

# Public Document Pack

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



Belfast  
City Council

3rd May, 2018

## **MEETING OF CITY GROWTH AND REGENERATION COMMITTEE**

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room - City Hall on Wednesday, 9th May, 2018 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

### **AGENDA:**

1. **Routine Matters**
  - (a) Apologies
  - (b) Minutes
  - (c) Declarations of Interest
2. **Matters Referred Back from Council**
  - (a) Motion - Dublin Belfast Economic Corridor (Pages 1 - 2)
3. **Presentations**
  - (a) Project Hope Transport Hub Alternatives Group
4. **Request to Present to Committee**
  - (a) Request to Present - Transport NI (Pages 3 - 4)

- (b) Request to Present - Destination Hub, Outline Business Case (Pages 5 - 8)

5. **Growing Business and the Economy**

- (a) Belfast City Council Investment Company (OECD Report 2008) (Pages 9 - 18)
- (b) Company of World Traders' Dublin Trade Visit (Pages 19 - 22)

6. **Regenerating Places and Improving Infrastructure**

- (a) City Development Engagement: provision of technical advice (Pages 23 - 28)
- (b) Residential Analysis (Pages 29 - 32)
- (c) Strategic Site Assessment (Pages 33 - 36)

7. **Positioning Belfast to Compete**

- (a) Investment in City Festivals: Belfast International Arts Festival and Culture Night, Pipe Bands 2019 (Pages 37 - 42)



<b>Subject:</b>	Motion – Belfast-Dublin Corridor Links
<b>Date:</b>	9th May, 2018
<b>Reporting Officer:</b>	Suzanne Wylie, Chief Executive
<b>Contact Officer:</b>	Louise McLornan, Democratic Services Officer

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

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

<b>1.0</b>	<b>Purpose of Report/Summary of Main Issues</b>
1.1	To bring to the Committee’s attention a Motion regarding Belfast–Dublin Corridor Links, which was presented to the Council at its meeting on 1st May.
<b>2.0</b>	<b>Recommendation</b>
2.1	The Committee is requested to; <ul style="list-style-type: none"> <li>• Consider the Motion and take such action thereon as may be determined.</li> </ul>
<b>3.0</b>	<b>Main Report</b>
3.1	<p><b><u>Key Issues</u></b></p> <p>The following motion regarding Belfast-Dublin Corridor Links, which was proposed by the Lord Mayor, Councillor McAllister, and seconded by Councillor Long, was presented to the Council at its meeting on 1st May:</p>

3.2	<p><i>“This Council acknowledges the ever growing importance of relations between Belfast City and Dublin City as the main economic drivers within each jurisdiction. Furthermore, regardless of the outcome of negotiations around Brexit, it is imperative that relations continue to flourish between both cities, to the mutual benefit of all along this increasingly significant economic corridor.</i></p> <p><i>Accordingly, this Council agrees to establish a joint plan around co-operation regarding working relationships within the economic corridor. Going forward, this Council commits to ensuring key areas of progress and collaboration focussing on:</i></p> <ul style="list-style-type: none"> <li><i>• A complementary approach to inward investment and job growth;</i></li> <li><i>• Achieving Inclusive growth; and</i></li> <li><i>• Developing Infrastructure and connectivity.”</i></li> </ul>
3.3	<p>In accordance with Standing Order 13(f), the Motion was referred without discussion to the City Growth and Regeneration Committee.</p>
3.4	<p><b><u>Financial and Resource Implications</u></b></p> <p>None.</p>
3.5	<p><b><u>Equality or Good Relations Implications</u></b></p> <p>None.</p>
4.0	<p><b>Appendices - Documents Attached</b></p>
	<p>None</p>



<b>Subject:</b>	Request to present: Transport NI
<b>Date:</b>	9th May, 2018
<b>Reporting Officer:</b>	Suzanne Wylie, Chief Executive
<b>Contact Officer:</b>	Louise McLornan, Democratic Services Officer

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The Committee is asked to consider a request from Transport NI to attend a future meeting of the City Growth and Regeneration Committee, and to further agree to receive bi-annual presentations from Transport NI on an ongoing basis.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"> <li>accede to the request from Transport NI to present to a future meeting, to which all</li> </ul>

	<p>Members would be invited to attend; and</p> <ul style="list-style-type: none"> <li>• agree that Transport NI be granted authority to present twice each year to the City Growth and Regeneration Committee, to which all Members would be invited to attend, on an ongoing basis.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	Transport NI are required to present to the Council bi-annually on the works which have been carried out in the Belfast area.
3.2	They request to present their Spring and Autumn reports to Members, which is facilitated through a meeting of the City Growth and Regeneration Committee, and all members are invited to attend.
3.3	To streamline the process, the Committee is asked to agree that Transport NI be granted authority to present twice each year to a meeting of the City Growth and Regeneration Committee, to which all Members would be invited to attend.
3.4	This would allow officers to agree dates with Transport NI at the beginning of each year and remove the need to request the Committee's authority every 6 months.
3.5	<p><u>Financial and Resource Implications</u></p> <p>There are no financial or resource implications associated with this report.</p>
3.6	<p><u>Equality or Good Relations Implications</u></p> <p>None.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None



<b>Subject:</b>	Destination Hub, Outline Business Case
<b>Date:</b>	9 May 2018
<b>Reporting Officer:</b>	Nuala Gallagher – Director of City Centre Development
<b>Contact Officer:</b>	James Collier – Development Manager

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	Members will be aware that feasibility work is ongoing on a major cultural and visitor destination in the city centre. Belfast City Council in partnership with Tourism NI have commissioned Deloitte together with CHL Consulting to take this work forward. The outputs will include: <ul style="list-style-type: none"> <li>– Emerging Concept</li> <li>– Governance and Organisational Structure</li> <li>– Outline Business Case</li> </ul>
1.2	The Committee is asked to consider a request for consultants from the project team to attend a future meeting of the City Growth and Regeneration Committee to present an update to Members on the work undertaken to date and the emerging findings and recommendations.

<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li>– Agree to receive a presentation from the consultants undertaking the outline business case on a new visitor destination at the next committee meeting.</li> <li>– Note that a future report will be taken to Committee upon completion of this work.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p>In September 2015, Belfast City Council published the Belfast City Centre and Regeneration Strategy. This Strategy recommended that serious consideration should be given to developing an international visitor destination in the city centre to complement Titanic Belfast. Early feasibility work was conducted culminating in the completion of a Strategic Outline Case (SOC) in June 2016 that endorsed this goal.</p>
3.2	<p>The SOC indicated that a visitor destination that can be an attractor of people and investment, has the potential to make a real and lasting impact through increasing footfall in the city centre, increasing tourist dwell time, improving connectivity and supporting retail, food and beverage including daytime and evening economy. It will also be a catalyst for supporting neighbourhood tourism.</p>
3.3	<p>This project aims to deliver an exciting, engaging and accessible world-class facility that integrates with existing assets and organisations and builds on the growing visitor economy. It should create opportunities for new jobs and skills development, as well as be aligned and add to the wider visitor offer across Belfast. It will provide both local and international visitors with an outstanding visitor experience and the opportunity to engage with our rich cultural heritage. This addition to the tourism offer will encourage people to stay longer, increase the dwell time and spend more in the local economy.</p>
3.4	<p>Belfast City Council in partnership with Tourism NI commissioned a consultant team to take forward the recommendations from the SOC of 2016 to progress and conclude a number of workstreams in order to take the delivery of a new city centre visitor destination to the next stage. These workstreams and associated outputs are set out below.</p>
3.5	<p><b>Output A: Outline Business Case</b></p> <p>The Outline Business Case will be compliant with the Northern Ireland Guide to Expenditure Appraisal and Evaluation.</p>



