

Document Pack
Committee and Members' Services Section
3rd Floor, Adelaide Exchange
24-26 Adelaide Street
Belfast BT2 8GD



4th June, 2009

MEETING OF DEVELOPMENT COMMITTEE

Dear Councillor,

The above-named Committee will meet in the Council Chamber, 3rd Floor, Adelaide Exchange on Wednesday, 10th June, 2009 at 4.30 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully

PETER McNANEY

Chief Executive

AGENDA:

1. Routine Matters

- (a) Apologies
- (b) Minutes

2. Core Cities (Pages 1 - 2)

To consider further the minute of the meeting of 20th April under the heading "Core Cities" which, at the request of Councillor Crozier, was referred back to the Committee by the Council at its meeting on 5th May and which the Committee, at its meeting on 13th May, agreed to defer consideration of for a period of one month.

3. Belfast Tourism Monitor Presentation

Pursuant to the Committee's decision of 13th May, to receive a presentation on the findings of the 2008 Belfast Tourism Monitor.

4. Neighbourhood Renewal (Pages 3 - 28)

5. Glen Community Complex (Pages 29 - 40)

6. Economic Downturn Task Group (Pages 41 - 58)
7. Departmental Grant Aid Review (Pages 59 - 64)
8. Literary Tourism (Pages 65 - 68)
9. Belfast Shopping Festival 2009 (Pages 69 - 78)
10. Festivals Action Plan (Pages 79 - 88)
11. 400th Anniversary of the 1613 Charter (Pages 89 - 92)
12. Renewing the Routes (Pages 93 - 98)
13. Community Development Project Grants (Pages 99 - 106)
14. Holy Family Boxing Club (Pages 107 - 108)
15. Belfast City Council/Department for Social Development Advice Services Funding
(Pages 109 - 112)
16. Donegall Pass Community Centre (Pages 113 - 114)
17. Economic Development (Pages 115 - 122)
18. Strategic Regeneration Frameworks
(oral report of Director of Development)

Extract from minutes of –

DEVELOPMENT COMMITTEE

20th APRIL, 2009

—
“Core Cities

The Committee was informed that the Lord Mayor had received recently an invitation for Belfast to become an associate member of the Core Cities Group. This organisation had been established in 2000 to assist Liverpool, Leeds, Sheffield, Newcastle, Birmingham, Manchester, Bristol and Gateshead to work together on common issues and to lobby Central Government to re-direct funding for economic regeneration away from London and the South-East of England. As a result, a number of joint initiatives had been undertaken on issues relating to transport, regeneration and employability. The Head of Economic Initiatives indicated that Cardiff, Edinburgh and Glasgow had also been invited to join this prestigious Group and that associate, rather than ‘full’ membership, had been offered to the four cities since Scotland, Wales and Northern Ireland had their own Regional Assemblies.

She pointed out that joining the Core Cities Group would enable the Council to share information with and obtain information from the other cities which were members of the organisation which would be beneficial to Belfast. She pointed out further that the Council had not been requested to make any financial contribution and that ‘full’ membership could only be offered to English cities.

Following discussion, the Committee agreed that the Lord Mayor decline the invitation for Belfast to become an associate member of the Core Cities Group.”

BLANK PAGE



Belfast City Council

Report to:	Development Committee
Subject:	Neighbourhood Renewal Progress
Date:	10th June 2009
Reporting Officer:	Marie Therese McGivern, Director of Development ext. 3470
Contact Officer:	Siobhan Watson, SNAP Manager ext. 3579

Relevant Background Information

Members will be aware that in June 2003, the DSD published 'People and Place: A strategy for Neighbourhood Renewal' a document which aims to tackle the complex, multi-dimensional nature of Northern Ireland's most disadvantaged urban neighbourhoods. In order to progress this Agenda, DSD progressed the establishment of 12 Neighbourhood Renewal Partnerships within the BCC area. Each Partnership was tasked with producing a Vision Framework (7-10 years) and Action Plan (3 years) for the Neighbourhood Renewal area. The 12 Partnerships are:

- | | |
|-----------------------|-----------------------------|
| - Inner East Belfast | - Inner South Belfast |
| - South West Belfast | - Greater Shankill |
| - Greater Falls | - Lenadoon |
| - Upper Springfield | - Crumlin/Ardoyne |
| - Inner North Belfast | - Andersonstown |
| - Ligoniel | - Upper Ardoyne/Ballysillan |

Each Partnership has developed its Action Plan which has been submitted to DSD for consideration. These Plans propose thousands of actions that would need to be delivered by a range of organisations in key areas such as housing, health, education, community safety, good relations, employability, community development, culture, tourism, leisure, children and young people, older people and environmental and physical improvement.

Key Issues

The Council has become a key participant in the neighbourhood renewal process and to date the following support has been provided:-

- Officer participation provided on all 12 Neighbourhood Renewal Partnerships through Community Services.
- Action Plan responses prepared for each of the 12 Neighbourhood Renewal Partnerships Action Plans.
- Established a Neighbourhood Renewal Working Group comprising Council Neighbourhood Renewal representatives and representatives from council departments.
- Formal presentations and workshops delivered to the Neighbourhood Renewal Partnerships.
- Creation of a Neighbourhood Renewal Database detailing all key actions and implications for the Council in the neighbourhood renewal process.
- Neighbourhood Development Officers in place to co-ordinate the delivery of actions within each Plan.
- Commitment to deliver on neighbourhood renewal is embedded within the new Corporate Plan.
- Provision of SNAP area-based intelligence to support the neighbourhood renewal process.
- Neighbourhood renewal information directories prepared for the Partnerships detailing Council services and key staff working in the local area.
- Development of the neighbourhood renewal section of the Council website, creating a central repository for all Action Plans and responses.
- Integration of neighbourhood renewal within Council's SNAP/Local Area Working agenda.
- On-going work with BRO regarding the development of a pilot partnership approach to the implementation of the Neighbourhood Renewal Action Plan in Lenadoon. Proposals will be presented to committee in due course.

An update on progress made with each Neighbourhood Renewal Partnership and their plans is provided within **Appendix 1**.

Neighbourhood Renewal Action Plans: Implications for BCC

To date, co-ordinated responses have been prepared for the 12 Neighbourhood Renewal Action Plans. Belfast City Council has been highlighted as having a lead or a supporting role in nearly 600 specific actions regarding service delivery at a neighbourhood level. Whilst the majority of these can be addressed via co-ordination with the Council Departments there are still a number of issues that need to be considered within this, including:-

- Council has been identified as a key player in the implementation of neighbourhood renewal activity whilst all of the Action Plans have been developed the main challenge is ensuring successful implementation.
- There are large differences in the number of actions identified within each Neighbourhood Renewal Action Plan which highlights varying levels of capacity.
- There are a number of key BCC service areas that have been identified as a priority in the neighbourhood renewal plans which includes local economic development, community safety, community services, youth provision, alley-gating, physical renewal, cleansing, good relations, parks, sport and leisure, older people, well-being and the provision of advice services at a local level. This requires significant co-ordination.
- Council alone cannot deliver on these 600 specified actions as other organisations have also been asked to contribute alongside these actions. This means that there is a need to build/work in partnership with a range of other partners including statutory organisations in order to successfully deliver neighbourhood renewal.
- The neighbourhood renewal areas do not align with any existing Council boundaries which can make monitoring or planning work difficult.

- Most Council services are not currently structured or planned on a local basis which can make it challenging to respond to the programme.
- Many of the existing Plans are already being reviewed at different times which also makes co-ordination difficult.
- The likely transfer of neighbourhood renewal responsibility to Councils through the Review of Public Administration.

