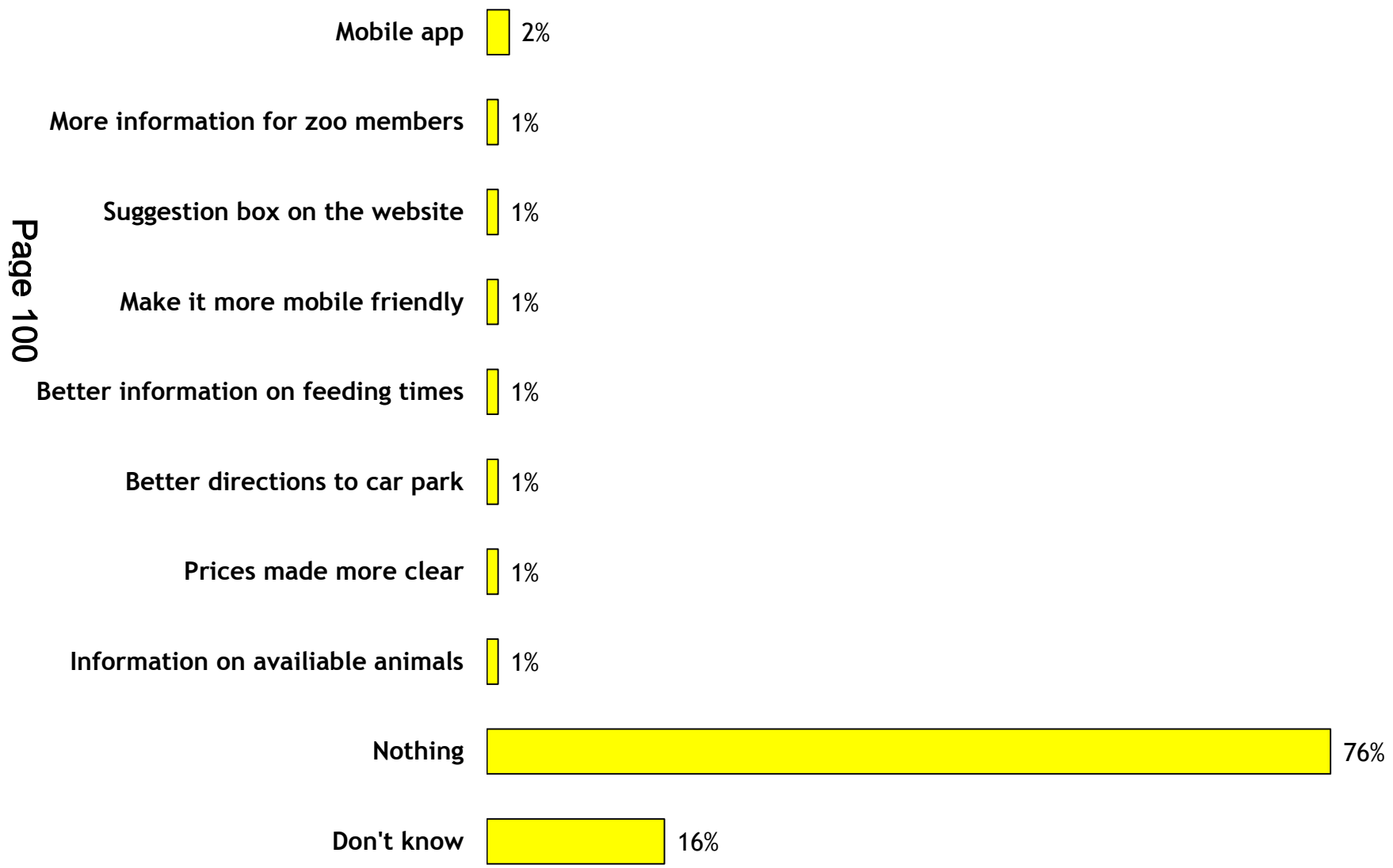
Typically what device would you use most often when accessing websites such as the Zoo website?

Base: All who visited the site (n=113)



What, if any, improvements would you like to see made to the Belfast Zoo website?

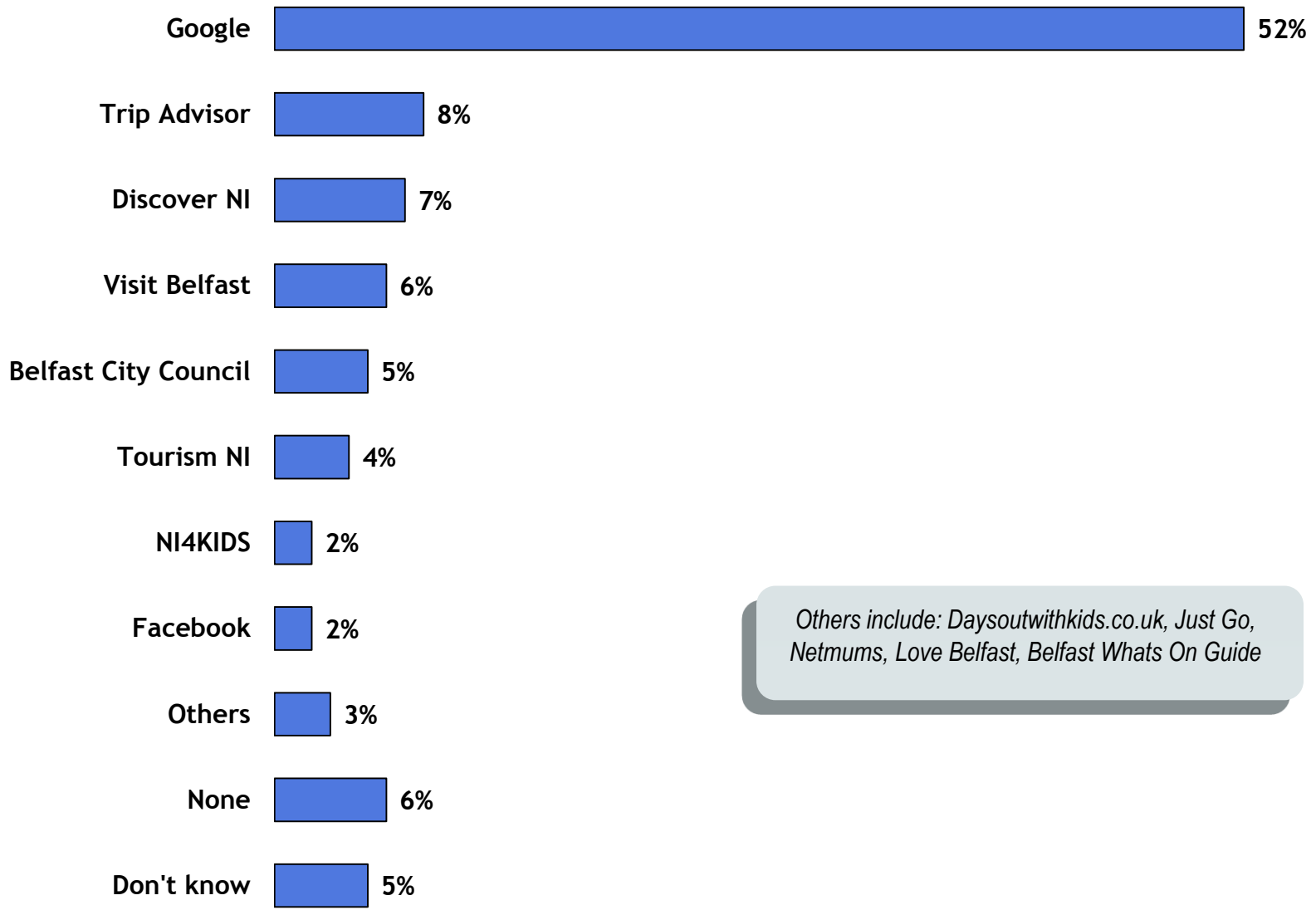
Base: All who visited Zoo website (n=113)



Page 100

What, if any, websites would you visit most often if you were looking for ideas or information for a day out?