3.6	<p><b>Output B: Governance, structure and organisational design</b></p> <p>This will include assessment and identification of the optimal structures for the delivery of a new visitor destination to include governance during procurement, delivery and the ultimate ownership and operation of the facility.</p>
3.7	<p><b>Output C: Concept development</b></p> <p>This will include a review of previous feasibility work and further consideration of the key components of the visitor destination including recommendations on how any investment could support the wider development of the creative and cultural sectors in Belfast. Therefore consideration is being given to the activity currently being delivered by various stakeholders and how a new visitor destination could:</p> <ul style="list-style-type: none"> <li>- help to foster city, regional and international collaborations;</li> <li>- provide a facility of the scale and quality to enable audience development;</li> <li>- help to address skills and employability gaps identified in these sectors.</li> </ul>
3.8	<p>Progress against these outputs will be provided as part of the presentation to Committee.</p>
3.9	<p>Early discussions around the concept are considering the Belfast Stories experience, a gallery space of 'all island' scale, a film centre and an animated flexible outdoor space. It is anticipated that this will be one of the City Deal projects.</p>
3.10	<p><u>Financial &amp; Resource Implications</u></p> <p>Costs associated with the outline business case are included in departmental budgets with partnership funding from Tourism NI.</p>
3.11	<p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications.</p>
4.0	<p><b>Appendices – Documents Attached</b></p>
	<p>None</p>

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<b>Subject:</b>	Belfast City Council Investment Company (OECD Report 2008)
<b>Date:</b>	9 May 2018
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Colin McCabrey, Economic Development Manager

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of Main Issues</b>
1.1	At the request of Councillor Attwood at the Council Meeting on 9 April, the Council agreed that a report be submitted to a future meeting of the Committee in relation to the recommendations outlined in the OECD Report published in 2008, in particular, to examine the potential for the Council to have its own Investment Company and the possibility of re-energising the 'Friends of Belfast' network.
1.2	At City Growth and Regeneration Committee on 7 March 2018, Members noted and approved the development of a Belfast City Council Investment Service titled, "Belfast: City for

	<p>Investment”. The objective of the service is to streamline and improve the Council interface with investors in order to enhance their experience of doing business in Belfast. This is initially a co-ordination service across the Council offering guidance and support to investors by providing a ‘soft landing’ property service, welcome service (including access to Council networks), planning advice, sector specific support (including tailored skills academies), access to suppliers and Council’s help with international and export opportunities. This service will be co-ordinated by the Economic Development Team as a two year pilot. The learning from the pilot will inform any future governance, finance and / or staff resource implications which would be brought back to Committee for consideration.</p> <p>This report sets out the background to both of the above related pieces of work and asks the committee to consider whether it wishes to take the OECD recommendations further at this stage in light of the later OCO report.</p>
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li>- Note the content of the report outlining the OECD LEED Programme report dated 2008 which framed the vision for a Belfast Investment Development Agency at that time as well as an overview of the Friends of Belfast Network.</li> <li>- Note the recent Committee decision for a two year pilot to explore mechanisms to improve Council interface with investors through the “Belfast: City for Investment” Service and agree to use the learning to inform the future Council approach to supporting investment.</li> <li>- Consider, in light of the OECD recommendations, whether the committee wishes any further work to be carried out in advance of the outcome of the pilot service and in light of the conclusions of the OCO report.</li> <li>- Consider whether any further structures are needed in respect of friends of Belfast in light of current sister city relationships.</li> </ul>
<b>3.0</b>	<b>Main Report</b>
3.1	<p><b>Background: OECD LEED Programme Report</b></p> <p>The OECD LEED Programme, Local Economic Strategy Series, Review of Belfast was completed in mid 2008. At that time the study presented an opportunity for a greater sub-national differentiation via a Belfast Investment Agency. It recommended that cities and regions should re-engineer their offer and assets for an internationally open knowledge</p>

	<p>driven economy; including fostering the skills of their labour pool, the productivity of their infrastructure, the attractiveness of their business environment and quality of life.</p>
3.2	<p>This report pre-dated much of the debate around devolution of powers to local level. Members will be aware that this agenda has driven government policy in many countries – and many UK cities have secured “devolution deals” giving them additional authority to shape and deliver services in their local area. The emerging City Deal work recognises the functional economic area (FUA) of the Belfast City Region. It is based on the principle that the sub-regional area (led by the respective Councils) is best placed to determine and manage the key economic investments to secure inclusive economic growth.</p>
3.3	<p>The OECD Report profiled the importance of Development Companies, focusing on their ability to ‘add real value to the implementation of economic development strategies’ because they can:</p> <ul style="list-style-type: none"> <li>- Aggregate otherwise disparate economic development efforts within one body that can generate real expertise and track record of delivery</li> <li>- Increase the pace of the city’s response to investors/developers</li> <li>- Find appropriate means to share costs and risks between those promoting developments and investments</li> <li>- Unlock otherwise under-used assets, for example in real estate or infrastructure</li> <li>- Devise new sources and instruments for investment, perhaps in partnership with private financiers</li> <li>- Improve the investment-readiness of key city projects, developing the propositions to make them more attractive to external investment.</li> </ul>
3.4	<p>The report recommended the need to form a new delivery vehicle that could bring together the required delivery agents and thus seek to overcome the highly fragmented and confused position that existed at that time. However, a central question within the review was whether it was appropriate to set up such a vehicle at the time or whether it would be better to wait until the recommendations from the Review of Public Administration and other related activities had been implemented. The proposed name was Belfast Investment Development Agency (BIDA) (refer to the governance structure detailed in Appendix 1). The proposed service areas were:</p> <ul style="list-style-type: none"> <li>- Planning, Sites, and Strategic Infrastructure</li> <li>- Investment Facilitation and Securing the Funding of Major Projects</li> <li>- Knowledge Economy (Including Skills, Enterprise, HE and Innovation)</li> </ul>

