

Public Document Pack

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



Belfast
City Council

2nd February, 2017

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room - City Hall on Wednesday, 8th February, 2017 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

AGENDA:

1. Routine Matters

- (a) Apologies
- (b) Minutes
- (c) Declarations of Interest

2. Restricted Items

- (a) Capital of Culture (Pages 1 - 8)
- (b) Blackstaff Square (Pages 9 - 16)

3. Regenerating Places and Improving Infrastructure

- (a) City Investment Fund (Report to follow)
- (b) Regeneration Best Practice Visit (Pages 17 - 20)
- (c) Belfast Partners Event - London (Pages 21 - 24)

(d) Belfast Visitor Attraction (Pages 25 - 30)

4. **Positioning Belfast to compete**

(a) 2017 Belfast Delegation to MIPIM (Pages 31 - 34)

(b) Draft City Events - Programme of Events (Pages 35 - 40)

5. **Operational Issues**

(a) Committee Workshop - Proposed Agenda (Pages 41 - 50)

(b) Infographic Facts & Figures and Programme Performance (Pages 51 - 78)

6. **Finance, Procurement and Performance**

(a) Outstanding Accounts (Pages 79 - 82)

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Subject:	Regeneration Best Practice Visit – itinerary
Date:	8 February 2017
Reporting Officer:	Nuala Gallagher, Director of City Centre Development
Contact Officer:	Christopher 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 or Summary of main Issues
1.1	To update Members on the dates and emerging itinerary for the Regeneration Study Visit.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> • Approve the draft agenda and dates • Confirm one Member from each party who will form the delegation.
3.0	Main report
3.1	In December 2016 Members endorsed a proposal to organise a regeneration best practice study visit. It was agreed this would take place in April 2016 with one member from each party attending, accompanied by the Director of Regeneration and an external facilitator. The aim of the visit is to develop insight from relevant regeneration projects in Manchester and Leeds, to consider key lessons for Belfast, and how these can be applied.
3.2	The following travel arrangements are proposed: <ul style="list-style-type: none"> • Monday 24 April – Taxis from City Hall 16.20. Depart Belfast International 18.20, arrive Manchester Airport 19.15. Taxi to Manchester hotel for a two night stay. • Wednesday 26 April – Taxis from Leeds City Council at 1800. Depart Leeds Bradford

on Fly Be at 20.15. Arrive Belfast City Airport 21.15. Taxis to City Hall.

3.3

To gain maximum benefit it is proposed to hold a half day workshop for delegates prior to CGR Committee on 12 April. This will discuss projects, and give Members the opportunity to consider key questions and issues in advance.

3.4

The following examples of best practice, and their relevance to Belfast, are proposed in the tables below:

Manchester – Tuesday 25 April 2017

Manchester Piccadilly	<p><u>Example of Transport Hub.</u></p> <p>Manchester Piccadilly will be transformed as part of the £560m Northern Hub upgrade (due for completion in 2018/9), and ultimately by High Speed 2. Improvements will include new platforms, new entrance, and associated retail, office and residential developments.</p>
Spinningfields / New Bailey / Chapel Street.	<p><u>Example of Grade A Office / City Centre Living / Phased Regeneration.</u></p> <p>Spinningfields has created a new business and entertainment quarter, including library and visitor attraction, a success of the project is its integration and benefit to existing communities. Directly across the river New Bailey will create 2.2m sq ft of commercial space, which has already attracted significant inward investment. Chapel St, linking New Bailey with Salford, has revitalised city living and includes a new creative district.</p>
Home	<p><u>Relevant to Belfast Story / Creative District</u></p> <p>Home is Manchester’s creative hub which includes theatre, cinemas and art gallery, as well as creative programmes that engage the community and help nurture talent.</p>
The Lowry / BBC Salford	<p><u>Relevant to Belfast Story / Relocation of the BBC</u></p> <p>The Lowry Gallery, which is housed in an architecturally significant building, helped pioneer the regeneration of the docks. The BBC relocated to Salford in 2011, and</p>

		its 2,700 staff anchor the media city development.						
3.5	<p>Leeds – Wednesday 26 April 2017</p> <table border="1"> <tr> <td>Victoria Gate</td> <td> <u>Relevant to Royal Exchange</u> The scheme will incorporate 42,000 sq metres of city centre retail and leisure space, including a John Lewis. The visit will also explain how compulsory purchase powers were used to develop the scheme. </td> </tr> <tr> <td>Leeds BID</td> <td> <u>Relevant to City Animation/Interim Uses</u> Launched in 2015 the BID is currently pioneering a city animation project with street art across five city centre sites. </td> </tr> <tr> <td>Southbank</td> <td> <u>Masterplans / Comprehensive Development</u> One of largest city centre regeneration schemes in Europe, the Southbank provides a masterplan for projects covering work, leisure, culture, transport, infrastructure and communities over a 180 hectare site. </td> </tr> </table>		Victoria Gate	<u>Relevant to Royal Exchange</u> The scheme will incorporate 42,000 sq metres of city centre retail and leisure space, including a John Lewis. The visit will also explain how compulsory purchase powers were used to develop the scheme.	Leeds BID	<u>Relevant to City Animation/Interim Uses</u> Launched in 2015 the BID is currently pioneering a city animation project with street art across five city centre sites.	Southbank	<u>Masterplans / Comprehensive Development</u> One of largest city centre regeneration schemes in Europe, the Southbank provides a masterplan for projects covering work, leisure, culture, transport, infrastructure and communities over a 180 hectare site.
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Southbank	<u>Masterplans / Comprehensive Development</u> One of largest city centre regeneration schemes in Europe, the Southbank provides a masterplan for projects covering work, leisure, culture, transport, infrastructure and communities over a 180 hectare site.							
3.6	<p>The Best Practice Study visit will incorporate meetings with Executive Members and Directors from Manchester and Leeds Councils. This will include an informal evening function with Manchester City Council, subject to their availability, that will offer the opportunity to network with counterparts, and generate further insights from the Manchester experience.</p>							
3.7	<p><u>Finance and Resource Implications</u></p> <p>The approximate cost of the Best Practice Regeneration Study Visit is £5,000, which will be met from existing City Centre Budgets.</p>							
3.8	<p><u>Equality implications</u></p> <p>None</p>							
4.0	<p>Appendices – Documents Attached</p>							
4.1	<p>None</p>							

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Subject:	Belfast Partners Event – update
Date:	8 February 2017
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Lisa Toland, Head of Economic Initiatives and International Development

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 advise Members of an event taking place in London at the end of February 2017 to promote engagement between business contacts in Belfast and London and to recommend attendance at the event by the Chair and Deputy Chair of the City Growth and Regeneration Committee.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> Note the upcoming Belfast Partners event in London on 28 February 2017 Approve attendance at the event by the Chair and Deputy Chair of the City Growth and Regeneration Committee, along with appropriate senior officer representation.
3.0	Main report
3.1	Members will be aware that, at the December meeting of the City Growth and Regeneration Committee, an update was provided on a range of lobbying and business development activities that had taken place in London in the previous month. These included the work to secure a City Deal for the City, with a presentation to political representatives in Westminster and other relevant influencers. Members were also alerted to the work of the Belfast-Partners Network in London. This is a newly-established, independently-run business

	networking initiative that seeks to make business linkages between companies and leaders in both Belfast and London.
3.2	The formal launch of this network is planned to take place in London on 28 February 2017. This event will be hosted at the headquarters of the global communications business Thomson Reuters in Canary Wharf. It will be attended by more than 150 interested individuals from both cities and there will be an opportunity for the Council to make a positive pitch about the real estate investment opportunities available in Belfast as well as promoting the opportunities for foreign direct investment, particularly the emerging and growing specialisms such as cyber security, legal services and business and professional services.
3.3	The programme for the launch event is currently being finalised. At present, it is proposed that there will be input from Belfast City Council, profiling positive investment messages about the City as a business destination. There will also be input from the Secretary of State for Northern Ireland, James Brokenshire MP and there will be a contribution from an existing investor in the City. This is likely to be a company working in the financial and professional services sector. They will focus on the business benefits of a Belfast base and will look at how the City can offer a positive solution for a range of support services for a business working in a global operating environment. Belfast provides a very attractive alternative or complementary location to London and Dublin. This could be a particularly important “sell” for Belfast in the post-Brexit time as it is being reported that a number of financial institutions are considering moving operations out of London and Belfast can provide an alternative proposition.
3.4	Following the formal input, there will be an opportunity for networking with those in attendance. The current RSVP list has more than 200 representatives from companies across a range of sectors including financial services, legal services, investment services, education and training, construction and asset management. The organisers expect that more than 150 will attend on the evening.
3.5	The event will be used as a platform to promote the range of investment opportunities in the City as well as emphasising the importance of Belfast as a cost-competitive destination with a well-educated workforce and a commitment to working together to deliver results. It will act as a launch pad for the MIPIM event which will take place in Cannes, France in mid-March 2017 and will also provide an opportunity to re-engage with some of the City influencers to help progress the City Deals proposition for Belfast.
	Following the event, a report will be brought back to a future meeting of the City Growth and