Base: All visitors (n=207)



Others include: *Daysoutwithkids.co.uk, Just Go, Netmums, Love Belfast, Belfast Whats On Guide*

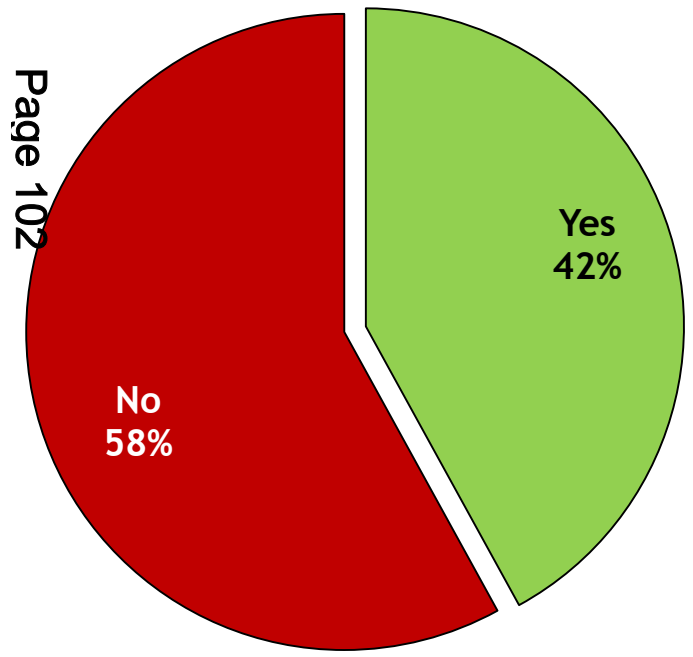
Page 101

Newspaper readership

Base: All visitors (n=207)

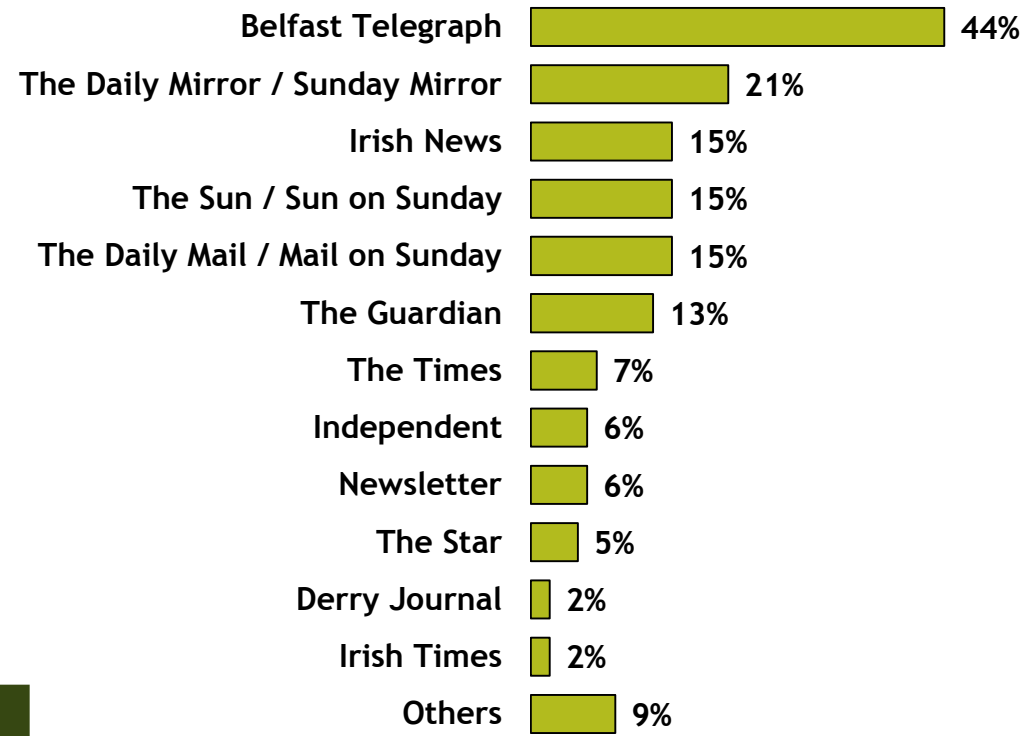
Do you regularly read newspapers, either paper copies or an online version?

Base: All visitors (n=207)



Which newspapers (paper or online) do you read regularly?

Base: All who read news (n=87)

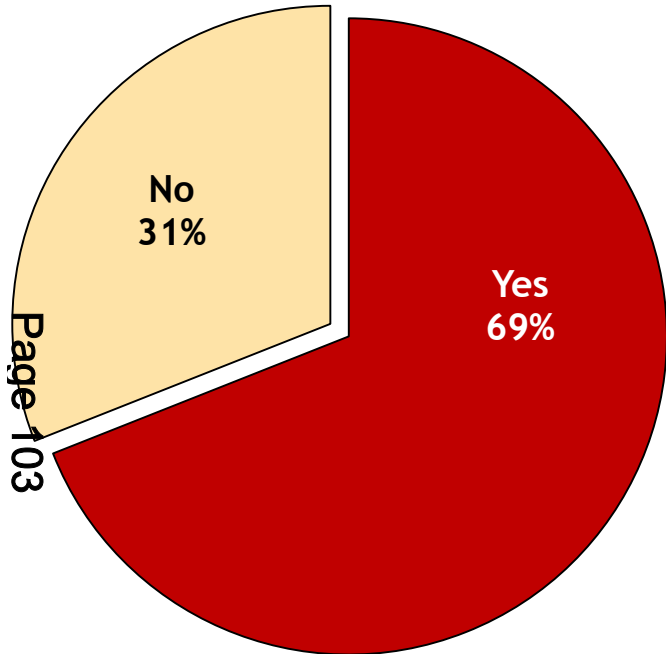


News Readership by Sub-Group

Male	Female	16-29	30-44	45-60	60+
50%	34%	31%	45%	55%	63%

Radio listenership

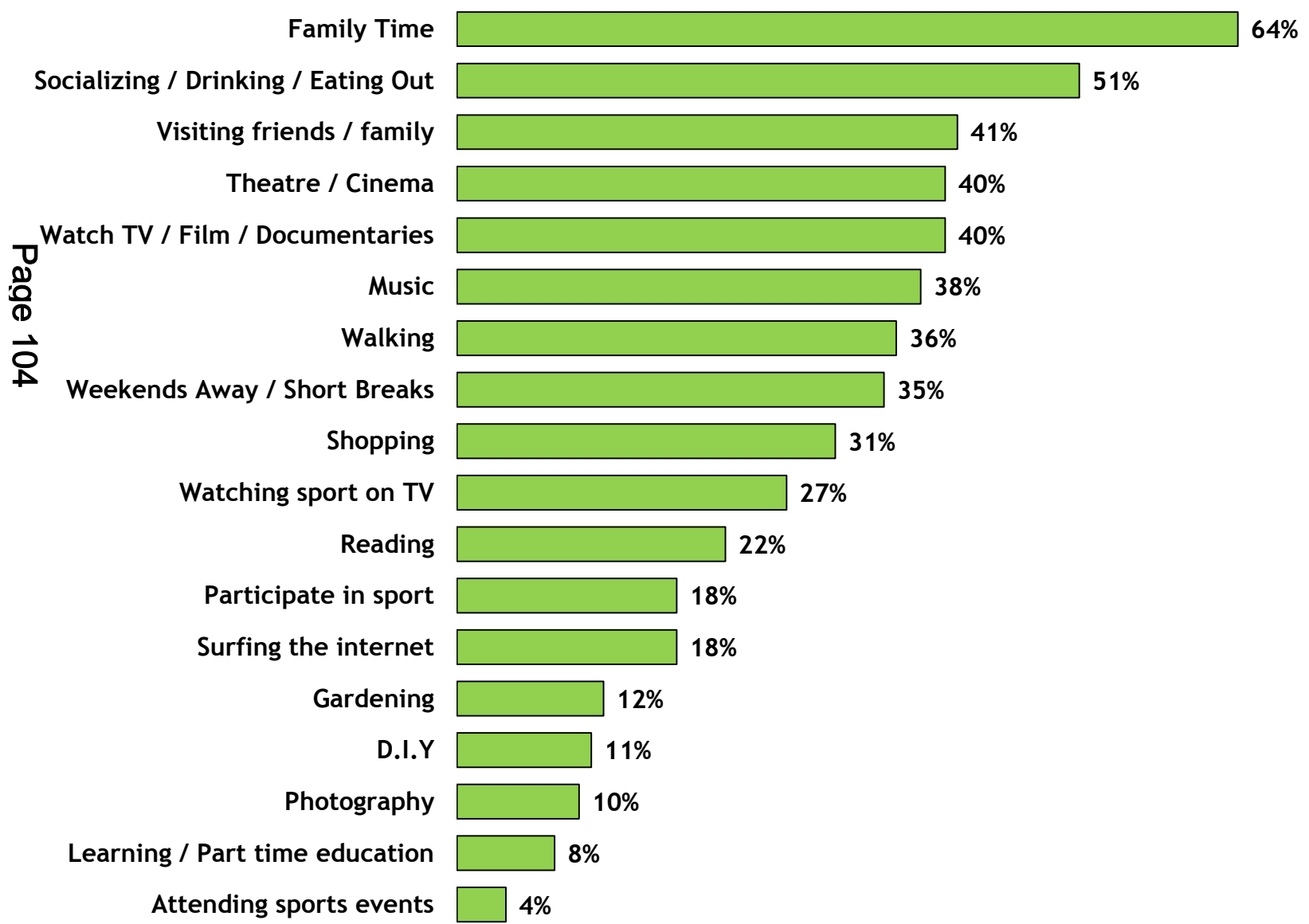
Base: All visitors (n=207)



Gender		Age			
Male (n=102)	Female (n=105)	16-29 (n=86)	30-44 (n=73)	45-60 (n=40)	60+ (n=8*)
77%	60%	59%	77%	73%	75%
23%	40%	41%	23%	28%	25%

Which, if any, of the following would you describe as your hobbies or interests?