	<ul style="list-style-type: none"> <li>- Economic Inclusion</li> <li>- Promotion</li> <li>- City Centre Management.</li> </ul>
3.5	<p>The OECD Study was visionary but did not take the form of an economic appraisal and therefore did not include costed assumptions.</p>
3.6	<p><u>Friends of Belfast Network</u></p> <p>The Friends of Belfast (FOB) Network comprised groupings of key influencers in a number of US cities – all of whom had an interest in supporting Belfast. The network members provided access to contacts and pro-bono support in developing business leads and connections to support the city’s development.</p>
3.7	<p>The FOB Network was established in the late 1990s. It originally focused on Boston and was then expanded to New York, Pittsburgh and Denver. At this time, the investment landscape was totally different from the current infrastructure. FDI was delivered by the Industrial Development Board (IDB). Levels of investment were significantly below the figures delivered by Invest NI today. The target sectors were largely agri-food and manufacturing – neither of which had (or have) a significant presence in Belfast.</p>
3.8	<p>As the network evolved, ‘Head Friends’ in each location were identified and they acted as “go to” points for activity in the priority cities. However, the model changed over time to being a “paid-for” service and this limited the flexibility and changed the nature of the service. With the development of Invest NI and its expanding international office network (now comprising 23 locations) it was increasingly difficult to justify the added value of the Council intervention in light of the enhanced Invest NI resourcing in this field.</p>
3.9	<p>While the Friends of Belfast model was not extended, the current Sister City linkages borrow significantly from the learning gained from the Friends of Belfast Network. Each of the Sister Cities has a lead contact who acts as the liaison point for the Belfast City Council lead. The contact also agrees an annual action plan with the Council, in line with our mutually-agreed areas of focus. Targets for the year are established and regularly reviewed with the lead contacts. Each of the individuals acting as lead contact point in the relevant cities is a well-networked individual and provides the Council and its partners with access to relevant contacts in the fields of economic development, education, culture and investment.</p>

<p>3.10</p> <p>3.11</p> <p>3.12</p> <p>3.13</p>	<p><b>Belfast's Current Investment Performance</b></p> <p>Statistical analysis completed as part of an OCO review (refer to 3.13) evidenced that Belfast is performing well at investment attraction:</p> <ul style="list-style-type: none"> <li>- Belfast receives a significant share of FDI projects per 100,000 residents, when compared with other UK cities. Belfast ranks 2nd with a yearly average of 6.8 projects per 100,000 local residents;</li> <li>- Since 2003, Belfast has secured over 240 projects and an estimated 22,000 new jobs (before expansion of those same projects is included).</li> </ul> <p>In addition, in the 2017 FDI Intelligence Survey Results, Belfast ranked as follows:</p> <ul style="list-style-type: none"> <li>- Top 10 overall in small cities – 8<sup>th</sup></li> <li>- Top 10 in small cities for FDI strategy – 10<sup>th</sup></li> <li>- Top 10 in small cities for business friendliness – 4<sup>th</sup></li> </ul> <p>Invest NI's total planned investment figures for 2017 (dated May 2017) projected total investment to NI from GB and FDI at £1,728.3m, promoting 18,076 jobs. Jobs promoted defines jobs projected based on funding offers made by Invest NI, this is different to actual jobs realised. Key sources of investment are North America, USA and Canada. Data received from FDI Intelligence identified key FDI growth sectors in Belfast for 2017 as Software and IT Services (7,650 jobs), Business Services (2,126 jobs), Financial Services (1,916 jobs) and Real Estate (1,133 jobs). A crude assessment of these figures estimates that 70% of NI's investment attraction is being secured in Belfast.</p> <p><b>Council role in supporting investment</b></p> <p>The issue of what role the Council should play in attracting and managing FDI has been looked at a number of times. In 2017, following the transfer of additional powers and in the context of growing ambitions for the Council to take a lead role in city development, a further review was undertaken. In October 2017, OCO and Webb Advisory concluded a report which assessed and recommended how the Council could establish a menu of city support and investment advice within the existing strategy and policy context. It included mapping related services delivered by Belfast City Council and partners, extensive consultations and benchmarks across 12 other cities. The OCO study was all encompassing, focusing on a client-centred approach for business start, business growth, investment (indigenous and FDI) and employability and skills.</p> <p>Given the positive performance of Invest NI outlined above and the fact that a significant</p>
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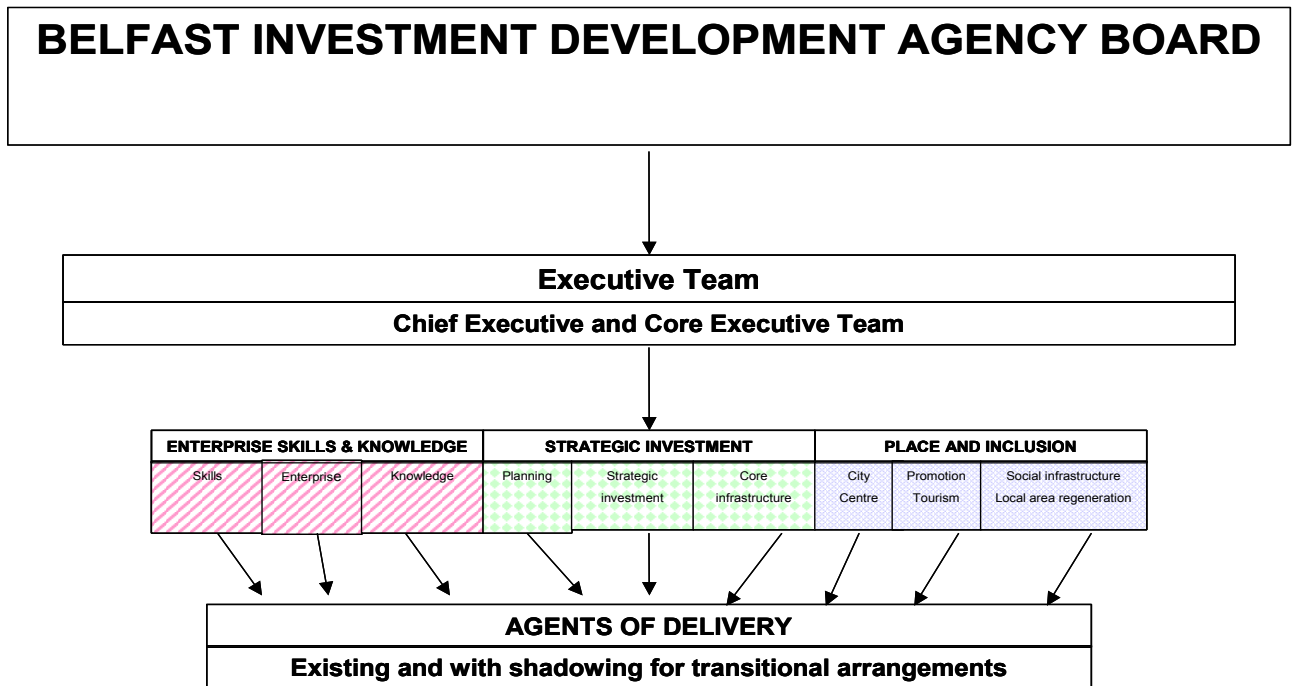
3.14	<p>proportion of the investment is based in Belfast, the OCO work recommended the two year pilot of the “Belfast: City for Investment” approach. This recognised the fact that the Council is delivering a lot already that needs ‘packaged up’ as an investor service. This includes the core Economic Development Team services, City Deal, International Relations Framework, City Centre Team and the £19m property fund, Innovation Factory landing space, Resilient Cities, the Employability and Skills Framework, Smart Cities Framework and ongoing collaboration with the City’s enterprise and business growth stakeholders (as the statutory partner with responsibility for business start-up). It also acknowledged the important role of the Lord Mayor and the “Civic Office” in attracting investment.</p>
3.15	<p>The key recommendation in the OCO report was for a flexible, responsive service that matches investor needs with Council remit. It recommended a dedicated single point of contact for indigenous and inward investors in relation to all business strands such as enterprise, investment, employability and skills, start-ups, growth, and innovation. In parallel with delivery and development of the “Belfast: City for Investment” Service, Officers are working cross-departmentally to develop an investor proposition which may include Fast Track Planning, Simplified Planning Zones (subject to Committee approval), access to Vu City and Growth Mapper systems, Energy Support, alternative Clean Tech solutions for sites, benefits of locating in UK, R&amp;D tax credits, access to networks and contacts in Universities and Centres of Excellence dependant on the sector.</p>
3.16	<p>The development of the “Belfast: City for Investment” Service does not preclude the Council undertaking investment attraction initiatives such as MIPIM. Lead prospecting for investment from cities such as Dublin and London will continue as part of the Council’s core service offer to local businesses.</p>
3.17	<p>The OCO report did consider the option of a fully fledged independent Investment Agency but discounted it for a number of reasons, including:</p> <ul style="list-style-type: none"> <li>- Perceived duplication of effort between Invest NI and Council and potential to confuse the investor market. The Council has now developed an agreement between Invest NI and Council for dealing with investor enquiries between both organisations;</li> <li>- Availability of Skills, and experience to deliver investment promotion directly at a city level;</li> <li>- Align support offer with Council’s regeneration and sectoral priorities. This should align support to opportunities presented by sector (e.g. Retail), spatial (e.g. North Foreshore), and international (e.g. Sister Cities) and promote collaboration, given the potential scale</li> </ul>