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Subject:	Belfast Visitor Attraction
Date:	8 February 2017
Reporting Officer:	Nuala Gallagher, Director of City Centre Development
Contact Officer:	Eimear Henry, Cultural Regeneration 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	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> – Update Members on the ongoing development of proposals for a new visitor attraction for Belfast City Centre. – Outline next steps and proposed programme of work.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> – Note the contents of this report and proposed next steps. – Agree expenditure of up to £120,000 to be taken to SP&R to approve procurement process.
3.0	Main report
3.1	<p><u>Background</u></p> <p>Members will recall that in January 2016 approval was granted to undertake feasibility work on a major city centre cultural and visitor attraction with further updates provided to City Growth and Regeneration Committee in June 2016 and September 2016.</p> <p>The Belfast City Regeneration and Investment Strategy identifies the need for a major city</p>

3.2	<p>centre development recommending that serious consideration should be given to the opportunity to create a significant attraction or destination of national or international stature that is distinctive and unique to the city. Such a proposition is further supported by the Belfast Integrated Tourism Strategy 2015-2020 and the Cultural Framework for Belfast 2016-2020. Both of these strategies identify the role of culture and heritage in engaging with local people and connecting the city globally.</p>
3.3	<p>In addition to these strategic drivers there is also an opportunity to align with emerging international opportunities. This project will be critical in making the case for Belfast by communicating the level of ambition, commitment and investment in delivering world class and authentic cultural experiences.</p>
3.4	<p>Feasibility work is ongoing and to date this work has largely considered the proposal under three priority areas:</p> <ul style="list-style-type: none"> • The need for regeneration and community cohesion • The need to enhance the tourism offer of the city • The need for innovation and skills development to help grow the economy
3.5	<p>An initial concept study and economic impact report have been completed and early indications are that such an attraction could result in a step change in the visitor economy resulting in significant increase in overnight stays, dwell time and spend in the city including:</p> <ul style="list-style-type: none"> – 24.7 % growth in overnight stays – 29.8% growth in number of nights stayed – 10.5% growth in spend per night
3.6	<p>Further catalytic impacts include the potential for the hub to signpost to and support the existing cultural and tourism infrastructure in the city and the region.</p>
3.7	<p>This work culminated in the completion of a Strategic Outline Case recommending that options were taken forward into Outline Business Case.</p>
3.8	<p>The Strategic Outline Case has taken into consideration existing or emerging plans for other infrastructure projects within the cultural and tourism sectors and assessed these against six key objectives:</p> <ul style="list-style-type: none"> – Regeneration: to develop a landmark city centre destination, increase footfall to area

	<p>and increase footfall/visitors to neighbourhood attractions.</p> <ul style="list-style-type: none"> – Positioning: to promote Belfast’s inter-national reputation as a world class visitor destination. – Economy: to become a catalyst for investment helping to stimulate sustainable economic activity and increase victory economy related employment offer. – Community: to engage in Northern Ireland’s culture and heritage through the medium of art, cinema and storytelling. – Learning: to promote learning and skills by establishing strong community and educational linkages. – Innovation: to support clustering, shared working and showcasing of digital and creative talent.
3.9	<p>The recommendation is that further detailed work should be undertaken to examine the viability of taking forward a single project incorporating a number of key component parts including:</p> <ul style="list-style-type: none"> – Belfast Stories visitor attraction – A film centre including a cultural cinema – Permanent and temporary exhibition space that can accommodate and support collaborations with major international artists and cultural brands – A shared space for cultural / digital / media skills development – Commercial space for retail, food and beverage
3.10	<p>Alongside this consideration has also been given for a dedicated gallery in the city and this will be brought forward into any future options appraisal. Belfast City Council continues to work closely with National Museums of Northern Ireland and the Arts Council for Northern Ireland on this proposal.</p>
3.11	<p>The work to date on developing a new visitor attraction has engaged with a number of key organisations through a steering group including representatives from:</p> <ul style="list-style-type: none"> – Belfast City Council – Department for Communities – National Museums of Northern Ireland – Arts Council of Northern Ireland – Northern Ireland Screen – BBC NI

	<p>– Libraries NI</p> <p><u>Key Issues</u></p> <p>In line with the strategic outline case it is recommended that a work programme is taken forward over the next 18-24 months to assess the viability of a new visitor attraction and assess a series of options. This approach is considered standard and has been adopted by other cities when developing a multi-stakeholder proposition including local examples such as Titanic Belfast.</p> <p>This work programme will include:</p> <ul style="list-style-type: none"> – Development of the visitor attraction concept including a detailed design exercise. – Agreement on governance, organisational design and structure including identifying an appropriate governance and operating model for the project which clearly sets out the roles and responsibilities of the various key stakeholders. – Masterplanning and delivery options. – Wider stakeholder engagement. – A viable funding model. – An outline business case to be presented to Council and government departments. – Identification of a suitable site and acquisition may be required. However this will be subject to a further report. <p>At this stage it is envisaged that this work would be supported by Belfast City Council in partnership with Tourism NI and the Department of Communities. A bid of £250,000 has been made by Tourism NI for 2017/18 subject to approval.</p> <p><u>Financial & Resource Implications</u></p> <p>Up to £120,000 to be allocated from City Centre Development budgets for 2017/18 to contribute to financing of work programme.</p> <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 considerations will be examined as the project develops including community engagement.</p>
3.12	
3.13	
3.14	
3.15	
3.16	
4.0	Appendices – Documents Attached

4.1	None
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Subject:	2017 Belfast Delegation to MIPIM
Date:	8 th February 2017
Reporting Officer:	Nuala Gallagher, Director of City Centre Development
Contact Officer:	Christopher 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	MIPIM is a key opportunity to promote the City to an international audience of investors and developers. This report updates Members on sponsorship, the final draft programme, and the preparations for the Go To Market Launch event on 21 st February.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> - Note the contents of the report.
3.0	Main Report
3.1	Members will be pleased to note that, following the successful Launch event on 1 December 2016, sponsorship for the Belfast delegation has been strong. At the time of writing £210,500 of private sector finance has been pledged. This is in addition to the £60,000 already allocated by Council, and well in excess of the £163,000 pledged last year. This level of support creates the platform for a strong and cohesive Belfast delegation, with a diverse range of companies being represented.
3.2	MIPIM itself encompasses three full days of activity, each of which will be themed with a different aspect of investment: <ul style="list-style-type: none"> • Day 1: Ambition & Opportunity – the opening slot will incorporate a keynote