Base: All visitors (n=207)



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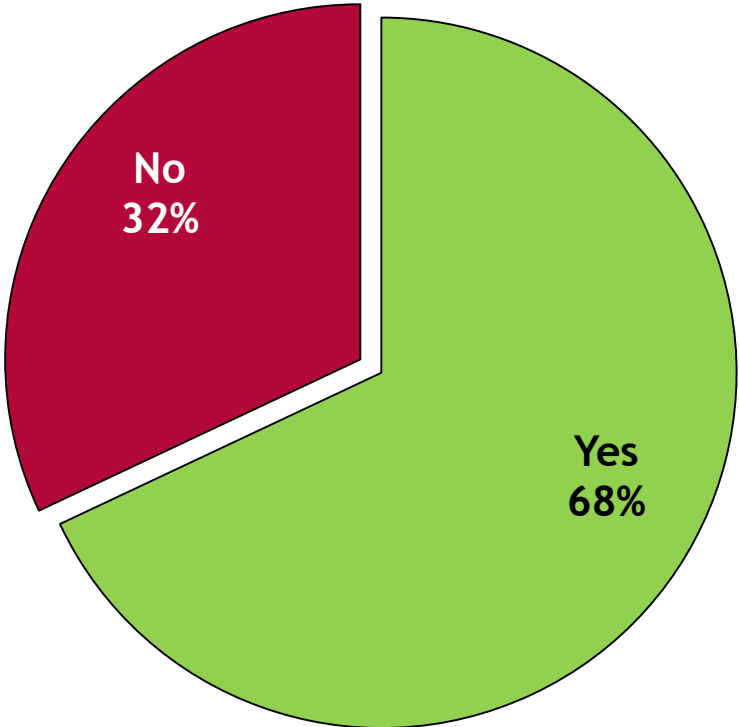
New Adventure Learning Centre

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New Adventure Learning Centre in Belfast Zoo

Base: All visitors with children in their party (n=130)

Did you or any of the children in your party visit the New Adventure Learning Centre during your trip to the Zoo today?



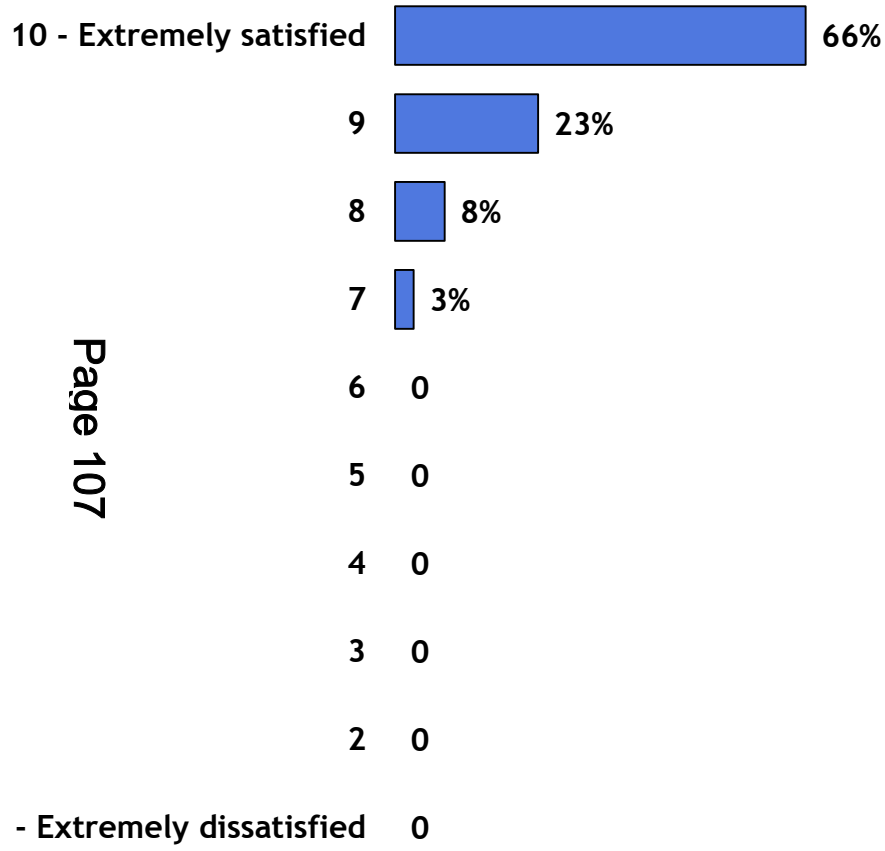
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New Adventure Learning Centre in the Zoo

Base: All visitors with children in their party (n=207)

How satisfied, or dissatisfied, were you with the New Adventure Learning Centre in the zoo?

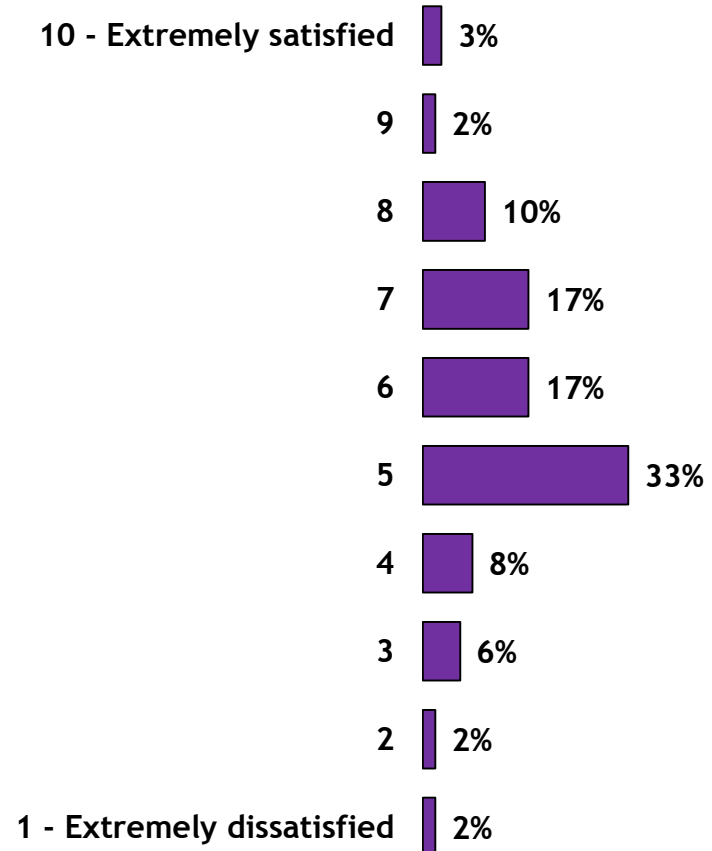
Base: All who visited New ALC (n=96)



Overall average rating = 9.5

How satisfied, or dissatisfied, were you with the old play park in the zoo?

Base: All who had visited the old play park (n=63)



Overall average rating = 5.7

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New Adventure Learning Centre in the Zoo - Attitude Statements

Base: All who visited the New Adventure Learning Centre (n=96)

The New Adventure Learning Centre...