	<p>of investments.</p> <p>The size of the benchmark organisations varied quite significantly across the comparator cities, from 3 full time employees in Newcastle-Upon-Tyne to 200 in Berlin. It was not possible to ascertain annual budgets for all of the comparator cities but for those where information was available, large differences in the funding and size of the various organisations become apparent. In 2016, Berlin had a budget of £8.43 for each member of the city’s population. By comparison, Glasgow had a budget of 83 pence for each member of their population. Newcastle, Manchester and Liverpool ranged from £3.85 to £5.25 per resident.</p> <p>Since the OECD report in 2008, there has been considerable organisational and strategic change. The work streams of the then proposed Belfast Investment Development Agency outlined in Appendix 1 are being delivered by new sections of Council such as City Centre Team, Smart Cities Team and Resilient Cities Commissioner. The “Belfast: City for Investment” approach focuses on pulling more services together to provide a seamless offer to potential investors.</p> <p><b>Next Steps</b></p> <p>Officers are currently liaising with 12 clients availing of support from the Council’s Investment Service. Enquiries are cross-sectoral, including retail, light industrial, and office accommodation. Larger developers are accessing support with marketing (e.g.Karcher launch on Boucher Road, creating 10 jobs), skills academies (e.g. new 2,500 sq ft restaurant investment), and property availability (e.g. NI Biotech Company). The “Belfast: City for Investment” Service will be intensively monitored to ensure that a meaningful, efficient (in terms of value for money) and effective (in terms of measurable economic impacts) service is developed in the longer-term. This will include consideration of any structural change to deliver the services.</p> <p>Work with the Council’s Sister Cities (Boston, Nashville and Shenyang) as well as our wider international engagement is continuing to develop, and programmes for mutual development with the key cities have been agreed for the coming year. The key contacts in the cities also provide additional support to local organisations interested in building networks or contacts in these locations.</p> <p><u>Financial &amp; Resource Implications</u></p> <ul style="list-style-type: none"> <li>- The initial “Belfast: City for Investment” Service will be resourced from Economic</li> </ul>
3.18	
3.19	
3.20	
3.21	

3.22	<p>Development and Employability and Skills existing staff portfolio and 2018/19 budgets. This element of the service will be reviewed September 18 in order to consider strategic direction and financial and resource implications for 2019/20.</p> <ul style="list-style-type: none"> <li>- Investment Attraction marketing will continue to be financed and resourced via the City Centre Development Team and EU &amp; International Relations budgets and resources.</li> </ul> <p><u>Equality or Good Relations Implications</u></p> <p>Each of the proposed projects referenced in this report is informed by statistical research, stakeholder engagement and complementary policies and strategies. New projects or service areas are equality screened and considerations given to equality and good relation impacts at the initial stages of project development. Officers will work closely with the Equality and Good Relations Team on this activity.</p>
4.0	<b>Appendices – Documents Attached</b>
	Appendix 1 – Belfast Investment and Development Agency Structure (OECD Report 2008)

**FIG 1: BELFAST INVESTMENT AND DEVELOPMENT AGENCY**



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<b>Subject:</b>	Company Of World Traders' Dublin Trade Visit (14-15 June 2018)
<b>Date:</b>	9 May 2018
<b>Reporting Officer:</b>	John Greer, Director of Development
<b>Contact Officer:</b>	Colin McCabrey, Economic Development Manager

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of Main Issues</b>
1.1	The purpose of this report is to recommend attendance and participation in the Worshipful Company Of World Traders' Dublin Trade Visit dinner on the evening of 14 <sup>th</sup> June and the trade conference on 15 June 2018 in Dublin.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"> <li>- Consider and approve attendance and participation by the Chair of Committee or their nominee and the Chief Executive at the event on 14 and 15 June.</li> </ul>

<b>3.0</b>	<b>Main Report</b>
3.1	<p><u>Background and strategic alignment:</u></p> <p>The World Traders Company is a representative body of traders in the fields of financial services and trading, including brokers, bankers, accountants and consultants, as well as traders in goods and services. The head office for World Traders Company is in London and each February it hosts an international World Traders' Tacitus Lecture in the City of London concerning issues affecting world trade.</p>
3.2	<p>The Master of The World Traders is Professor Michael Mainelli. He is leading the company's annual Trade Trip which this year is to Dublin. He is an Alderman of the City of London and previously studied at Trinity College Dublin. Given his role, he has strong trade links with London and Dublin and, as part of his client work, is advisor to the Taoiseach's Office on international financial services.</p>
3.3	<p>The organisation is hosting a trade visit to Dublin in June 2018, and it has invited representation from Belfast City Council. The other attendees at the event will include senior-level representation from major financial services and professional services companies. Members will be aware that these are both significant employment sectors in Belfast, supporting thousands of high-value jobs in the city. The event will comprise an opening reception event to take place the evening of 14 June and a one-day trade conference on 15 June. The Gala event on the evening of 14 June will include dignitaries from Dublin business, professional and government contacts and is an opportunity to profile Belfast and the social and economic importance of the east coast corridor between Belfast and Dublin.</p>
3.4	<p>The Trade Conference on 15 June is being hosted in the headquarters of the Irish Department of Foreign Affairs and Trade. Dublin City Council is participating at the event and it is an opportunity for Belfast to participate building upon the Memorandum of Understanding between both cities.</p>
3.5	<p>The Project Ireland 2040 National Planning Framework (NPF) stresses the cross-border and all-Ireland dimension of spatial strategy. The NPF puts a particular focus on how investment can be targeted to build economic resilience and linkages in cross-border regions.</p>
3.6	<p>A range of initiatives and programmes are aligning to further support collaboration between Belfast and Dublin, on trade, investment and infrastructure issues. These include:</p>