<p>3.3</p> <p>3.4</p> <p>3.5</p> <p>3.6</p>	<p>presentation from an elected member, and includes an overview of talent, quality of life, and Belfast’s creative industries / film industry/potential film centre. Projects to be showcased include the new Harbour Studios and Titanic Quarter. Day 1 will also include a specific slot highlighting talent and opportunity around young people, including city centre living / residential.</p> <ul style="list-style-type: none"> • Day 2: Connected City – this will include an expert panel discussion in relation to high growth sectors, the investment in digital infrastructure, and grade A Offices, projects to be showcased include Transport Hub. • Day 3: this will lead on tourism and hospitality, with presentations from Tourism NI, Visit Belfast, and Titanic Building. Projects to be showcased include the proposed visitor attraction, Giant’s Park leisure prospectus, and hotel investment. <p>Belfast has also been invited to participate in an exhibition-wide event discussing the city’s unique location and to be a panel member on a discussion on the role of cities in the Estate Gazette’s UK Cities Investor Guide launch. Both provide an additional platform to get our message out to a wider audience and further similar opportunities are being pursued.</p> <p>A number of high profile marketing events will take place to attract people to the Belfast stand and promote our message. This includes showcasing the our creative industries principally through Game of Thrones; a presentation on the IRFU all-Ireland bid for the Rugby World Cup in 2023, and a St Patrick’s Eve reception. There will also be two investor focused lunches sponsored by Savills and Arup respectively.</p> <p>A press and social media strategy has been developed to project our message before, during and after the event. A key component of this is the Go To Market launch event, to be held at the Belfast Waterfront on 21 February. This will highlight the wider marketing efforts underway internationally and all members will be invited to attend.</p> <p>The launch will incorporate presentations from the chair of City Growth and Regeneration committee, chief executive, and private sector chair of the Steering Group; and will showcase a refreshed video highlighting the Belfast proposition.</p> <p>A key objective in the Belfast Agenda is to attract £1 billion of investment into the city by 2021, and impact from MIPIM should be viewed within this context and time frame. Last year feedback from the sector indicated MIPIM helped put Belfast back on the development map, and recent investment visits to the city have been promising. The 2017 delegation will provide a platform to deepen these contracts, and start to match specific investors with tangible projects and regeneration opportunities across the city.</p> <p><u>Finance & Resource Implications</u></p>
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3.7	We are profiling a balanced budget for MIPIM, and no additional costs beyond the £60,000 allocated by Committee last May are anticipated.
3.8	<u>Equality and Good Relations Implications</u> None.
4.0	Appendices - Documents Attached
	None

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Subject:	Draft City Events Unit Programme of Events 2017/18
Date:	8 February 2017
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Gerry Copeland, City Events 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 seek Members approval for the Programme of Events that will be delivered and supported by the Council's City Events Unit in 2017/18 and to make Members aware of the range of events that will take place in the forthcoming financial year.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> - Approve the draft City Events Unit Programme of Events for 2017/18 (Appendix 1).
3.0	Main report
3.1	<p><u>2017/18 Events & Festivals Programme</u></p> <p>Over the last decade and half, the Council's City Events Unit has delivered a series of high profile public events that are free to access by both citizens and visitors to the city. In 2016/17 it is estimated that these events generated £8,032,439 additional economic activity and 329,216 visitors attended the events programme.</p>
3.2	The draft programme of events being delivered or supported by our City Events Unit in 2017/18 is outlined in Appendix 1 and includes a range of events throughout the year; beginning with: the Lord Mayor's Day, at the end of April, through to the Christmas Lights Switch-On in November and finishing with the City's St Patrick's Day event in 2018.

3.3	<p>The programme also includes a number of specific 2017 events that were previously approved by Council, including: the 2017 World Ice Hockey Championships at the SSE Arena (agreed by Council in April 2016 at a cost of £50,000); the World 24 Hour Endurance Race Championships, to be staged at Victoria Park (agreed by Council in December 2015 at a maximum underwriting cost of £10,000); the Royal Scottish Pipe Bands Association's UK National Piping Championships at Stormont Estate (agreed by Council in January 2015 at a cost of £180,000); UEFA Under-19 Women's Euro Championships, across various venues (agreed by Council in April 2016 at a cost of £50,000) and the 2017 Women's Rugby World Cup Championships, to staged between Dublin and Belfast (agreed by Council in April 2016 at a cost of £100,000).</p>
3.4	<p>In addition to this there is also a significant grants programme for cultural and sporting events across the city. The draft 2017/18 programme will create additional revenue for the City via participant and attendee expenditure, but also profile the city to domestic, national and international audiences.</p>
3.5	<p>The cost of the draft programme is £1,242,682 and this amount is contained within the existing Departmental revenue estimates that were agreed at the City Growth & Regeneration Committee on 11 January 2017 and subsequently at Strategic Policy & Resources Committee on 20 January 2017. Therefore, this report is presented to Members to allow for planning of the 2017/18 Programme.</p>
3.6	<p>Members should note that a strategic review of Events and Festivals is underway in conjunction with key partners and stakeholders across the city. This strategic review will align to the key ambitions included within The Belfast Agenda as well as the draft Programme for Government.</p>
3.7	<p>A proposal, outlining the details to be included within a strategic review will be brought to Committee for consideration in March.</p>
3.8	<p><u>Financial & Resource Implications</u></p> <p>Subject to agreement of the City rate, resources for both the draft programme of events and strategic review will be met through existing revenue estimates.</p>
3.9	<p><u>Equality & Good Relations Implications</u></p> <p>The proposed programme of events are open to all and as such have the potential to promote good relations & equality by bringing together people from a wide range of backgrounds.</p>
4.0	Appendices – Documents Attached
	<p>Appendix 1 – City Events Unit: Events Programme 2017/18</p>

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Appendix 1

CITY EVENTS UNIT PROGRAMME 2017/18 (DRAFT)

Event	Venue	Proposed Date(s)	Target no of attendees	Estimated Budget
World Series Ice Hockey Championships	SSE Arena	Sun 23 – Sat 29 April	20,000	£50,000
Belfast City Marathon	Citywide	Mon 1 May	15,500 participants	£26,000
Lord Mayor's Day	Belfast City Hall	Sat 29 April	6,000	£60,000
UK National Pipe Band Championships	Stormont Estate	Sat 10 June	12,000	£180,000
Belfast Titanic Maritime Festival*	Queens Quay Abercorn Basin Titanic Slipways	Fri 16 - Sun 18 June	70,000	£217,250
World 24 Hour Endurance Race	Victoria Park	Sat 1 & Sun 2 July	5,700	£10,000 underwriting within the Council's Support for Sport grant scheme
2017 UEFA U19 Women's Euro's	Various	8 – 20 August	51,000	£50,000
2017 Women's Rugby World Cup	Kingspan and Queens Uni	Tues 22 – Sat 26 August	46,000	£100,000
Autumn Fair	Botanic Gardens	Sat 16- Sun 17 September	12,000	£50,000
Halloween	Titanic Slipways	Sun 29 October	20,000	£150,000
Christmas Lights** Switch-On	City Hall	Sat 18 November	10,500	£92,432
St Patrick's Day	City Hall & Custom House Sq	Sat 17 March 2018	15,000	£140,000
Support for Sport Grants Scheme	n/a	n/a	40,000	£87,000
Sail Training Programme	n/a	n/a	TBC	£20,000
Events Bidding***	n/a	n/a	n/a	£10,000
TOTAL COST:	£1,242,682.00			

*costs of this event will incorporate the Titanic Memorial Ceremony to mark the 105th Anniversary of the ships sinking on the 15 April 1912 which is managed and delivered in conjunction with the Belfast Titanic Society.

**costs of this event will incorporate the Belfast Schools' Carol Service.

***This finance is used for assisting in bidding for international events e.g. hosting of familiarisation visits by international bodies; visiting international events in other cities; costs attached to council agreed bids, etc.

Members should note that target attendance figures are estimated

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Subject:	Committee Planning Workshop – Agenda
Date:	08 February 2017
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Donal Durkan, Director of Development Nuala Gallagher, Director of City Centre Development

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 the report is to confirm the arrangements for the City Growth & Regeneration Committee’s 2017/18 Planning Workshop. As agreed by Committee this workshop will allow Members to shape the upcoming work and agenda of the Committee, the new Corporate Plan, informed by the Council’s budget setting process for 2017/18.
1.2	The workshop will reflect on how the Committee can lead and shape implementation of the emerging priorities within the Belfast Agenda, consider how the Committee can build on the work that it has undertaken to date to grow the local economy and how the regenerative impact of the work of the Council and its partners can be maximised.
1.3	The Committee has previously received reports on the progress with the current Committee Plan and the emerging programmes of work in relation to taking forward the Belfast Agenda ambitions. Therefore the focus of the workshop will be to: <ul style="list-style-type: none"> - Review the progress and achievements of the Committee Plan in 2016/17; and - Translate the priorities of the Belfast Agenda and Corporate Plan into a work plan for the Committee to deliver in 2017/18.