Disagree Agree Strongly Agree

Neither Agree Nor Disagree

...enhanced my parties zoo experience today



3%

...increased my length of stay at the zoo



4%

...offered learning opportunities for the children (play and learn)



2%

...provided equipment for use by children of all ages and abilities



1%

...enhanced my perception of Belfast Zoo



5%

...would encourage me to return to Belfast Zoo



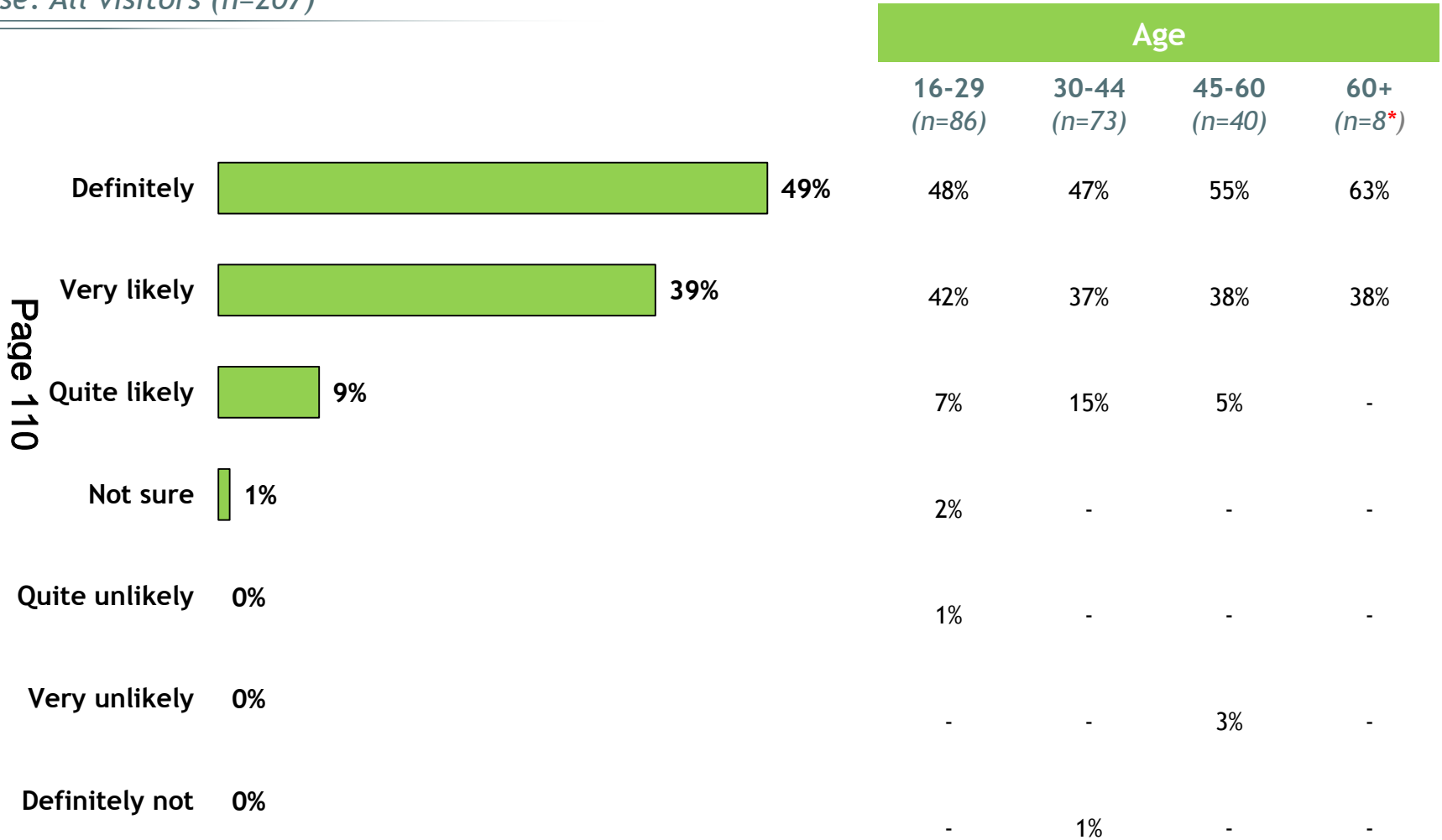
4%

Advocacy

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How likely or unlikely is it that you would recommend family and friends to visit Belfast Zoo?

Base: All visitors (n=207)



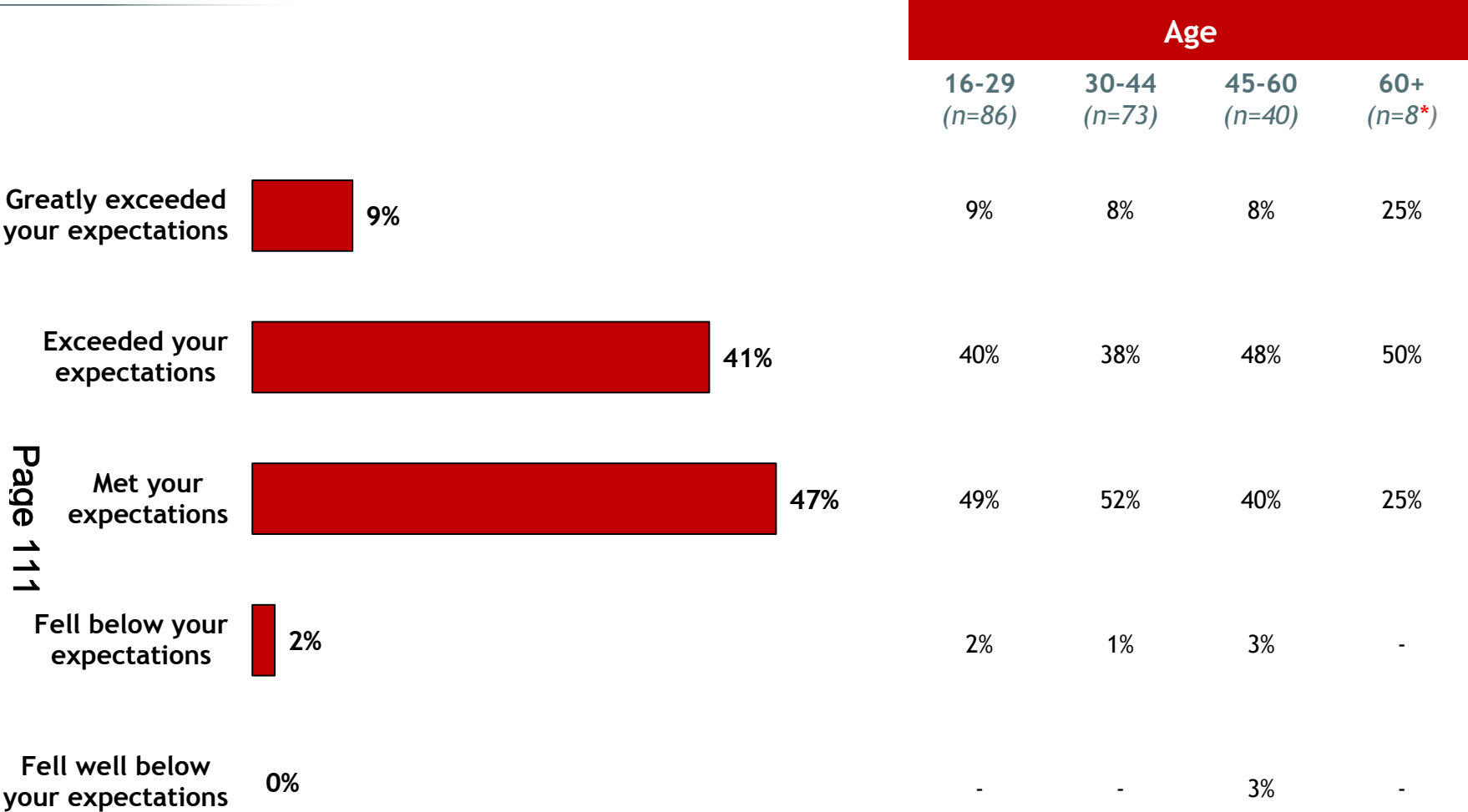
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Top 2 (Def & Very Likely)		Likely to recommend (Def, very likely & quite likely)	
2015	2014	2015	2014
88%	77%	97%	87%

*Caution : very small base

Thinking about your entire experience today would you say that Belfast Zoo as a place to visit ..?