	<ul style="list-style-type: none"> <li>- The opportunities presented by the Belfast Region City Deal to support Innovation, Skills and Infrastructure;</li> <li>- A number of reports by the relevant government departments in NI and RoI to consider improvements to the rail service between the cities;</li> <li>- Lord Mayor of Belfast and Lord Mayor of Dublin, Ardmhéara Micheál MacDonncha on 28 March agreed for increased co-operation between both cities aligned to the original Memorandum of Understanding signed in 2014;</li> <li>- At City Growth and Regeneration Committee in March 2018, Members agreed support for a joint Conference between Belfast and Dublin and the other cities along the Eastern corridor. The indicative timescale for the Conference is now November 2018 and Officers are working with the other councils to agree the draft content;</li> <li>- As part of the Economic Development workplan agreed by Committee in April 2018, Officers are procuring a lead development agency to prospect investment in Dublin and London aligned to our key growth sector, particularly software and IT, financial services and real estate.</li> </ul> <p><u>Financial &amp; Resource Implications</u></p>
3.7	<p>The costs associated with attendance and participation at the dinner and conference including of travel to Dublin and overnight accommodation for two persons to be met from 18/19 financial budgets and will not exceed £500.</p> <p><u>Equality or Good Relations Implications</u></p>
3.8	<p>No specific equality or good relations considerations.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None

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<b>Subject:</b>	City Development Engagement: provision of technical advice
<b>Date:</b>	9 May 2018
<b>Reporting Officer:</b>	Nuala Gallagher – Director of City Centre Development
<b>Contact Officer:</b>	Briege Coyle

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of this report is to update Members on the ongoing work to deliver a City Development Engagement Plan and the intention, as a first step, to procure technical advice to assist residents understanding of and engagement with development taking place in the city as well as supporting them in articulating their views to various fora and decision makers.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"> <li>• agree to the procurement of independent technical advice to help residents</li> </ul>

	<p>understanding of and engagement with development taking place in the city, as well as supporting them in articulating their views to various flora and decision makers; and</p> <ul style="list-style-type: none"> <li>• agree an option in relation to the geographical extent of the pilot.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Background</u></p> <p>In May 2017, members approved a proposal to develop and implement an engagement plan linked to regeneration in the city.</p>
3.2	<p>The Engagement Plan is required to focus on the following elements:</p> <ul style="list-style-type: none"> <li>• Physical inclusion – this focuses on the capacity building of residents and businesses to enable them to understand the impacts of physical developments, and providing technical advice as required so that they can meaningfully engage with the planning process and consultation activity.</li> <li>• Social inclusion – this element focuses on improving connectivity to and from the city centre, and also includes potentially engaging with residential and business communities to develop Meanwhile uses on vacant sites/buildings in the city centre; and</li> <li>• Economic inclusion – aims to help residents and businesses secure the maximum benefit from city centre development in terms of employment, training and supply chain opportunities.</li> </ul>
3.3	<p><u>Update on the Engagement Plan</u></p> <p>The City Centre Development Team is working with the Development Department on a co-ordinated engagement strategy and will provide a further update as this strand of work progresses.</p>
3.4	<p><u>Physical inclusion- Independent Technical Advice</u></p> <p><b>Community Engagement Context</b></p> <p>In June 2016, the council published its Statement of Community Involvement as required by The Planning (NI) Act 2011. The Statement of Community Involvement sets out the council’s policy for engaging with the community when carrying out its development plan, development management and enforcement functions.</p> <p>In relation to development management, the Planning Act also places a duty on applicants to engage with the community on their development proposals. Prior to the submission of a major planning application, applicants are required to submit a pre-application notice (PAN) outlining their approach to consulting with the community. The PAN must be submitted 12</p>

	<p>weeks prior to the submission of the planning application and the level of engagement must meet the minimum statutory requirements stipulated in The Planning (Development Management) Regulations (Northern Ireland) 2015. In addition, the applicant is also required to prepare a pre-application community consultation report.</p> <p><b><i>Existing support for residents to engage with planning</i></b></p>
3.5	<p>The Planning Act enables the Department for Infrastructure (DfI) to provide grants to organisations whose primary objectives are to enhance an understanding of planning policy proposals or development proposals. In this regard, DfI provides funding to Community Places, a not-for-profit organisation to provide independent and impartial planning advice, support and capacity building to people and communities across Northern Ireland.</p>
3.6	<p>As the funding is required to provide support to the entire region, the ability to provide assistance to a particular community is dependent upon the number and scale of planning issues across the province at any given time. In recent years, resources have focused on providing assistance to communities on large scale renewable energy projects outside the Council area.</p>
3.7	<p>DfI (and the former DOE) has provided funding to Community Places for a number of years however funding is not guaranteed but applied for on a year by year basis and it is understood that DfI plan to review its planning support in the coming months.</p>
3.8	<p>In other jurisdictions, a not-for-profit organisation called Planning Aid provides planning advice and support to help individuals and communities engage with the planning system. In England for example, advice and support is provided by Planning Aid who rely heavily on chartered planners to volunteer. Arrangements are also in place to avoid conflicts of interest.</p>
3.9	<p><b><i>Pilot Independent Technical Advice Service</i></b></p> <p>It is recognised that despite opportunities for communities to engage in the planning process, it can sometimes be challenging to participate meaningfully without prior knowledge or experience of how the system operates. As planning applications come through the Pre-Application Notice (PAN) and Pre-Application Discussion (PAD) process, neighbourhoods potentially affected may need advice in relation to the proposal.</p>
3.10	<p>A budget of up to £30,000 has been identified within the existing budget of the City Centre to procure independent technical advice for a 12-month pilot to support communities affected</p>

by proposed development and planning applications coming forward.

3.11

This will involve providing independent professional advice to help groups respond to and engage with the proposals and plans for physical change that are coming forward in the city centre. The pilot will help develop knowledge and skills of residents to facilitate a better understanding of the planning and development process and build capacity to enable them to effectively engage and respond.

3.12

A key component will be ensuring that the consultant and their advice is impartial and independent.

***How will the technical advice service work?***

3.13

The appointed consultant will be required to develop and deliver a range of services to eligible communities affected or concerned by major developments coming forward within the city. It is proposed that major applications will be defined in accordance with The Planning (Development Management) Regulations (Northern Ireland) 2015.

3.14

It is anticipated that the consultant will provide technical advice in relation to a range of planning and regeneration issues including:

- legislation, policy and guidance;
- development management; and
- effective community engagement.

3.15

In terms of the geographical scope of the pilot, two options have been considered:

Option 1: City centre pilot which would involve only communities within and adjacent to the city centre boundary availing of technical assistance; or

Option 2: City-wide option which would involve all communities throughout the council area availing of assistance.

3.16

Table 1 has been prepared to illustrate the volume of major planning applications within the Council since the transfer of planning to the Council in April 2015.

	<b>2015/16</b>	<b>2016/17</b>
Total no of major applications	35	27

<b>received</b> within BCC boundary		
Total no of major applications <b>received</b> within city centre boundary	-	8
Total no of <b>live</b> major applications within BCC boundary	-	73
Total no of <b>live</b> major applications within city centre Boundary	-	30

Table 1: Belfast City Council major applications (Source: Dfl)

3.17 The value of providing technical assistance to all communities in the city is recognised. However given the volume of major planning applications received (Table 1), it is considered that the current budget would not provide communities with an adequate level of technical assistance if the pilot is extended city-wide.