Resource Implications

Human Resources

Co-ordinated by the SNAP Manager

Recommendations

Members are asked to:

- Note the contents of the report

Key to Abbreviations

NR	Neighbourhood Renewal
NRPs	Neighbourhood Renewal Partnerships
NRA	Neighbourhood Renewal Area
NRAP	Neighbourhood Renewal Action Plan
NDO	Neighbourhood Development Officer
SNAP	Strategic Neighbourhood Action Programme
YENI	Young Enterprise Northern Ireland
DSD	Department for Social Development
BRO	Belfast Regeneration Office
LIAG	Local Implementation Action Group
MUGA	Multi-Use Games Area
ASB	Anti Social Behaviour
CC	Community Centre
PACT	Partners and Communities Together
LOTS	Living over the Shops
SRF	Strategic Regeneration Framework
HUB	Hybrid Use Building

Documents Attached

Appendix 1 - Neighbourhood Renewal Update report

BLANK PAGE

APPENDIX 1

Neighbourhood Renewal Update Report

Background to Neighbourhood Renewal

In June 2003, the Department for Social Development (DSD) published 'People and Place: A Strategy for Neighbourhood Renewal', which aims to 'tackle the complex, multi-dimensional nature of deprivation in Northern Ireland's most disadvantaged urban neighbourhoods' (worst 10% according to Noble Indices).

The stated aim of Neighbourhood Renewal is 'to ensure that government funding is used effectively and is spent in a more integrated and co-ordinated way so that it makes a big impact.' Effective and responsive mainstream service is the foundation for Neighbourhood Renewal'

The Belfast Regeneration Office (BRO) manages the Belfast element of Neighbourhood Renewal and there are 12 designated neighbourhoods within the Belfast City Council area representing 48% of the population and covering 40% of the city's area.

Neighbourhood Renewal Partnerships

The 12 Belfast Partnerships are:

- **Andersonstown** - *Andersonstown*
- **Ballysillan/Upper Ardoyne** – *Silverstream, Wheatfield, Glenbryn*
- **Crumlin/Ardoyne** – *Ardoyne, Lower Oldpark, Cliftonville*
- **Greater Falls** – *Beechmount, Clonard Falls*
- **Greater Shankill** – *Lower Shankill, Mid Shankill/Woodvale, Upper Shankill, Ainsworth, Glencairn, Ballygomartin Road.*
- **Inner North** – *Duncairn, Limestone Road, Mountcollyer, New Lodge, Unity/Carrick Hill, Mount Vernon.*
- **Inner South** – *Markets, Donegall Pass, Lower Ormeau*
- **Inner East** – *Short Strand, Lower Newtownards Road, Albertbridge Road, Albertbridge/Beersbridge, The Mount, Woodstock Rd and Lower Ravenhill Road.*
- **Lenadoon** – *Lenadoon, Glencolin Estate, Suffolk*
- **Ligoniel** – *Ligoniel*
- **South West Belfast** – *Sandyrow, Lower Donegall Rd, The Village, Roden Street.*
- **Upper Springfield/Whiterock** – *Ballymurphy, Springhill, Whiterock, Turf Lodge, New Barnsley, Dermot Hill, Moyard, Springfield Park.*

There are three additional Partnerships within the Greater Belfast area- **Colin**, **Tullycarnet** and **Rathcoole**. Both Rathcoole and Colin fall within the new Belfast boundaries proposed by the RPA.

Neighbourhood Renewal framework

Each Partnership was tasked with producing a Vision Framework (covering the next seven to 10 years) and action plans (for three years) which would incorporate programmes and activities in the following areas:

- Economic Renewal
- Physical Renewal

- Social Renewal
- Community Renewal

Each Partnership has developed vision statements and action plans and these have been submitted to DSD for consideration. These plans propose thousands of actions for many organisations to deliver in key areas such as community safety, education, health, housing, children and young people, cleansing, sport, leisure, good relations, etc.