Base: All visitors (n=207)



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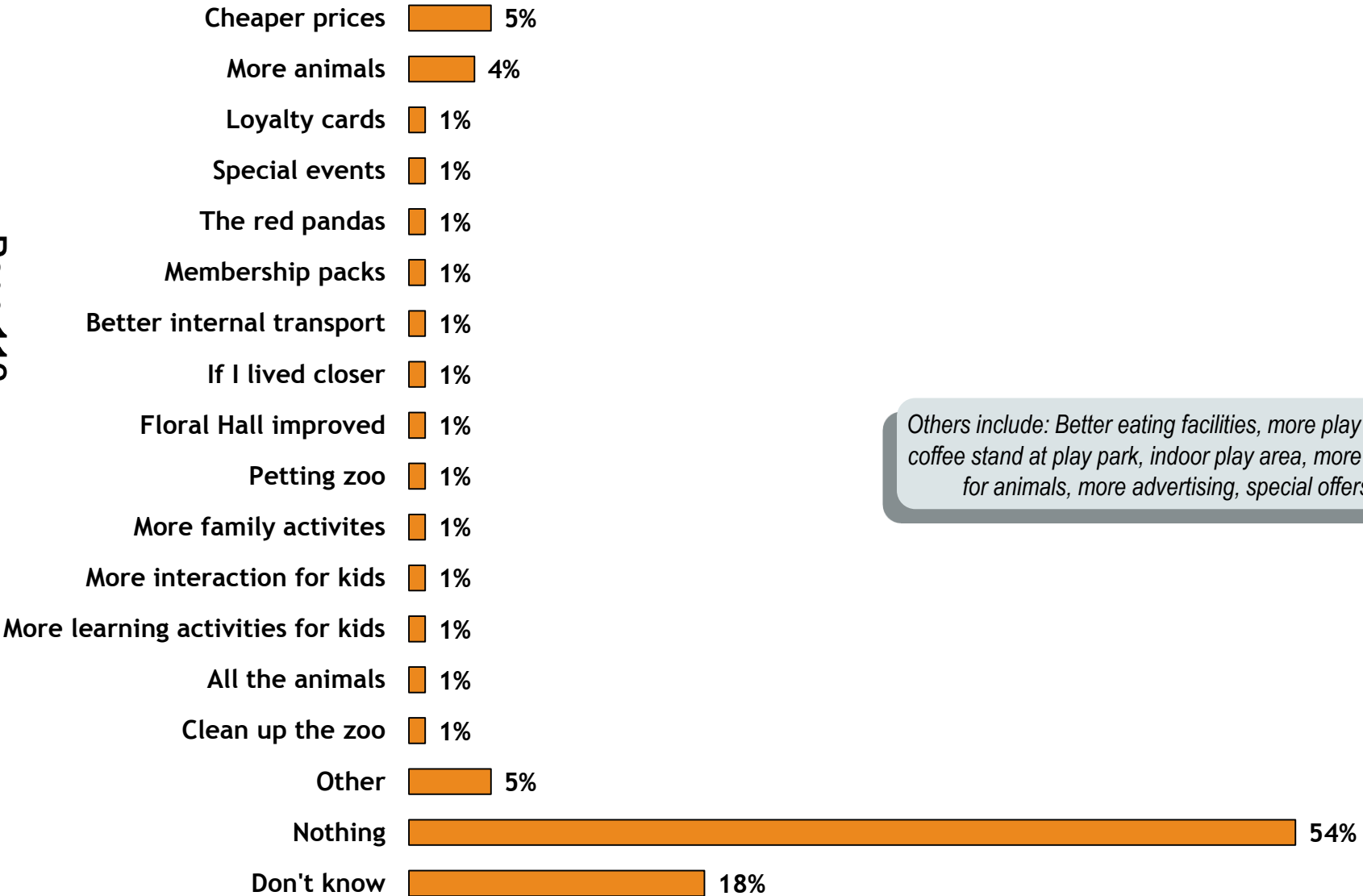
Exceeded Expectations	
2015	2014
50%	41%

*Caution : very small base

What, if anything, would encourage you to visit the Zoo more often?

Base: All visitors (n=207)

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Others include: Better eating facilities, more play areas, coffee stand at play park, indoor play area, more space for animals, more advertising, special offers

Brandwatch

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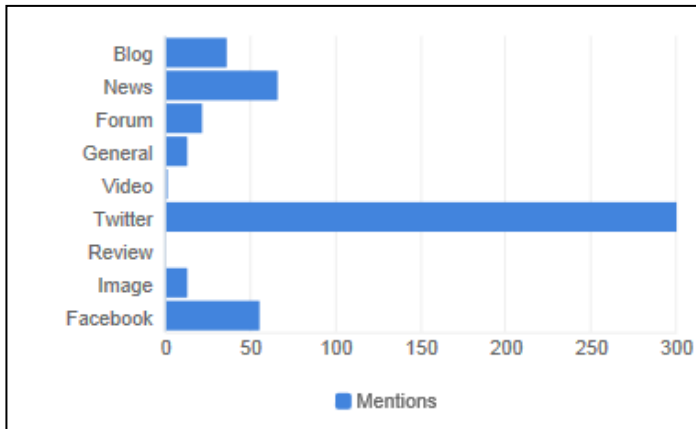
Overview: Since May 2015 Belfast Zoo has been mentioned 506 times across different social media channels. Of those that could be categorised, 67 were positive mentions while 16 were negative. Twitter provided the largest majority of conversation, with noise being loudest on week commencing 8th June 2015 (later shown to be due to the arrival of the dragon)

Mentions
506

Positive
67

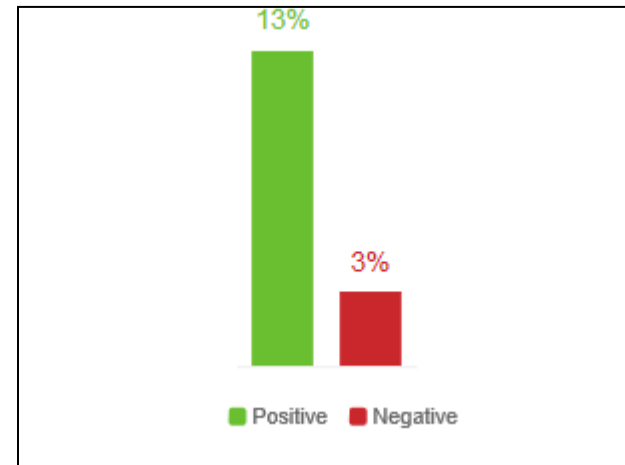
Negative
16

Where conversation was coming from

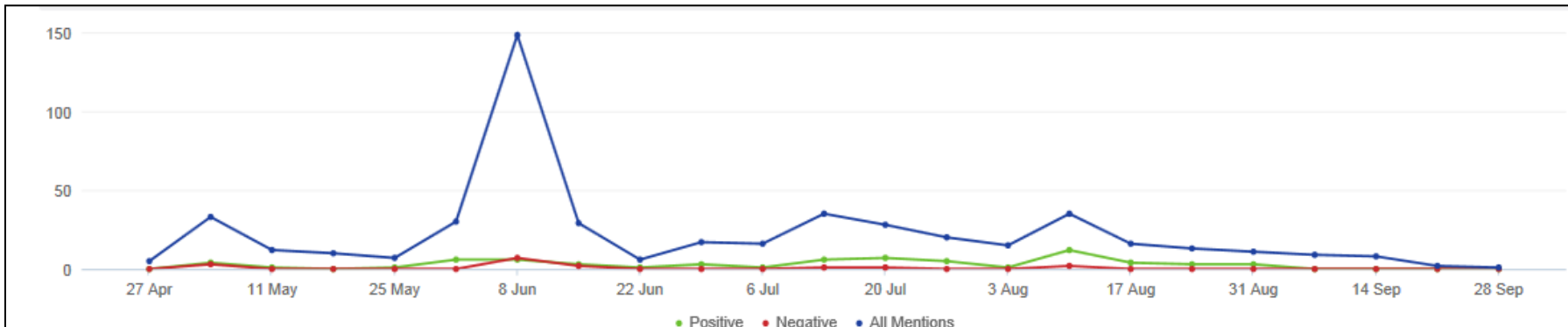


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Sites

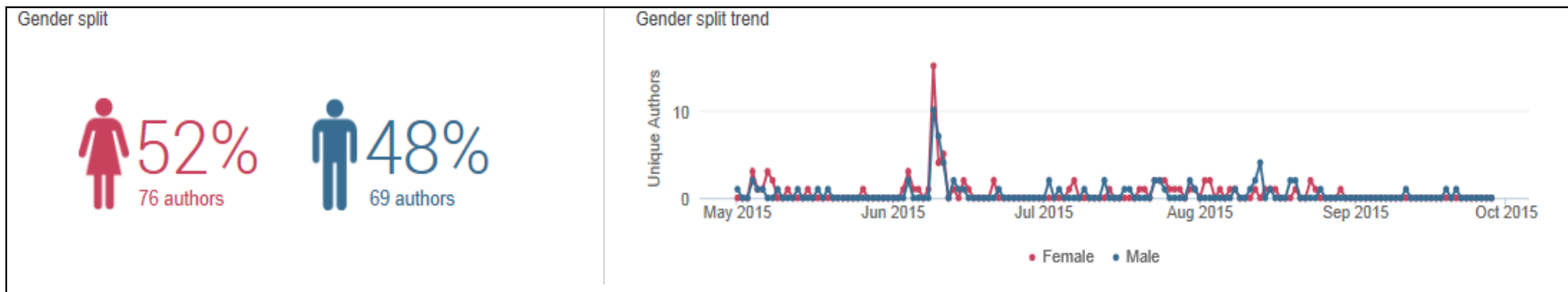


History



Overview: The gender split was almost equal for those who were talking about Belfast Zoo using social media, while there was a variation of countries making noise about the Zoo (where location information was available).