3.18 If option 1 is chosen, it is proposed to review and evaluate the scheme to inform further roll out across the city.

3.19 The council will develop a communication strategy for promoting the service to potential applicants including Online, City Matters and social media. The appointed consultant will be responsible for managing subsequent requests for advice and support. The council will work with the appointed consultant to develop eligibility criteria to ensure that those residents or groups with limited capacity and most directly impacted by development benefit from the programme. The criteria will be equality screened to ensure that all Section 75 groups have equal access to the technical advice.

3.20 VuCity/VuBelfast, the 3D visualisation tool for proposed development, is going live in March 2018 and it is envisaged that this tool be used to benefit residents understanding of the nature, scale and impact development may have. The Planning Department are engaging with developers to request that they use VuBelfast for their proposed development, however this currently will be at the developers' agreement.

3.21 Timescales for the pilot  
Subject to advice from Legal and Procurement Services, and further consultation with Development Management, it is anticipated that a brief will be issued by June 2018 and a consultant appointed by August 2018. The pilot will be reviewed at 6 months and a report brought back to committee 6 months after the start of the service.

<p>3.22</p> <p>3.23</p> <p>3.24</p> <p>3.25</p>	<p><u>Implications of draft revised National Planning Policy Framework (NPPF) in England</u></p> <p>Previously Committee members raised questions about the impact of changes to planning policy in other parts of the UK. In England, consultation is ongoing on the draft text of the National Planning Policy Framework. The impetus for change is primarily due to the need for more housing. The government has accepted that there is a clear need for radical and lasting reform to housing and planning policy to allow more homes to be built to meet housing demand. The draft revised Framework reflects proposed policy changes previously consulted on through the following:</p> <ul style="list-style-type: none"> <li>• National Planning Policy: consultation on proposed changes (December 2015);</li> <li>• the housing White Paper – Fixing our broken housing market (February 2017);</li> <li>• Planning and Affordable Housing for Build to Rent – a consultation paper (February 2017); and</li> <li>• Planning for the right homes in the right places: consultation proposals (September 2017).</li> </ul> <p>The scope of the current consultation relates to England only. It will not have implications for communities within Belfast as Northern Ireland operates under a separate planning system and is guided by the Regional Development Strategy 2035: Building a Better Future.</p> <p><u>Equality and Good Relations Implications</u></p> <p>The pilot programme will be equality screened.</p> <p><u>Finance and Resource Implications</u></p> <p>Resource requirements will be met from existing departmental budget allocation.</p>
<p><b>4.0</b></p>	<p><b>Appendices – Documents Attached</b></p>
	<p>None</p>



<b>Subject:</b>	City Centre Living – Residential Analysis
<b>Date:</b>	9 May 2018
<b>Reporting Officer:</b>	Nuala Gallagher, Director City Centre Development
<b>Contact Officer:</b>	Callie Persic, Regeneration Project Officer

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	To update Members on two of the City Centre Living workstreams, specifically: <ul style="list-style-type: none"> <li>Understanding the city centre residential market</li> <li>Living Over the Shops (LOTS)</li> </ul>
<b>2.0</b>	<b>Recommendations</b>
2.1	Members are asked to: <ul style="list-style-type: none"> <li>Agree procurement of residential market analysis</li> <li>Agree to a workshop on the Living City Initiative that operates in Dublin and across ROI</li> </ul>

<b>3.0</b>	<b>Main report</b>
3.1	<p><b>Background</b></p> <p>The City Centre Regeneration &amp; Investment Strategy (CCRIS) recognises that a residential population is an important element for a successful and vibrant city centre. Belfast's city centre residential market is currently under-developed and the Belfast Agenda and Local Development Plan set out the target to grow the population by 66,000 by 2035, with a proportion of this growth to be accommodated within the city centre.</p>
	<p><u>City Centre Living today</u></p>
3.2	<p>The current city centre residential population is in the region of 9,000-10,000. There is also an increasing student population in the city centre, with the relocation of Ulster University as a major catalyst. Approximately 6300 student bed spaces have been consented, with circa 3500 under construction and approximately 600 now completed. The experience of other cities is that the student population brings greater vibrancy and footfall to the city centre, albeit over the long-term the growth of student accommodation must be matched by other housing tenures if the city centre is to be balanced and inclusive.</p>
3.3	<p>Members have participated in two events to help scope out the 'City Centre Living' workstream and discuss the issues around delivering housing in the city centre, i.e. the City Centre Living (CCL) Study visit to London, and the City Centre Living workshop. From the workshop, officers noted five potential workstreams that were agreed by Committee in January 2018. The focus of this report is to provide an update on and seek endorsement for the approach in relation to:</p> <ol style="list-style-type: none"> <li>1. Understanding the city centre residential market</li> <li>2. Living Over the Shops</li> </ol>
	<p><b>Progress and next steps</b></p> <p><b>Understanding the city centre residential market</b></p>
3.4	<p>Officers are seeking approval to co-commission with DfC a residential housing market analysis for Belfast City Centre which will provide a market overview of the residential sector including rental, private for sale and PRS.</p>
3.5	<p>The resi commission will detail the most effective way to develop the city centre residential market for Belfast, including the barriers to investment, options for delivery and potential funding models. The research will provide a robust evidence base and options as to how council can shape and input into city centre housing. This is a similar approach as was taken</p>



	<p>in advance of the City Centre Investment Fund, which produced an analysis of the Grade A market to guide and inform the Fund. The resi commission will be taken forward along with the Department for Communities as a shared piece of work. A piece of work is also being undertaken to set out the existing funding options and criteria around social and affordable housing in NI.</p>
	<p><b>Living Over the Shops</b></p>
3.6	<p>At the City Centre Living workshop with Members it was suggested that a considerable amount of empty or underutilised space exists above retail units in the city centre, and that there are regulatory and viability to barriers to these spaces being converted into residential accommodation as is common in many other cities.</p>
3.7	<p>DfC had previously undertaken a LOTS programme across Northern Ireland from 2002 onwards, whereby grants were provided to landlords for the creation of residential units above shops. However, having assessed the 2016 report on the LOTS programme prepared for DfC by Public and Corporate Economic Consultants (PACEC) it is not clear that such a programme of grants would deliver a significant number of units in Belfast city centre. Whilst LOTS is part of the wider toolkit to help deliver housing, the time and resources available might be better applied to the bringing forward of public sector land for development.</p>
3.8	<p>Officers have continued to explore how to address vacant units in the city centre and met with officers from Dublin City Council who operate the Living City Initiative (LCI), a programme similar to 'Living Over the Shops' that was rolled out across ROI. To assist Members explore issues around developing this type of accommodation it is proposed to hold a workshop in order to help shape how council could support a similar approach. As part of this workshop, officers from Dublin City Council who are working on the LCI will be invited to outline their approaches, challenges and experiences. Other relevant stakeholders such as DfC (both regeneration and the Historic Environment Division), Northern Ireland Environment Agency, Planning Service and Building Control will also be invited to input.</p>
3.9	<p><u>Equality and Good Relations Implications</u></p> <p>There are no Equality and Good Relations issues at this time.</p>
3.10	<p><u>Resource Implications</u></p> <p>The cost is within the existing City Centre budget and is estimated to be up to £30K.</p>

<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None



<b>Subject:</b>	Strategic Site Assessment
<b>Date:</b>	9 May 2018
<b>Reporting Officer:</b>	Nuala Gallagher – Director of City Centre Development
<b>Contact Officer:</b>	Sean Dolan – Development Manager