2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> - Note the date for the Committee Planning Workshop which will be held on Monday 6th March at 12.00pm; and - Note the draft agenda for the workshop, attached at Appendix 1.
3.0	Main report
3.1	<p>The City Growth and Regeneration Committee is responsible for:</p> <ul style="list-style-type: none"> - The development and implementation of strategies, policies, programmes and projects directed towards regeneration and growth of the city in the context of outcomes agreed in the community and corporate plans and other corporate strategy decisions. - Oversight of the exercise of Council functions in relation to economic development, urban development, tourism, culture & arts, European and international relations, car parks, city markets, city events, Belfast Castle, Malone House and Belfast Zoo.
3.2	<p>The Committee is currently working to an ambitious Committee Plan, aligned to the Council's Corporate Plan and emerging Belfast Agenda. The following priorities were agreed in November 2015 and progress in delivering the plan was noted by Committee at their meeting in November 2016:</p> <ul style="list-style-type: none"> - City Centre Regeneration & Investment Strategy, which aims to increase the employment and residential population in the city, maximise the tourism opportunity, create learning and innovation centres; a green, cyclable, walkable city; a shared space and social impact. This includes the development of major projects such a new visitor attraction (Belfast Story), support for hotel and Grade A office developments as well as more focused place-making opportunities in the city centre. - Employability & Skills Framework (& Year 1 Action Plan); - International Relations Framework; - Place positioning and maximising the opportunities for investment, tourism and regeneration; - Integrated Tourism Strategy; - Investigate the feasibility of a City Deal for Belfast; - Develop a car parking strategy;

	<ul style="list-style-type: none"> - Ensure the above strategies give consideration to connecting neighbourhoods to the city centre, ensuring that the whole city enjoys the benefits.
3.3	<p><u>Belfast Agenda</u></p> <p>The Belfast Agenda has at its core a commitment to inclusive growth. The Committee has played a key role in ensuring that the narrative of the agenda balances the need for economic growth with the purpose of this growth – to connect people to opportunity and reduce inequality.</p>
3.4	<p>The Committee is familiar with the four main priorities in the Belfast Agenda which demonstrate the centrality of growing the local economy to improving quality of life in Belfast and the importance of the role that the Committee will play in ensuring that the Council’s contribution to implementing the agenda is maximised (See Appendix 2). By 2021, the draft Belfast Agenda commits the Council to lead on:</p> <ul style="list-style-type: none"> - The creation of 15,000 new jobs; - Support for 4,000 small business start-ups; and - Attracting £1 billion of private sector Foreign Direct Investment.
3.5	<p>As the Committee will be aware, the Belfast Agenda, is currently out for public consultation with four public events scheduled as follows:</p> <ul style="list-style-type: none"> - 30 January 2017, Girdwood Community Hub - 02 February 2017, Olympia - 09 February 2017, Skainos Centre - 13 February 2017, Innovation Factory
3.6	<p>With the Local Development Plan also launched for public consultation on 26 January 2017, this is a new phase of strategic planning for the Council. The workshop provides an opportunity to take account of the initial feedback from these events and the decisions made during the budget setting process to enable the Committee to effectively prioritise and allocate its agreed resources.</p>
3.7	<p><u>Format and Agenda for the Workshop</u></p> <p>Given the strategic role of the Committee and the need to prioritise programmes and activity across a number of the priorities in the Belfast Agenda (i.e. Growing the Economy, City Development and Working & Learning) it is proposed that the workshop</p>

	will follow a similar format to Strategic Policy & Resources Committee Workshop, with the expertise of an independent facilitator.
3.8	The Committee has previously agreed to the ongoing economic expertise provided through the Ulster University Economic Policy Centre (UUEPC) and given the significant changes to the economic environment, the workshop provides an opportunity to set the Council's ambitions and the Committee's priorities within the current economic context. It is proposed that the UUEPC provides an overview of their current economic outlook, with specific reference to Belfast in order to place the discussion in context.
3.9	Members have an important role in leading the work to ensure that benefits of city-region growth are maximised. As Members are aware, many of the city's economic challenges such as economic inactivity, skills and employability levels and low levels of business start-up persist beyond the Council's geographic boundaries and will require a whole systems approach if they are to be addressed. Additionally, as the capital city and gateway to the region many of the key growth issues, such as the need for the effective infrastructure that supports growth also need to be considered and feature strongly in the Committee's agenda.
3.10	With this in mind, the Committee previously agreed to regular Committee sessions to consider key strategic issues for the city and have received an increasing number of presentations and briefings in relation to transport, city infrastructure, car parking, specific industry input from economic growth sectors such as Cyber Security, retail etc. The workshop will enable the Committee to consider how to maximise their strategic role in relation to these key issues for the city.
3.11	Last month the Committee agreed that to deliver the targets outlined in the Belfast Agenda will require a significant uplift in the investment and resource commitment from the Council to ensure that, along with partner organisations, we develop a menu of the right support services and programmes to grow the economy and support city development. The Committee therefore agreed to additional investment in 2017/18 to enable preparatory and developmental work to be undertaken in order to significantly enhance the small business and investment services and align this with the planned employability and skills programmes. The workshop will therefore provide a key opportunity to consider how the Council can effectively use these resources to develop a comprehensive and coordinated "small business service" and an "investor advice

	<p>service” along with the Belfast Works Programme which focuses on developing skills and employment opportunities for those furthest from the labour market and the Smart Cities Framework.</p>
3.12	<p>A draft agenda for the workshop is attached as Appendix 1 which highlights some key questions for the Committee to help prioritise their ongoing and emerging commitments and priorities for 2017/18 which will form the basis of the City Growth & Regeneration Committee work-plan and the Corporate Plan.</p>
3.13	<p><u>Financial Implications</u></p> <p>The Committee agreed the budget limit of £15.8m for 2017/18 in January 2017.</p>
3.14	<p>The Committee has agreed that the direction of travel to grow the economy and support city development is a significant step-up from the current provision and requires additional investment from the Council as well as the ability to lever partnership funding from other public and private sector organisations. The workshop will therefore enable the Committee to consider how best to effectively prioritise and allocate its resources in line with the Belfast Agenda to ensure maximum impact.</p>
3.15	<p><u>Equality and Good Relations Implications</u></p> <p>There are no direct implications at this stage; however, programmes and actions will be developed in conjunction with the Equality & Diversity Officer.</p>
4.0	Appendices – Documents Attached
	<p>Appendix 1 - Draft Agenda - City Growth & Regeneration Committee Workshop</p> <p>Appendix 2 - Four main priorities in the Belfast Agenda</p>

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Appendix 1

City Growth & Regeneration Committee
Committee Planning Workshop Agenda
Monday 6th March 2017

Time	Item	Lead	Duration
12.00pm	Welcome & Introduction Outline and purpose of the workshop	Chair of the CGR Committee	5 mins
12.05pm	City Growth & Regeneration Committee Plan Review 2016/17 Chair of the Committee to review the progress of the Committee Plan 2016/17	Chair of the CGR Committee	10 mins
12.15pm	Setting the Scene – the context for our work Overview of the Belfast Agenda and Local Development Plan Belfast – Economic Outlook – input from the Ulster University Economic Policy Centre (UUEPC)	Chief Executive	20 mins
12.35pm	Roundtable discussion: <ul style="list-style-type: none"> • Where can we make a difference in the city? • What improvements do we need to make for Committee and its plan of work? How can we maximise the strategic influence of Committee? 	Elected Members	20 mins
12.55pm	Committee commitments and priorities for 2017/18 – Outlining current and emerging programmes of work for Committee in 2017/18	Directors	20mins
1.15pm	Roundtable discussion: <ul style="list-style-type: none"> • How do we translate the Belfast Agenda’s priorities into action for Committee? • How can Committee contribute effectively using its current resources? 	Elected Members	30 mins
1.45pm	Next Steps & Close	Chief Executive	10 mins