Gender Split and Trend



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Country Split

United Kingdom		160	53%
United States		104	34%
Republic of Ireland		15	5%
Canada		7	2%

Wordle: The wordle automatically outputs the most talked about topics across the selected date range. As seen below a significant amount of noise was made surrounding the Game of Thrones dragon arriving at Belfast Zoo back in June.

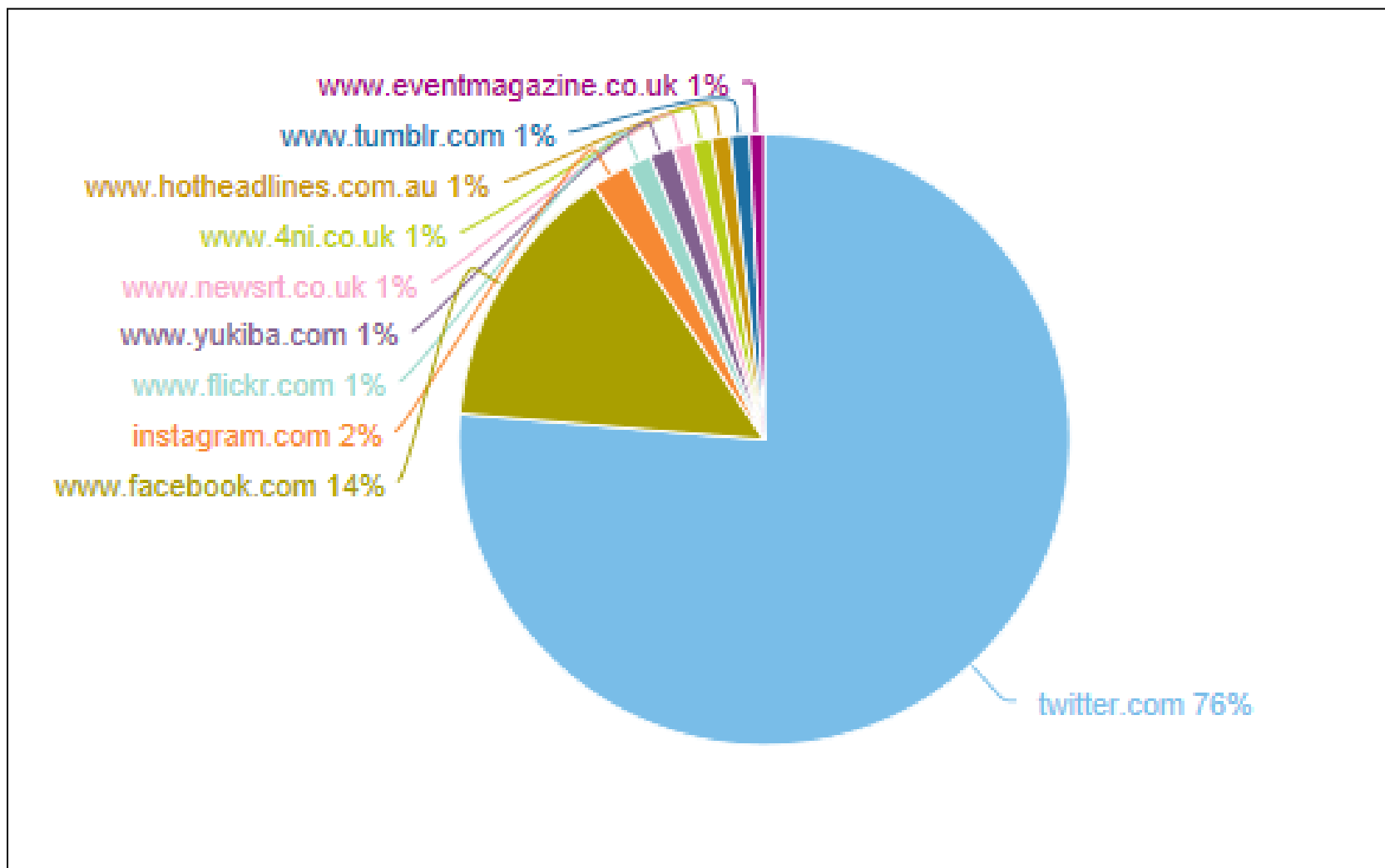
Wordle



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Sites: Twitter was by far the most used channel to talk about Belfast Zoo from May-September 2015. Facebook was the next most popular channel.

Mentions by Site



Mentions (positive)

Twitter

Liverpool Airport
@LPL_Airport

Need to keep the kids entertain this summer? Visit #**Belfast Zoo**. Fly from @lpl_airport in 50 mins with @flybe lja.uk/1E1acbW

Belfast Telegraph
@BelTel

Belfast Zoo get summer off to a splashing start as they welcome sea lion pup #NINews belfasttelegraph.co.uk/news/northern-...



adhd @AdhdComber

Belfast zoo allow carers in for free on production of proof. Ice cards are available to buy at our resource centre

16th Aug

Alan Tweedie
@alantweedie

Haven't been to **Belfast Zoo** before....just planned a trip for next week. I'm already looking forward to it!

2:33 p.m. - 19 May 2015

Instagram

Fab day at **Belfast Zoo** with my neices!!
Knackered now! Lols




Boston Irish Lass
@BostonIrishLass

Awesome! **Belfast Zoo** animal magic as sick kids and their families enjoy Dreamnight belfasttelegraph.co.uk/news/northern-... via @BelTel #**Belfast** #BelfastZoo

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Mentions (negative)

Facebook

 **Laura Fusco**
09-Jun-2015 14:44:37

Belfast Zoo is pathetic, a waste of money & time, that has you climbing up a mountain the entire time with little to no animals. I prefer Dublin **Zoo**, it's a great family day out!

Twitter


 **Sara Beggs**
@saraatheekidd


Page 1 of 19

..., my family & I went to **Belfast Zoo** today. Complete waste of time. Got majorly drenched in the rain.

 **Patricia mccarthy**
@pat35083377

@peta check out **Belfast zoo** on pick TV just seen a keeper use a bull hook on an elephant and it was chained sent tweet to them to complain.

 **Martin Rowson** @MartinRowson · May 5
Right - off in a sec to London City on way to **Belfast** for @Cqaf gig at @BlackBoxBelfast 1pm tomorrow. Planning trip to **Belfast Zoo** too.

 **fionnuala griffiths**
@emmetsmother

@MartinRowson don't go to **Belfast zoo** - it is horrible.

9:12 a.m. - 5 May 2015

Mentions in pictures

Instagram

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lazlo05
Belfast Zoological ... FOLLOW

34 likes 8w

lazlo05 The view from inside Belfast Zoo, reminds me of Jurassic Park [] #landscape #scenery #green #jurassicpark #mountain itsmydogslife That's funny because that's exactly what I thought before I read what you said []

Website

SATURDAY, SEPTEMBER 12, 2015

Shower Time for **Belfast Zoo** Gentoo Penguins

Earlier this year, three adorable gentoo penguin chicks turned heads at the **zoo**.

Zoo keepers have been preparing for their arrival since February, installing nest rings into the penguin enclosures and even putting up umbrellas for shade and to protect the parents and chicks from wet weather.



Must Visit Locations

I'm a keen photographer and the majority of these pictures have been taken during my travels and holidays. Some glorious must visit locations.

ARCHIVE



Great day at Belfast zoo. It can be a steep walk at times but well worth it in the end.

#lemur #ring tailed lemur #zoo #animals #wildlife #tourism #tourists #travel #ireland #belfast #culture #lemurs

Mentions in pictures

Twitter

Ireland **irelandcalling**
calling @irelandcalling1

Belfast Zoo Gets a Baby Dragon From Esteros
irelandcalling.com/a-baby-dragon-...
#gameofthrones #ireland #dragon #tourism
#belfast



event Event magazine
@Eventmagazine

#GameOfThrones dragon to arrive at
#**Belfast Zoo** ow.ly/O3ZPL #eventprofs
#experiential @TourismIreland



Instagram



Summary

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Summary

Visitor Profile

- Four fifths of all respondents visited the zoo as part of a family (59%) or as a couple (21%).
- More than two fifths were between the ages of 16 and 29 (42%). Those at the upper end of the age range were least likely to visit the zoo, less than one in twenty (4%) visitors were aged 60+.
- Just over a fifth of visitors during the peak season were from the greater Belfast area (21%) and a further one third (30%) lived within 30 miles of the zoo. More than one in ten (14%) were out-of-state visitors, primarily from GB and Rol.