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

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of this report is to update and seek approval from Members on the proposed way forward for detailed work to assess the development and regeneration potential of Council’s surface car parks and adjacent public sector land holdings within the city centre and note the relationship with other work streams.
<b>2.0</b>	<b>Recommendations</b>
2.1	Members are asked to: <ul style="list-style-type: none"> <li>- Agree that specialist advice is procured to ensure a detailed and comprehensive approach is taken to identifying development and regeneration opportunities arising from rationalisation of Council car parks and adjacent public sector land.</li> <li>- Note the relationship between the Strategic Site Assessment and other work streams</li> </ul>

	<p>underway across the council and also with partners.</p> <p>-</p>
<b>3.0</b>	<b>Main report</b>
3.1	<p>The Belfast City Centre Regeneration &amp; Investment Strategy (BCCRIS) identified the need for an integrated parking strategy and action plan to address a number of issues, including the large number of fragmented and typically low capacity surface level car parks within the city centre. BCCRIS concluded that the city centre has a large number of underdeveloped sites and surface level car parks in its core centre. These present opportunities for comprehensive development and potential for land assembly.</p>
3.2	<p><i>Car Parking Strategy (CPS)</i></p> <p>Following the recommendations of BCCRIS a Car Park Strategy (CPS) &amp; Action Plan was prepared by Aecom and ratified by Council in November 2017. The CPS recommended a shift away from surface level car parking as they offer limited capacity and are not a good use of city centre land. The majority of surface level carpark sites, irrespective of individual ownership, represent potential development opportunities. The CPS identified a number of benefits from carefully planning their rationalisation. Rationalisation should result in reduced traffic volumes from fewer circulating vehicles; reduce air pollution, improve road safety, and present opportunities for development. The CPS also highlights the need to keep current parking stock under review and demand levels regularly monitored.</p>
3.3	<p>Engagement with DfI is ongoing regarding all CPS actions, wider parking and transport issues and the Committee will be updated on progress in due course.</p>
	<p><b><i>Alignment with other work streams</i></b></p>
3.4	<p><i>Greater Clarendon (Sailortown) Masterplan (2016)</i></p> <p>The Department for Communities' Greater Clarendon (Sailortown) masterplan published 6 December 2016 (<a href="https://www.communities-ni.gov.uk/publications/greater-clarendon-sailortown-masterplan">https://www.communities-ni.gov.uk/publications/greater-clarendon-sailortown-masterplan</a>) recommends that opportunities to redevelop surplus public sector car parking sites be explored. The masterplan highlights the potential to assemble land to maximise opportunities that may not be realised if proposals are considered in isolation. There are a number of public sector surface car parks within the masterplan area.</p>
	<p><i>Eastbank Development Strategy (2017)</i></p>
3.5	<p>The Council's Eastbank Development Strategy recommended a land assembly study and business case appraisal as a short-term next step to ensure a comprehensive approach to regeneration of the area, particularly the shatter-zone land that comprises public sector surface car parks. While this study is not complete, an SEA outstanding the early</p>

	<p>recommendation will be considered within the overall analysis. The SEA is due to conclude at the end of May and a report will be brought back to committee in August.</p>
	<p><i>Inner North West Masterplan (2018)</i></p>
3.6	<p>The consultation period for the Inner North West (INW) masterplan closed on 8 May 2018. An analysis of comments received will be reviewed and a final recommendation brought back to committee in Autumn 2018. As outlined previously to committee, the masterplan seeks to provide a framework to help shape emerging opportunities and ensure a more comprehensive approach to development on both public and private sector owned land. The draft masterplan identifies the need to look at land comprehensively within the masterplan area and consider which sites might be brought forward for development. Council owned land and other public sector land will be considered as part of this assessment.</p>
	<p><i>South Belfast Area</i></p>
3.7	<p>The council and other public sector bodies has a number of sites at Bruce street, Ormeau Avenue, Ormeau Road and Cromac Street. This land will be assessed as well as other council land assets.</p>
	<p><i>City Centre Living</i></p>
3.8	<p>Officers continue to engage with DfC and NIHE on City Centre Living. The Strategic Site Assessment (SSA) will consider land that is suitable for mixed use development and identify opportunities to maximise regeneration benefits. A proposal to undertake a residential market analysis is also being put to members and it is intended that the residential market analysis will inform the SSA on residential viability. .</p>
	<p><i>Local Development Plan</i></p>
3.9	<p>The SSA will be cognisant of emerging policies in the Local Development Plan (LDP) draft Plan Strategy that supports population growth, sustainable development and the city's ambitions in relation to the inclusive growth agenda.</p>
	<p><b>Strategic Site Assessment (SSA)</b></p>
3.10	<p>A Strategic Site Assessment (SSA) is proposed to be undertaken to review Council's city centre surface level car parks. The SSA will consider locations best suited to support the objectives of the Belfast Agenda, e.g. mixed use development, housing, public and green space, car parking etc. The review is intended to identify opportunities for comprehensive development and potential land assembly and include adjacent public sector land. Engagement with statutory partners is ongoing.</p>
3.11	<p>The SSA will identify sites suitable for comprehensive development including scale, mass</p>

	and market viability.
3.12	The SSA will take account of the Council's wider objectives, in line with the Belfast Agenda.
3.13	The SSA would be developed by specialist consultants with experience in development, real estate assessment and financial viability.
3.14	The draft findings of the SSA will be brought back to Members for further consideration and to agree next steps.
	<u>Equality and Good Relations implications</u>
3.15	The final SSA will be equality screened.
	<u>Financial and Resource Implications</u>
3.16	There will be a procurement exercise for a consultant to carry out the strategic site assessment, estimated to be up to the value of £60K.
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None



<b>Subject:</b>	Investment in City Festivals: Belfast International Arts Festival and Culture Night, Pipe Bands 2019
<b>Date:</b>	9 May 2018
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Clare Mullen, Tourism, Culture, Heritage & Arts Manager

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

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> <li>• Update Members on regional, national and international profiling opportunities for Belfast via two of the city's landmark festivals</li> <li>• Request support to enhance the festivals' ability to reach additional international audience and contribute positively to city positioning.</li> <li>• Update on the Pipe Band Championship bid</li> </ul>

<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li>• Note the global profiling opportunities presented by Belfast International Arts Festival and Culture Night Belfast, in line with the emerging city narrative</li> <li>• Agree the release of £25,000 towards the delivery of Belfast International Arts Festival and £20,000 towards the delivery of Culture Night Belfast, in order to support additional audience development and international profiling for both events in 2018, as in previous years.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Key Issues</u></p> <p>Members will be aware of the increased focus of the Council and its partners in promoting Belfast as a business and investment location. On the Foreign Direct Investment (FDI) side, the Council works closely with Invest NI in supporting that organisation’s work in bringing new investment to Northern Ireland. As set out in a separate report, working relationships are extremely positive between the organisations and we are in the process of putting in place an Memorandum of Understanding (MoU) to set out our parameters of engagement on Foreign Direct Investment support.</p>
3.2	<p>On the capital investment side, the City Centre Development Team has been leading on a number of initiatives to create confidence in the investment market and to bring forward new investment schemes. This includes Council support for the £18.7million City Centre Investment Fund (CCIF) as well as proposals for the development of a new City Centre Visitor Attraction and regeneration frameworks for key development zones in the City Centre and surrounding areas.</p>
3.3	<p>One of the key factors in any investment decision – either capital investment or Foreign Direct Investment – is the wider City “offer” in terms of quality of life, city ambition and vibrancy. A City’s cultural provision is a key pillar of that “offer” as it gives confidence to investors that it is a City that is open to attracting people in and catering for the range of cultural tastes and interests. Recognising that this is a critical factor in our efforts to sell Belfast internationally, the marketing materials and messaging draw attention to the fact that Belfast is a dynamic, vibrant location with a sense of energy and ambition. The city narrative – “Energy Unleashed” – emphasises this sense of vibrancy and uniqueness in a very competitive investment market.</p>