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Appendix 2 - Four main priorities in the Belfast Agenda



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Subject:	Infographic: Belfast Facts and Figures
Date:	08 February 2017
Reporting Officer:	Donal Durkan, Director of Development,
Contact Officer:	Lisa Toland, Head of Economic Initiatives & International Development 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 or Summary of main Issues
1.1	The Belfast Agenda sets a challenging ambition for the city to be home to an additional 70,000 new residents and an economy that supports 50,000 more jobs by 2035. Growing the economy and driving inclusive growth to ensure that all people benefit from economic success is at the core of this ambition.
1.2	To deliver on this, the Council is increasing its ambition around positioning the city to attract international investment from developers, Foreign Direct Investment (FDI) and institutional investment. Last month the Committee agreed the direction of travel for Council's support to accelerate new businesses to start, support existing businesses to grow and export as well as encouraging increased investment into Belfast. It is also supportive of work being undertaken by partner organisations to increase the number of international students in the city, grow tourism investment and support more FDI as well as helping local businesses to become more active in international export markets
1.3	Central to delivery on these plans is the provision of a sound, accessible and consistent evidence base that positions Belfast as a city to do business in, to invest in and to visit or study. Based on the presentations and economic briefings the Committee has received,

	<p>requests have also been made by Members for more accessible information on Belfast's economy, its growth sectors, accolades and the opportunities the city presents globally to raise awareness of the key messages, strengths and opportunities to grow the economy. This will help ensure that Members and Officers have succinct, up-to-date and compelling information when engaging with potential stakeholders about the city to enhance Belfast's image and reputation as a successful and dynamic city in the international environment.</p>
1.4	<p>Documents such as 'Belfast: A Fantastic Time to Invest' (attached at Appendix 2) have been produced to support recent city-to-city engagements with Boston and London highlighting the key reasons to invest in Belfast as well as the major development opportunities that the city offers. This information has been well received by external audiences and is a useful example of the type of information currently being produced to support efforts to pitch Belfast as a place to do business and invest in. This is critical to realise the plans for city centre development and recognition for Belfast's role as the regional economic driver.</p>
1.5	<p>Council officers are currently compiling concise infographic-style materials on key statistics and information to support the ambitions to grow the economy and city development, in line with the Belfast Agenda. This includes:</p> <ul style="list-style-type: none"> - Key statistics on the Belfast economy and its growth sectors and accolades; - Options for the development of a 'Belfast Economic Monitor', as discussed by Committee in January 2017
2.0	Recommendations
2.1	<p>The Committee is asked</p> <ul style="list-style-type: none"> - to consider and note the proposed content for the documents - to provide suggestions and requests for content that they would like to see - to note that infographic materials will be brought to the next meeting of the Committee for its input and consideration.
3.0	Main report
3.1	<p><u>Key Issues</u></p> <p>Elected Members currently receive a range of statistical information on Belfast, such as the Profile of Belfast in the Elected Members Handbook, Area Working Group Profiles etc. The Committee has also received a series of economic briefings as well as updates and presentations on key strategic developments such as the recent presentation on the</p>

	<p>growth of the cyber sector in Belfast, the retail sector, updates on the Council's international relations commitments, city centre developments and progress in taking forward a City-Region Growth Deal.</p>
3.2	<p>Some examples of the information the Committee has already received that is informing the production of the facts & figures document is contained in Appendix 1. This includes</p> <ul style="list-style-type: none"> - A Belfast Profile produced by the Ulster University Economic Policy Centre (December 2016); - Competitiveness scorecard performance from the assessment of the Competitiveness of the Northern Ireland Economy, produced by the NI Economic Advisory Group (July 2016).
3.3	<p>To support the international relations activity and city-to-city engagements raising Belfast's profile and reputation as a place to do business and invest in, concise publications such as 'Belfast: A fantastic time to invest' (Appendix 2) have been produced. This highlights the reasons to invest in Belfast, outlines the key economic growth sectors and provides a snapshot of major development opportunities in the city. This document has been used to support the recent engagements with Boston and London and has been positively received by external audiences.</p>
3.4	<p>As the demand for this information grows and the volume of information provided also increases, along with the commitment to monitor and deliver on the commitments contained in the Belfast Agenda it is accepted that a more concise and visual representation of this information is required. This will provide a more user-friendly and accessible addition to the resources produced to support Members, in line with the Belfast Agenda ambition to grow the economy and develop the city by positioning Belfast as a place to invest, study and visit.</p>
3.5	<p>Based on the current economic performance which indicates the strengths of the economy as labour costs, improving infrastructure and a strong stock of graduate labour (Oxford Economic, 2016; UUEPC 2016) it is suggested a 'Facts and Figures Guide to Belfast' is built around the following key data and information.</p>
3.6	<p><u>Belfast's Population and Workforce</u></p> <ul style="list-style-type: none"> - Belfast population stands at 338,907; with over 670,000 in the wider metropolitan area. The city has one of the youngest populations in Europe and two thirds of the

population are working age (NISRA 2016).

- Belfast is the employment hub of the region, with around one third of the region's jobs based in the city (over 220,000 jobs), the majority of which are in the services sector (NISRA 2016). 58% of people working in Belfast live outside the Belfast City Council area.
- Belfast contributes to 29% of the region's productivity (GVA) (UUEPC 2016).
- Almost a third of Belfast's population aged 16-24 is qualified to NVQ level 4 (degree level) or above (32.5%, NISRA 2015).

Accolades:

- Belfast has ranked eighth in a list of the top 19 cities to live and work in the UK, according to a survey by PriceWaterhouseCoopers (Good Growth for Cities 2015).

3.7

Business in Belfast

- Belfast is a compact and connected city and has a strong business support ecosystem.
- Belfast is home to over 9,000 businesses, with the vast majority (96%) being micro and small businesses (IDBR).
- Key Growth Sectors – NI's Knowledge Economy employs over 37,500 people (2015). Much of this growing sector centres around Belfast given its role as a skills and infrastructure hub (UUEPC/Oxford Economics 2015). Growing specialisms are emerging in the fields of Cyber Security, Financial Technology, Financial & Legal Services, Creative & Digital Industries, Green Tech and Life & Health Sciences.

Accolades:

- Small European City of the Future – Business Friendliness (fDi magazine 2015 and 2016)
- Belfast is in the top 20 cities in the world for FDI Strategy (fDi 2016).
- Second fastest growing Knowledge Economy in the UK.
- Belfast is number one in the world for US FDI in cyber security (FT FDI Index 2016).