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Transportation

- The majority of visitors travelled to the zoo by private car (84%).

Previous Attendance

- Over four fifths (85%) of all respondents had previously visited Belfast Zoo. In fact a third (33%) of all visitors had been to Belfast Zoo on more than 5 previous occasions.
- Almost two fifths (37%) of all repeat visitors stated that, on average, they visit Belfast Zoo at least 2 or 3 times a year.

Summary

Visitor Influences

- More than two fifths (44%) of all visitors were most likely to have been influenced to visit the zoo by children.
- Four fifths (80%) of all visitors stated that they did not consider visiting elsewhere.
- Of the one fifth of visitors who did consider going elsewhere the most frequently cited alternatives were Belfast City Centre, the Ulster Folk and Transport Museum, Titanic Belfast, W5 and the Ulster Museum.

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Value for Money & Overall Experience

- More than four fifths (83%) of all visitors believe that Belfast Zoo is good value for money, a significant increase from the findings in 2014 (59% good value for money).
- Almost all (95%) visitors had a good experience during their visit to the zoo.

Zoo Performance

- Queue times, ticketing, overall experience, friendliness of staff and general cleanliness were all rated positively by the overwhelming majority of visitors.
- Information signs on animals, car parking, the free map, value for money, signage, the number of rest areas and the ease of getting between exhibits were also rated positively but to a lesser extent.

Summary

Zoo Performance (continued)

- The quality of the animal exhibits (16%) and the number of animal exhibits (13%) were the only two areas in which significant proportions of visitors believed could be improved.
- Of all the zoo services the catering facilities performed least positively. A fifth of all visitors stated that the catering facilities were only adequate and a further 7% stated that they could be improved.

Animals

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- When asked for their favourite animal exhibits a wide range of answers were given with the monkeys (18%), lions (12%), sea lions (11%), elephants (11%) and gorillas (10%) the most frequently cited.
- Almost half (49%) of all visitors did not cite a least favourite animal or stated that they liked all of the animal exhibits. The birds were the least favourite animal exhibit, however, as with most of the animals cited as 'least' favourite it was often linked to their inability to see the animals at the time of visit.

Summary

Improvements

- Almost a quarter (24%) of visitors don't think the zoo could be improved. The most frequently cited suggestions for improvement included: transport to the top of the zoo (12%), bigger enclosures for the animals (5%), more animals (5%), better conditions for the animals (4%), refurbishment of the Floral Hall (4%) and less empty cages (4%).

Additional Zoo Services & Opening Hours

- More than two thirds (69%) of all visitors were aware of additional zoo services such as the animal adoptions, memberships and volunteer groups. This is a significant increase on 2014 when only two fifths (39%) were aware of those additional services.
- More than half (56%) of all visitors were aware that Belfast Zoo offer a number of different events throughout the year. Again, this is a significant increase on 2014 when less than two fifths (37%) were aware of the various event offerings.
- More than half (52%) of all visitors stated that they were most in favour of the opening hours remaining from 10am to 7pm everyday. Out-of-state visitors and those from NI who live more than 30 miles from the zoo were most in favour.

Summary

Website, Media and Visitor Interests

- More than half (55%) of all visitors have previously visited the Belfast Zoo website and satisfaction with the website was almost universal amongst visitors to the site.
- More than two thirds (70%) of visitors use a mobile phone or a tablet when accessing websites such as Belfast Zoo's. Despite high satisfaction it is therefore essential that the zoo website is mobile and tablet friendly.
- Google was cited by more than half (52%) of all visitors when asked what websites they would visit most often when looking for ideas or information on a day out.
- More than two fifths (42%) of all visitors read newspapers on a regular basis. Local publications such as the Belfast Telegraph and the Irish News proving popular.
- More than two thirds (69%) of visitors regularly listen to the radio, especially with visitors aged over 30.
- Visitors have a wide range of hobbies and interests with almost two thirds (64%) of all visitors citing family time as a key interest. Other hobbies and interests frequently cited by visitors included: socialising, visiting friends and family, theatre, cinema, watching TV, music, walking and short breaks.

Summary

New Adventure Learning Centre

- More than two thirds of visitors with children in their party visited or used the New Adventure Learning Centre during their trip to the zoo.
- Overall satisfaction was very high for the New Adventure Learning Centre (ALC) with an overall average of 9.5 out of a possible 10. The high satisfaction rating is especially significant when comparing satisfaction with the old play park, visitors only rated it with an average of 5.7 (out of a possible 10).
- The ALC also rated very strongly across a number of attitude statements. Almost all (97%) stated that the ALC enhanced their experience at the zoo (67% strongly agreed), 93% stated that the ALC increased their duration of visit (61% strongly agreed) and 98% stated that the ALC offered learning opportunities for their children.

Advocacy

- Almost 9 in 10 (88%) visitors stated that they would definitely or very likely recommend Belfast Zoo to family and friends. A further 9% would quite likely recommend the zoo meaning that overall 97% left the zoo as advocates.

Summary

Advocacy (continued)

- Positively, half (50%) of all visitors stated that their visit to Belfast Zoo exceeded or greatly exceeded their expectations, a significant increase from the findings in 2014 (41%).
- Finally, more than half (54%) of all visitors stated that nothing would encourage them to visit the zoo more often. However, suggestions that may encourage repeat visitation included: cheaper prices, more animals, loyalty cards, special events and better internal transport.





Subject:	Markets Update
Date:	13 January 2016
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Clodagh Cassin, Markets Development Manager

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

1.0	Purpose of Report
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> - Update Members on proposals to provide additional marketing and advertising support to non-Council markets operating across the city - Update Members on the success of the recent Twilight Market and to set out plans for future events of this type.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • Agree a budget of £5,000 to promote and advertise non-Council markets across the City in the coming calendar year, with finances being set aside within the Markets Unit budget • Note the success of the Twilight Market at St George's on 11 November 2015 and note plans for similar future events in the coming year.

3.0	Main Report
3.1	<p><u>Promoting local markets</u></p> <p>Members will recall that, at an earlier meeting of the City Growth and Regeneration Committee, it was agreed that consideration should be given to how the council could provide additional promotional support to non-Council markets that were operating across the city.</p>
3.2	<p>At present, there are a number of regular markets that are run by organisations other than the Council. These include:</p> <ul style="list-style-type: none"> – Folktown Market – takes places every Thursday in Bank Square (but now closed for the winter season) – Fine and Dandy Market – takes place on last Sunday in every month in Crescent Arts Centre – Ballyhackamore Market – takes place on second Saturday of every month in grounds of St Colmcille’s church on Upper Newtownards Road – Conway Mill Market – takes place every Saturday in the mill – Dock Market – takes place at Titanic Quarter every other Saturday – Proposal for Cathedral Quarter/Dirty Onion – still to be developed
3.3	<p>There are also a number of markets that operate on a one-off basis. All markets are in receipt of a relevant licence from the Council, which gives them permission to trade and sets out the parameters of their operation, as well as any fees due to the Council.</p>
3.4	<p>Members asked officers to draw up a plan to help promote these markets and to encourage the establishment of additional markets. Officers from the Markets Unit have worked with Corporate Communications to develop an advertising and promotional campaign. This plan will cover a 3-month period early in the New Year (in line with when markets are operational) and will include:</p> <ul style="list-style-type: none"> – Radio advertising – Press advertising – Online advertising – Website update – Regular Facebook and Twitter posts on Belfast City Council accounts in line with market timings.