The council's response to Neighbourhood Renewal

In March 2004, the council prepared a response to the 'People and Places' implementation plans and raised a number of pertinent issues and concerns.

These included:

- The need to take into account best practice when delivering Neighbourhood Renewal policy.
- The potential that the delineation of Neighbourhood Renewal areas might contribute to further segregation of communities.
- Some of the areas were too small, in terms of population and in terms of critical mass, to effect real change.
- The importance and principles of mainstreaming Neighbourhood Renewal.
- The limited understanding of the key role that Belfast City Council plays in the regeneration of the city.
- Lack of political input into the development of 'People and Place'.
- The weakness of the proposed implementation arrangements and how to integrate them with existing delivery mechanisms in the city.
- Over-reliance on the Noble Indices of Multiple Deprivation as the only focus for Neighbourhood Renewal.
- Only focusing on the 10% most deprived areas which excluded many other areas of risk.
- Lack of complementarity with the work of other agencies.
- The need to develop a strong methodology to address local issues.

Having noted these reservations, the council Belfast City Council agreed in 2007 to become pro-actively involved in the process, and this would be co-ordinated corporately by the Development Department's Strategic Neighbourhood Action Team (SNAP) team.

The council's support for Neighbourhood Renewal

To date the following support has been provided to the process:-

- Community Services officer participation on all 12 Neighbourhood Renewal Partnerships
- Action Plan responses prepared for each Neighbourhood Renewal Partnerships action plan.
- Established a Neighbourhood Renewal working group comprising council Neighbourhood Renewal representatives and representatives from council departments.
- Formal presentations and workshops delivered to the Neighbourhood Renewal Partnerships.

- Creation of a Neighbourhood Renewal business information database detailing all NR actions and the implications for the Council in the Neighbourhood Renewal process.
- Two Neighbourhood Development Officers in place to co-ordinate the delivery of actions within each plan.
- A commitment to deliver on Neighbourhood Renewal is embedded within the new corporate plan.
- Provision of area-based intelligence by the SNAP unit to support the Neighbourhood Renewal process.
- Neighbourhood Renewal resource directories prepared for each Partnership detailing council services and key staff working in the local area.
- Development of a Neighbourhood Renewal section on the council website, creating a public repository for all action plans and responses.
- Integration of Neighbourhood Renewal within council's SNAP agenda.
- On-going liaison with BRO regarding the development of an exploratory partnership approach to implementing the Lenadoon Neighbourhood Renewal action plan.

Council progress on implementing the NR action plans

Progress is underway to deliver the key actions linked to Belfast City Council within the Neighbourhood Renewal Action Plans. Progress towards implementation is detailed as follows:

1. West Belfast

1. Andersonstown
2. Lenadoon
3. Upper Springfield
4. Greater Falls

2. South Belfast

1. Inner South
2. South West Belfast

3. North Belfast

1. Ligoniel
2. Ballysillan/Upper Ardyone
3. Crumlin/Ardoyne
4. Inner North

4. Greater Shankill

1. Greater Shankill

5. East Belfast

1. Inner East

1. West Belfast Neighbourhood Renewal Partnerships

1. Andersonstown Neighbourhood Renewal Partnership

The partnership recently held a planning day to review the NR action plan and to look at the delivery of NR across the partnership area. Andersonstown and

Lenadoon have also amalgamated their Education and Health sub-groups and, as a result, some actions have been revised. This activity did not affect any actions relating to the council.