Attracting investment

3.8

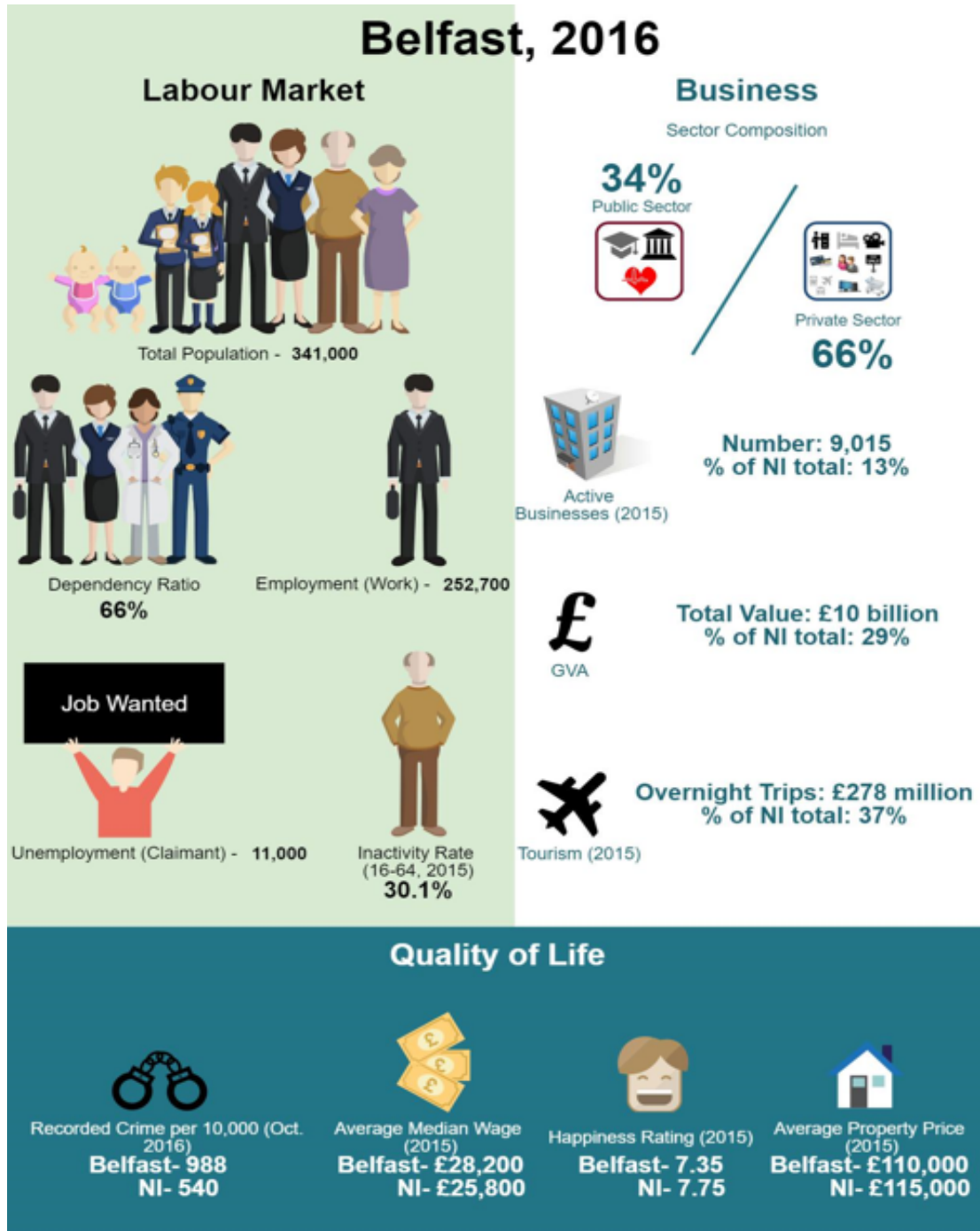
- Belfast has developed a successful track-record in attracting FDI to the city in recent years, securing over 20,000 inward investment jobs in the past decade.
- Over 70% of university research is world leading or internationally excellent (Research Excellence Framework, 2014). Belfast is home to several globally recognised research centres across a range of fields such as secure information technologies, cognitive robotics, renewable technologies and cancer research.

	<ul style="list-style-type: none"> - Tourism is an important sector in terms of employment (particularly in terms of the hotels and hospitality sector) as well as attracting visitors and increasing spend in the local economy – with around 1.4m overnight trips in Belfast in 2015 and three of the region’s top five tourist attractions are in Belfast (2015). <p><u>Accolades:</u></p> <ul style="list-style-type: none"> - Belfast is Europe’s top destination for software development projects (fDi). - Number one destination in the world for financial technology investment (fDi 2015). - NI is the leading region in the UK for inward investment (Invest NI). - Titanic Belfast was the ‘World’s Leading Tourist Attraction’ (World Travel Awards 2016).
3.9	In addition, there is scope to include reference to key facts and assets relating to city development such as the pipeline of development planned for the city and its high speed telecoms activity that will support such developments.
3.10	The factors that influence economic growth do not solely lie within the local government’s control therefore strengthening business relationships and local-central government relationships is a central tenet of the Belfast Agenda as well as being critical to build the city’s role as the regional driver. Therefore, these materials will evolve over time in line with the ongoing work on Place Positioning and will support existing material used by our city partners when promoting Belfast as a place to do business, visit, study or invest in.
3.11	The Committee should note these materials will be made available on the Members Portal, and that regular updates will be brought back to Committee.
3.12	<p><u>Financial & Resource Implications</u></p> <p>The publications will be produced internally and within existing departmental budgets.</p>
3.13	<p><u>Equality & Good Relations Implications</u></p> <p>There are no equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	<p>Appendix 1 – Example Infographs and Data - Belfast Profile (UUEPC) and NI Competitiveness Scorecard (NI Economic Advisory Group)</p> <p>Appendix 2 – Belfast: A Fantastic Time to Invest</p>

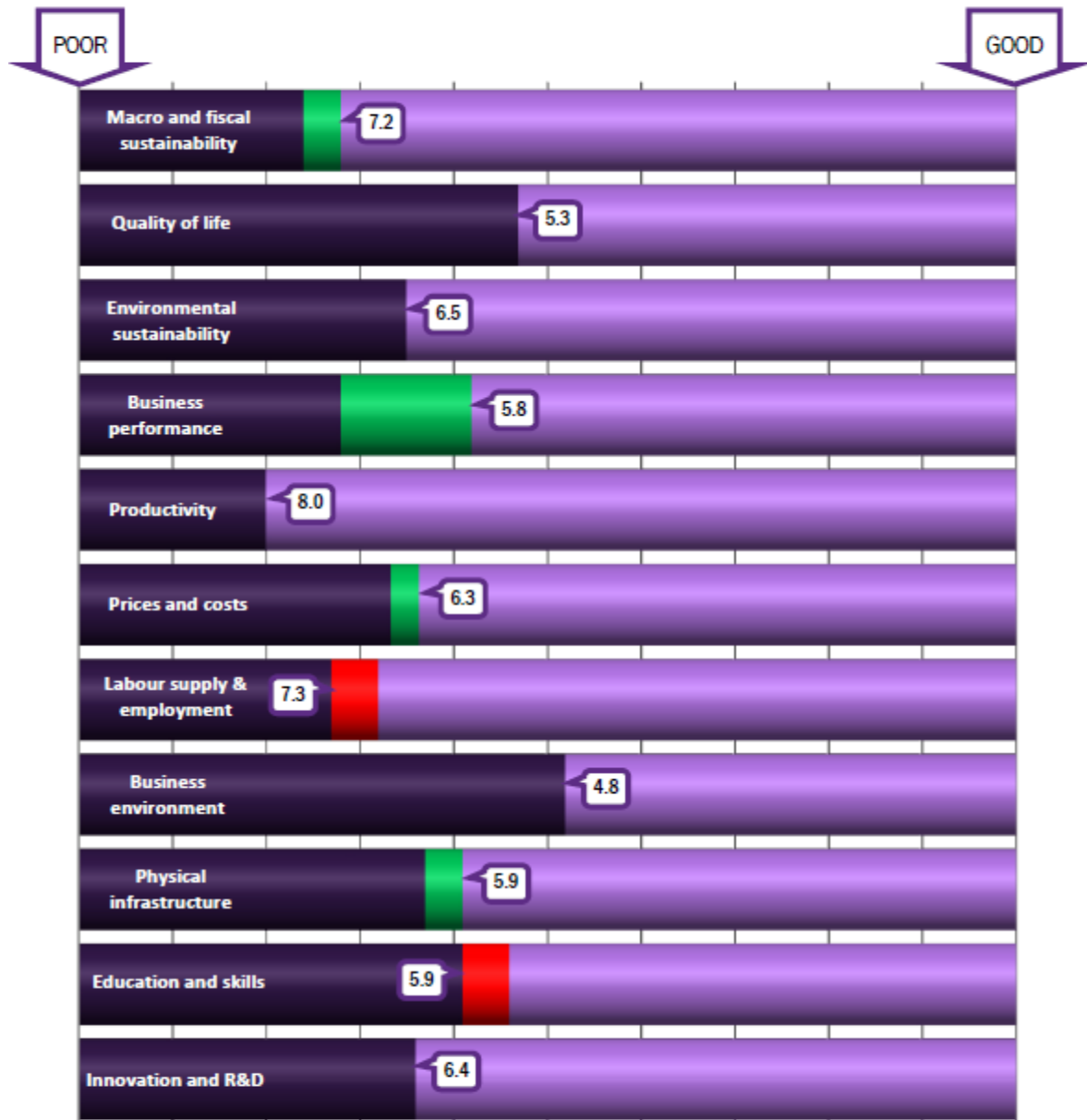
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Appendix 1: Example Infographs and Data

Ulster University Economic Policy Centre: A Profile of Belfast (Winter 2016)



NI performance at a glance



The number shown is NI's current decile position – the lower the number, the more competitive we are. Green shows NI's relative improvement over the last five years - red indicates where we have become less competitive over the last five years.