3.4	<p>The sense of momentum and ambition created through the development work on the European City of Culture (ECoC) bid and the commitment to exploring opportunities to maximise the cultural investment as well as the success of some of the major cultural events and initiatives that take place across the City each year highlight the ambition and potential of the City's cultural sector. Recognising this potential, there is an opportunity for the Council to support a number of profiling opportunities in which the cultural offer is in the lead but where it is supported by the wider City proposition.</p>
3.5	<p><u>Belfast International Arts Festival</u></p> <p>Belfast International Arts Festival (BIAF) – by its nature – is international both in terms of the acts and performances that take place during the festival and also, increasingly, in its audience reach. Over the last few years, BIAF has engaged in a targeted marketing campaign in the Republic of Ireland, GB and USA markets and this is now beginning to bear fruit in terms of an increasingly international audience profile. The draft Festivals and Events Strategy that was presented to this Committee in March 2018 considered that the Belfast International Arts Festival had the potential to become a Signature Event for the city.</p>
3.6	<p>In early Autumn 2017, the Belfast International Festival organised launch events for the festival in both Dublin and New York. These events helped generate significant profile for the event – and for the city of Belfast. The Lord Mayor helped to launch the event in New York and this event was also supported by both the NI Bureau and Tourism Ireland. The event was attended by a number of specialist and bespoke tour operators who were presented with information on the festival and the city as a cultural tourism destination.</p>
3.7	<p>The 2017 Belfast International Arts Festival ran for more than three weeks and comprised 191 events, taking place all across the city. It attracted a total audience of 180,000 visitors – over half of whom were from outside the Belfast City Council area. More than 11,000 of those visiting Belfast to take part in the festival were out of state visitors. This generated an economic impact for the city in excess of £4million. In addition to the direct economic impact of the visitors to the city, the international profiling of the event included coverage by NBC News in USA and this generated media value equivalent to more than £620,000.</p>
3.8	<p>Planning work is well advanced for the 2018 event which will take place from 16 October to 3 November 2018. While the programme has not yet been published, it is understood that there are to be a number of international showcase events that will feature at the festival.</p>

	<p>One event that has been announced is a shared artistic project led by US artist Suzanne Lacy entitled “Across and In-between”. This project investigates how the border frames identity and intervenes in the routine of everyday life. For this commission, the artist has been working with residents from both sides of the border to create a series of localised gatherings and individual reflections on visible and invisible borders. This project is part of 14-18 NOW: a five-year programme of arts experiences connecting people with the First World War. The Poppies: Weeping Windows which was presented at the Ulster Museum during last year’s BIAF was also part of this programme.</p>
3.9	<p>In order to build on the international profiling work that has taken place in recent years, BIAF intends to repeat the Dublin and New York launch events for the festival and has already secured Tourism Ireland and NI Bureau support for this activity. BIAF is seeking £25,000 match-funding from Belfast City Council towards this international promotion and profiling activity. This presents the Council with an opportunity to consider how we can work alongside the festival to promote the city messaging, and to support the commitments made by this Committee to develop the “City of Music” proposition, which will be showcased from Autumn 2018. In parallel, there will be opportunities to consider the wider city positioning message in these cities: both Dublin and New York have been identified as key partner cities for Belfast, particularly in terms of our international development work.</p>
3.10	<p><u>Culture Night Belfast</u></p> <p>Members will be aware of Culture Night Belfast: a one-night cultural showcase event that takes place in the city every September. The 2018 event will mark the 10<sup>th</sup> anniversary of Culture Night in Belfast and the organisers are working on ambitious plans to develop the event – including considering how it can attract additional audiences (including those from out of state). Similar to the Belfast International Arts Festival, Culture Night was identified as a potential “signature” event as part of the draft Festivals and Events strategy that is currently being developed.</p>
3.11	<p>Culture Night 2017 attracted over 100,000 visitors to the city, including 18,000 visitors from outside Northern Ireland. For the first time, the event moved beyond its core boundary in Cathedral Quarter and there was a programme of activity running from City Hall down to Ulster University. The organisers were successful in generating more than one third of their income from sponsorship and this allowed them to extend the programme of activity and to have a number of “anchor points” at key locations including the City Hall and Bank Square – as well as the Cathedral Quarter.</p>

3.12	<p>In terms of economic impact, Culture Night generated around £875,000 for the local economy in terms of additional spend, particularly within the leisure and hospitality sector – as well as the retail sector to some extent. The event also generated around £870,000 of media coverage – with a significant profile on social media in particular.</p>
3.13	<p>More than 96% of those attending Culture Night 2017 suggested that they would come to Culture Night again and this provides a very strong platform from which to build into the 2018 tenth year event. Culture Night is run by the Cathedral Quarter Trust and organisers are currently developing the 2018 programme. They have been engaging with the City Council to ensure that the event can support some of the animation and cultural development activity that we are investing in for this year and to take account of some of the learning from last year. They are proposing an increased focused on a number of key cultural events as “anchors” across a wider programme of activity – starting from City Hall again this year.</p>
3.14	<p>In order to develop the quality of the cultural offer and to support some of the logistical requirements associated with widening out the coverage of the event, organisers are seeking £20,000 match-funding from Belfast City Council towards the overall costs of the event (likely to be in the region of £300,000). This investment presents the Council with an opportunity to look at how large-scale events such as this can be used to encourage participation in the arts (77% of those attending the 2017 event said that it brought them to venues that they had not previously visited). There are also lessons to be learned about how we can lever private sector finance into events. Both of these are important principles in the emerging work on festival and events.</p>
3.15	<p>Members will be aware that the Council has recently committed resources to Visit Belfast for the 2018/19 financial year. One of the key areas of activity will be to consider how the tourism campaigns can reflect the cultural message. This is likely to include an Autumn campaign which will profile the cultural offering in Belfast (including these events).</p>
3.16	<p>Belfast was not successful in the recent bid for the Pipe Band Championships for 2019/2020/2021. A report will be brought back to committee on how we can build on signature events such as this in the future (including bidding for the World Championships) as part of an overall events and festivals update</p>
3.17	<p><u>Financial &amp; Resource Implications</u></p>

3.18	<p>The proposed Council contribution to Belfast International Arts Festival for international profiling work is £25,000, and to Cathedral Quarter Trust to deliver enhanced Culture Night Belfast audience development is £20,000. These funding allocations have been set aside within the Development Department's budget for the financial year 2018/19.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no specific equality or good relations implications.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None.