3.5	<p>The costs for the advertising activity have been negotiated down to around £5,000. The Council Facebook, Twitter and website updates will be undertaken by officers at no additional financial cost, apart from staff time commitment. The campaign will be monitored and reviewed at the end of the period, with a view to measuring its effectiveness.</p>
3.6	<p><u>Twilight Market</u></p> <p>Members will be aware that the first ever Twilight Market took place at St George's Market on 11 November 2015. The focus of the market was primarily on food, but there were also a number of non-food stalls such as crafts and other local produce. The market also incorporated a range of cookery demonstrations as well as live music performances from local artists.</p>
3.7	<p>Over 140 stalls took part in the event. Many of these were existing traders at St George's, but a number were new traders. The market ran from 5pm-11pm and over 17,000 people attended in the course of the evening.</p>
3.8	<p>The market received extensive promotional coverage. There were live broadcasts from BBC Newsline, Radio Ulster, City Beat, Q Radio and U105 and there were very positive stories – both in the run-up to and after the event – in the Belfast Telegraph and Irish News.</p>
3.9	<p>The event had a very significant social media profile and this was the main communications channel used to build interest in advance of the event. It reached 1.2 million users on Facebook and 188,000 people viewed the event on Facebook. In addition, the event reached 200,444 twitter accounts.</p>
3.10	<p>Feedback from the traders was extremely positive with most, if not all, exceeding their targets and many traders running out of stock towards the end of the evening. Feedback from customers also was mostly positive. There were some negative comments with regard to the need to queue for entry at some points in the course of the evening, as well as references to the large crowds at the event.</p>
3.11	<p>Due to the huge success of the market, it is proposed that three Twilight Markets will be organised for the coming year. These will each be two night events in order</p>

	<p>to ensure better crowd management and to give more people the opportunity to attend. Further details are set out within the Year of Food and Drink report that is also on this agenda.</p> <p><u>Financial and Resource Implications</u></p> <p>A budget of £5,000 to promote and advertise non-Council markets across the City in the coming calendar year from within the Markets Unit's Budget.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	None



Subject:	Taxis ranks – Donegall Square
Date:	13 January, 2016
Reporting Officer:	Donal Durkan
Contact Officer:	Anne Doherty Planning & Transport Officer

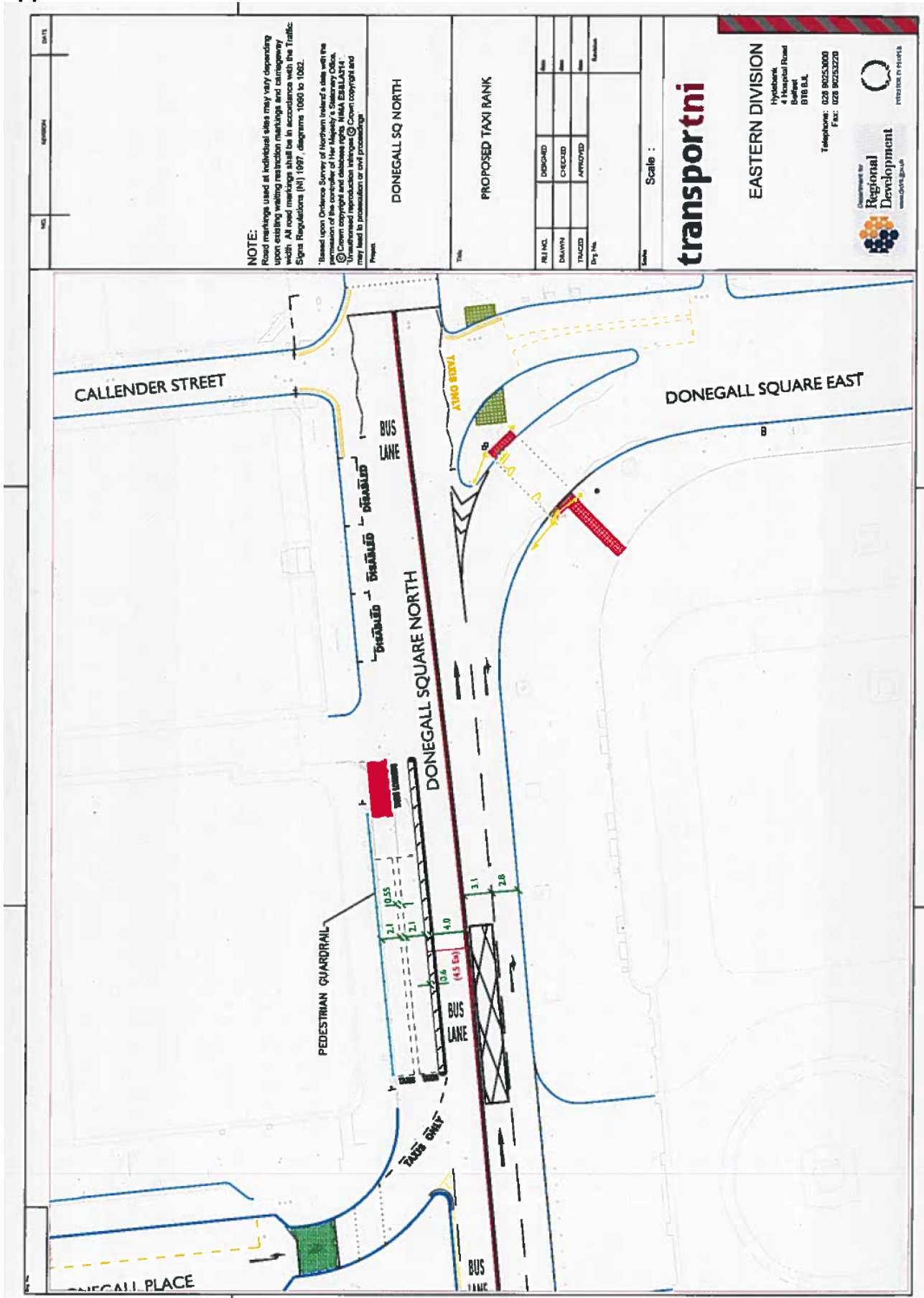
Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	To consider the Department of Regional Development’s proposals to increase the Belfast public hire taxi rank capacity in the Donegall Square area and provide an agreed Council response. Currently, there is an existing public hire taxi rank at Donegall Square North with additional space on Donegall Square East, however the public hire taxi organisations have requested additional capacity.
2.0	Recommendations
2.1	<p>It is recommended that Committee considers the proposed response outlined below agree the submission to DRD as the Council position. In summary:</p> <ul style="list-style-type: none"> • It is recommended that the Council supports the proposed removal of restrictions on taxi access to one lane on Donegall Square West closest to City Hall which also contains coach parking bays. However, effective management is needed by DRD to ensure that the lane is used for taxi access only as the coach parking bays are considered an important tourism asset for the city. • It is recommended that Council supports the amendment to the taxi rank on Donegall Square North to allow increased capacity for ranking.

3.0	Main report
3.1	<p><u>Background</u></p> <p>Members considered a number of proposals by DRD at the September 2015 Committee to provide additional capacity for ranking of public hire taxis. They were as follows:</p> <ul style="list-style-type: none"> • Retain Donegall Square North rank as existing; • Provide new feeder capacity in Donegal Square West, using part of the area currently allocated for coach parking (pick up and drop off), which would be in direct line of sight of the Donegall Square North rank; and • Use the existing taxi rank in Donegall Square East as a feeder rank to the proposed additional capacity on Donegall Square West.
3.2	<p>The Council did not support a new feeder rank in Donegall Square West as this would reduce the space available for coach parking by 20 metres and requested further assessment for an alternative site.</p>
3.3	<p><u>Key Issues</u></p> <p>DRD has considered alternative arrangements in consultation with the Belfast public hire taxi drivers and is proposing the following:</p> <ul style="list-style-type: none"> • Drivers would use the existing taxi rank in Donegall Square East acting as a single feeder rank to the Donegall Square North rank; • Access to Donegall Square West (the lane closest to City Hall only) would be amended to remove existing restrictions allowing taxi access; and • Amendments to the taxi rank in Donegall Square North by removing the existing island to permit a double line of queuing taxis therefore increasing ranking capacity. <p>A map of the proposal is attached in Appendix 1.</p>
3.4	<p>Donegall Square West is currently restricted access for buses and service vehicles only. The removal of the restrictions on taxi access to one lane on Donegall Square West will allow public hire taxis waiting at the feeder rank on Donegall Square East quicker access to the rank at Donegall Square North. It is suggested that the Council supports the proposed removal of restrictions on taxi access to one lane on Donegall Square West closest to City Hall which also contains coach parking bays. However, effective management is needed by DRD to ensure that the lane is used for taxi access only as the coach parking bays are considered an important tourism asset for the city.</p>

3.5	It is suggested that Council supports the amendment to the taxi rank on Donegall Square North to allow increased capacity for taxi ranking.
3.6	Elected members should note that it was agreed at the City Growth and Regeneration committee on the 9 th December to invite representatives from the Belfast Public Hire Taxi Service to a special committee meeting to discuss a number of issues and a provisional date has been set for the 3 rd February. It should be noted that the Department of Regional Development proposals to increase the Belfast public hire taxi rank capacity in the Donegall Square area may be raised by the representatives at this meeting.
3.7	<p><u>Financial & Resource Implications</u></p> <p>None</p>
3.8	<p><u>Equality or Good Relations Implications</u></p> <p>None</p>
4.0	Appendices
	Appendix 1 - DRD Transport NI layout drawings

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