Belfast:

a fantastic
time to invest



Belfast
City Council

Europe's most business friendly city of its size

Financial Times, fDi Magazine, 2015 and 2016

Introduction



There has never been a better time to invest in Belfast. It is a city full of ambition, optimism and - above all - energy. Our ultimate renewable resource is the hard work, enthusiasm and warmth of our people.

A city on the rise, Belfast is one of the most value-competitive locations in the UK and Ireland. We have an excellent digital infrastructure and one of the youngest and most gifted populations in Europe as a result of our outstanding education system.

With billions invested in regenerating the city in recent years by the public sector alongside the private sector, the transformation is set to continue. Cranes can be seen across the skyline,

as new offices, hotels, student housing and a new university campus are being built.

Ours is a talented, competitive and connected city with determined leaders looking forward and outward. It is a city resurgent, re-imagined and re-energised.

Within this booklet we've picked out ten reasons to invest in Belfast, but there are many more. We've also provided an overview of three major development areas within the city centre to give developers a flavour of the types of new opportunities that currently exist.

The city is ready for investment, for visitors and for fresh challenges. We hope you are ready for Belfast!

Northern Ireland is the leading region in the UK outside London for attracting inward investment

Invest NI, 2016



Belfast at a glance



- Population of 330,000 in the city; 670,000 in the metropolitan area
- 240,000 jobs in the city
- 39% of workforce educated to degree level and beyond
- Compact and connected city and business support ecosystem – Europe’s most business friendly city of its size (fDi Magazine 2015 and 2016)
- Two airports within a 20 mile radius of the city centre
- Over 230 flights to London airports weekly
- Significant pipeline of development: an estimated \$2 billion of investment is planned for the next decade
- Resilient and high speed telecoms connectivity: 40 gigabyte per second telecommunications link to North America and Europe
- Excellent quality of living: affordable, high quality housing, easy access to natural assets and a renowned education system

**Belfast was the
strongest city in
the UK for economic
growth in 2015**

Office for National Statistics

10 reasons to invest in Belfast



Annual graduates and post-graduates in finance and business disciplines

1. We have skills and talent in abundance

Our schools, colleges and universities rival the best in the world, providing a strong talent pool for investors across a range of sectors. Queen's University Belfast is ranked in the top 1% of universities worldwide and it is a member of the prestigious Russell Group of 24 research intensive universities, while Ulster University is ranked in the top 150 universities under 50 years old (Times Higher Education Supplement 2016).



Corporation Tax due to be cut to 12.5% in 2018

2. Our low operating costs and Corporation Tax

Our operating costs are up to 30% lower than other UK and EU cities. The NI Executive is committed to reducing Corporation Tax to 12.5% by 2018. As a result there are additional opportunities for office and commercial development.



GVA per head

3. Our productive workforce

Belfast has a productive workforce. It is ranked in the top 10 local areas in the UK for productivity with a GVA per head of \$43,913.



75% of investors reinvest in Northern Ireland

4. You'll be in good company

Over 800 global companies already benefit from our extremely productive workforce and almost 75 per cent of investors reinvest in Northern Ireland. Companies like Allstate, Liberty IT and Chicago Mercantile all have hubs here. We have flourishing fintech, ICT, legal and cyber security clusters to name but a few.

5. Our telecoms connectivity is world class

Belfast has the highest density of fibre in Europe and the best availability of superfast broadband in the UK. Northern Ireland is one of the first regions in Europe to operate high speed, next generation services with a new 40 gigabyte per second link to North America and Europe. This infrastructure is one of the factors behind the phenomenal growth in knowledge industries in the city over the last decade.



Telecoms connections are up to 20% lower than other UK and Irish cities



Nº1
business friendly
city of its size
2015 and 2016

6. It's easy to do business here

Belfast has been recognised as Europe's most business friendly city of its size for two years running by the Financial Times's fDi Magazine, and it isn't hard to see why. We'll do what it takes to make your investment move as smooth as possible. Whether that's helping you find office space, recruiting the best staff or linking you with other investors, we'll work with you every step of the way.



Tailored support
packages to help
make your business
a success

7. We offer financial incentives

Our business support partners can offer your business an attractive and competitive package of financial incentives, recruitment and training advice and help with research and development costs.



Over 70% of university research
is 'world leading' or 'internationally
excellent' (Research Excellence Framework 2014)

8. Our universities and businesses work well together

Business education partnerships are central to our economic success. We have globally recognised research centres across a range of fields as diverse as secure information technologies, cognitive robotics, renewable technologies and cancer research.



Two airports within 30 minutes of
city centre

9. We're strategically placed

Belfast is less than 90 minutes from London by air, with over 230 flights to London airports each week. It has two airports within 30 minutes of the city centre and Dublin Airport is just 90 minutes by road.



Belfast hosts more than
80 festivals every year

10. Our quality of life is excellent

Belfast is a city of urban adventure. It has a thriving cultural and social scene, a tasty mix of restaurants from street food to Michelin starred establishments and excellent sporting facilities. It's surrounded by hills and is close to many Blue Flag beaches. The city also has some of the top performing schools in the UK.

Belfast - 18th in the world for FDI Strategy

Financial Times, fDi Magazine's 'Global Cities of the Future', 2016

Key sectors



Belfast is a cost competitive, high quality business location that has already attracted a range of global brands.

The city is currently Europe's leading destination city for new software development projects and is the number one destination globally for financial technology investment.

Indigenous businesses have grown up around global brands and Belfast now has the second fastest growing digital cluster in the UK. The city has a number of global specialisms including cyber security, financial technology, data analytics and advanced engineering.

We've outlined some key FDI opportunities below.

Business and Professional Services

Belfast is home to a growing business and professional services sector. There are significant

strengths in a range of fields including human resources operations, legal services and technical and digital support.

Companies such as Baker & McKenzie, Convergys and Fujitsu, alongside many other international brands, chose Belfast as a base for a range of their business and professional services for many reasons including:

- operating costs are more than 50% lower than London,
- we have assured skills programmes to ensure that investors get access to graduates that meet their skills needs, and
- Belfast has a direct telecoms link to North America, the UK and mainland Europe.



Financial Services and Fintech

Belfast is an ideal near shore centre for financial services activities. More than one third of the 30,000 people employed in the sector work for globally recognised brands such as Citi, Allstate, Mercer, Euronext, CME Group and Liberty IT.

Financial services companies are attracted to Belfast by the cost competitive operating overheads. On average, salaries in this sector are 40% lower in Belfast than in London, while property costs for companies operating in financial services are up to 75% cheaper than in London.

Belfast produces over 5,000 graduates each year across a range of relevant disciplines including finance, accounting, economics, law and computing. Queen's University has a dynamic learning environment replicating New York and London trading rooms. The facility provides an opportunity for students to engage with the complex and challenging issues of real time trading.

The city has a number of specialisms including asset management, financial services technologies, fund administration operations and risk, regulation and compliance.





Creative and Digital Sector

Belfast's international reputation for its distinct and original creative and digital sector is growing rapidly. Over 20,000 people are now employed in the sector which is made up of around 1,600 businesses, accounting for four per cent of the regional GVA.

The city has a wealth of talent across the film, animation, music, mobile, gaming, and TV subsectors. This represents a diverse and easily accessible supply chain for the creative and digital industry.

Belfast's reputation as a location for film and television production has grown significantly in

recent years. The city has been home to the global phenomenon that is HBO's Game of Thrones. The series is filmed in the city's Titanic Quarter as well as in a number of locations across Northern Ireland, showcasing the region's rugged beauty.

Belfast has a dynamic and growing software and ICT sector that is powered by global brands and supported by a vibrant home-grown business base. PricewaterhouseCoopers has three global centres of excellence at its Belfast operation while Deloitte Digital's Belfast office is the company's only UK base outside of London. This has helped Belfast become the second fastest growing knowledge economy in the UK.



Clean Tech

\$13.5 million is being invested in the development of a 40 acre clean tech business park in the city. This will enable advanced knowledge transfer between academia and clean tech businesses working across a range of areas including renewable energy, solar power and recycling.

The city's two universities are breaking new ground in clean tech, renewable and energy efficiency. The recently established Centre for Advanced Sustainable Energy (CASE) represents a \$14.5 million investment by the universities in industry-driven research across a number of areas including energy efficiency, energy from biomass and energy storage. Ulster University's

Centre for Sustainable Technology undertakes multidisciplinary research to design, create, test and develop existing and alternative sustainable renewable energy across a range of fields. The centre has particular specialisms in areas such as clean conversion of fuels and energy efficiency in buildings.

Belfast Metropolitan College has specialist facilities for renewable energy research. These include workshops for the testing and demonstration of renewable energies as well as customised workforce training across a range of specialist disciplines to suit the needs of business.



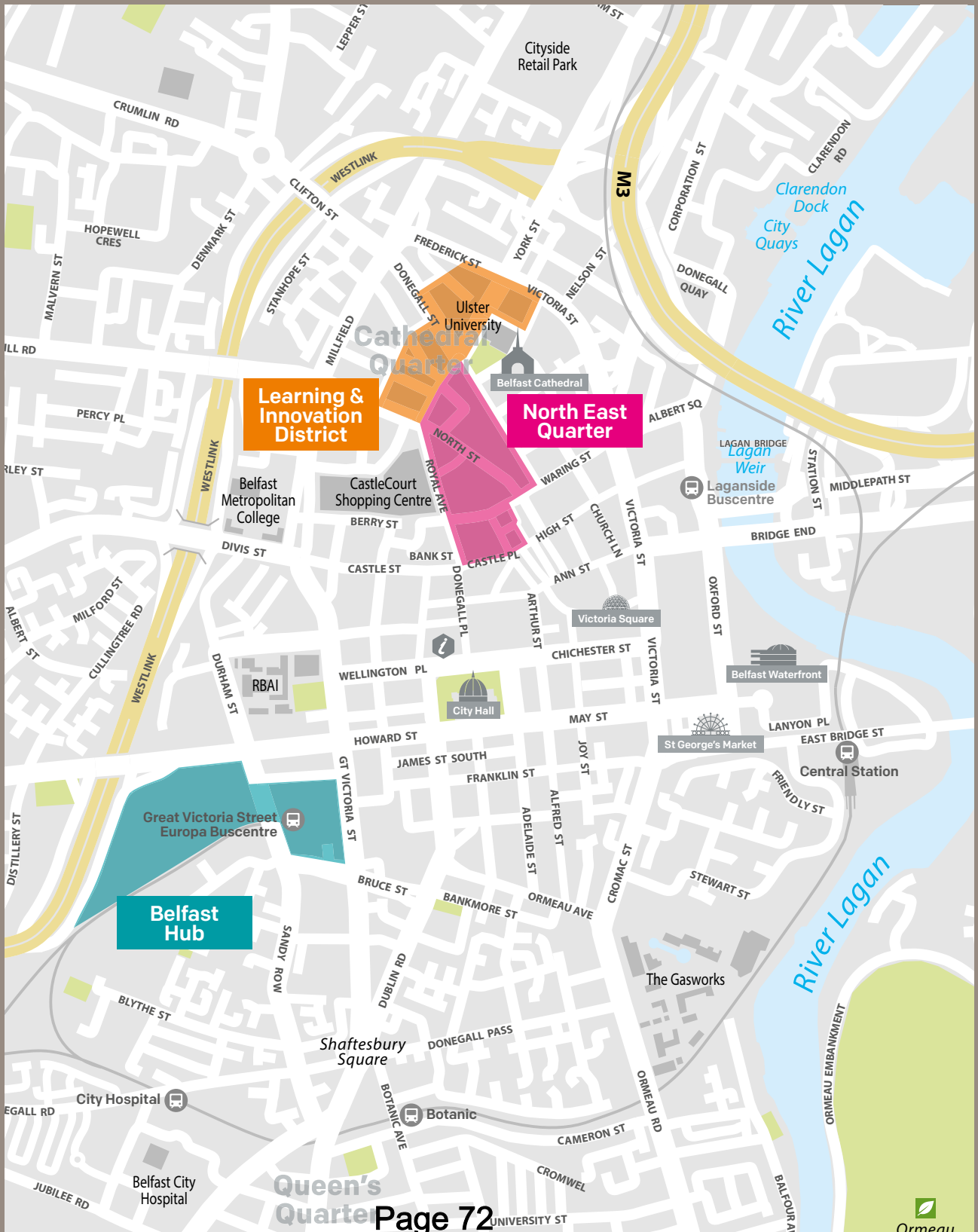
Cyber Security

Belfast is fast becoming a global cyber security hub with specialist university research centres and an impressive cluster of global cybersecurity investors.

The focal point for the sector is the Centre for Secure Technologies (CSIT) - the UK's innovation and knowledge centre for cyber security. It is the largest centre of its kind in the UK. Strengths in areas like data analytics and financial services software have led to a number of the global business services brands locating their centres of excellence in Belfast.

Over the past five years there have been 1,200 new cyber security related jobs promoted in Northern Ireland, creating a new industry cluster in Belfast. The cluster includes: Blackduck, Rapid7, Proofpoint, Repknight, Cyberlytic, Analytics Engines, TitanIC, Seven Technologies, AnsecAI, Citi, CME Group, Allstate, Liberty, Proofpoint, Vertical Structures, Whitehat Security, PwC and Deloitte.

Property investment opportunities





Belfast Hub

Project overview:

Transport-led regeneration project which will see the redevelopment of Belfast's main bus and train station. This 20 acre mixed-use development site will comprise a multi-modal transport hub alongside commercial, leisure and residential facilities. Specific opportunities include:

- 70,000m² of commercial development
- 830m² of leisure and retail space
- 46,000m² of residential space.

Project sponsors:

Translink and Department for Infrastructure

Timeframe:

Concept plans are currently available and a public consultation is underway. The community engagement will conclude in December 2016 and a planning application is likely to be submitted mid-2017.

Best
city in
the UK

Guardian and Observer Travel Awards 2016



Learning and Innovation District

Project overview:

Anchored by the \$310 million redevelopment of the Ulster University campus, alongside the \$43 million redevelopment of the city library, the Learning and Innovation District comprises a range of development opportunities for culture, leisure and learning. Specific opportunities include:

- Planned visitor attraction telling the 'Belfast Story'

- Leisure development including hotels, bars and restaurants
- Grade A office accommodation within a series of flagship buildings.

Project sponsors:

Belfast City Council, Ulster University and Department for Communities



North East Quarter

Project overview:

Retail-led, mixed-use development adjacent to the Learning and Innovation District. The site covers an area of over 70,000m². The existing planning approval is currently being revised in line with market demand but is likely to incorporate a range of development and investment opportunities including:

- High-end retail, including an anchor store
- Grade A office accommodation
- Leisure facilities including hotels, bars and restaurants
- Residential units.

Project sponsor:

Belfast City Council and
Department for Communities

**Titanic Belfast -
the world's
leading visitor
attraction**

World Travel Awards 2016



We're here to help

Belfast is open for business. We're committed to making it easy for developers to invest in the city and for potential investors to establish and grow their business here. We can offer advice on:


- finding new business premises,
- research and development support available,
- recruitment and training,
- the planning process,
- tailored support packages on capital investment projects, and
- current major development and investment opportunities.

The world's number one destination for financial technology investment




Belfast City Council

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 @belfastcc

 facebook.com/belfastcitycouncil

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of the Local Government Act (Northern Ireland) 2014.

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