Priority areas: Community safety, young people, older people, physical environment, cleansing and waste management, jobs and training, children and families, health and wellbeing, public realm projects, community facilities, information and advice services, culture, arts and tourism.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A new NR representative from Community Services recently joined the Partnership.
- A Neighbourhood Development officer has been appointed to work with this representative and the Partnership to help co-ordinate delivery of the actions. The officer has regular contact with members of the Partnership to progress delivery of the action plan.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives.
- Groups in the Partnership area currently receive grant aid support from Community Services section, Economic Development unit, Culture and Arts unit and Leisure Services.
- Specific actions from the plan that have been delivered include:
 - A hanging basket project developed with Riverdale Residents Association.
 - The Environmental sub-group have been provided with supplies of leaflets on dog fouling and waste bags.
 - The Partnership has been provided with technical information on council initiatives and maps of the NRP area.
 - Security barriers have been fitted at the car park of Andersonstown leisure centre. The car park is now secured at nights, which has helped reduce incidents of anti-social behaviour.
 - The first phase of the commercial improvement scheme under the Renewing the Routes initiative is due to begin.
 - Resources were provided for a community clean-up.
 - An environmental walkabout took place with officers from Cleansing Services and the SNAP unit (as a result of which a number of additional cleansing duties were carried out in the area and graffiti removed from a known hotspot area).
 - A pilot 'zero tolerance' graffiti removal programme has been completed.
 - Schools in the NRA have participated in the council's Young Enterprise economic development programme.

Outstanding actions/issues for council:

- Completion of works under the Renewing the Routes programme.
- Cleansing has agreed to organise another 'environmental walkabout' targeting hotspot areas.
- Officers from the council's Dog Warden team will be attending the next Environmental subgroup meeting.
- A meeting has been scheduled with the Partnership to agree a series of actions for council to implement over the next year.
- Completion of hanging basket project

Other key projects in the NRA that may have implications for council:

- Development of the 'Glen 10' sites
- Development of Andersonstown Barracks site
- Development of a Healthy Living centre at Beechall
- DSD Public Realm project
- Full Service Community Network
- Local Implementation Action Group project
- Proposed implementation of key projects in the Strategic Regeneration framework

2. Lenadoon Neighbourhood Renewal Partnership

The partnership continues to work well and is making good progress on the delivery of its action plan. It has a close working relationship with the Andersonstown Partnership. It will also be working with the council and BRO on the delivery of a project that will explore joint-working between statutory agencies in the delivery of the action plan.

Priority areas: Community development, employment and training, health and well being, community safety including issues around anti-social behaviour, young people and open space, physical environment, children and families and development of the public realm.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- Council officers are currently represented on the Partnership and on the Housing, Environment and Community Safety subgroups.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development officer has been appointed to work with this representative and the Partnership to help co-ordinate delivery of the actions. The officer has regular contact with members of the Partnership to progress delivery of the action plan.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives.

- Schools in the area participated in the council's Young Enterprise programme
- Groups in the Partnership area currently receive grant aid support from Community Services section, Economic Development unit, Culture and Arts unit and Leisure Services.
- Specific actions from the plan that have been delivered include:
 - Resources have been provided for a series of community clean-up and environmental schemes
 - Council officers are represented on a number of local forums.
 - The Partnership has reported increased community usage of council-owned community facilities. The community centres host community-wide events including events for older people.
 - New recycling facilities have been installed.
 - Council officers are represented on a newly established working group set up to help regenerate Woodbourne Village.
 - Horn Drive community centre facilitated an information event for older people. Council officers from different departments attended the event and hosted information stands
 - The Partnership has developed strong links with officers from Community Safety and discussions have taken place around the possibility of the Roaming Wardens carrying out a three month patrol in the area. This is dependent on funding being available.
 - The ASB officer for west Belfast has been in contact with the Partnership and with local vintners to discuss issues around underage drinking.

Pilot with BRO in the Lenadoon NRA

At the Development Committee of 10th December, approval was given to work with BRO in an exploratory partnership project in the Lenadoon Neighbourhood Renewal area in which both organisations could deliver on their commitment to the action plan in a more integrated manner and then apply the lessons learned to other neighbourhood action plans.

In recent months, officers have been regularly liaising with BRO regarding the progression of this approach and have met to consider the actions in the plan and determine short, medium and long term objectives. The next stage will be to meet with representatives from Lenadoon Partnership for further discussions. A report detailing potential actions for implementation will be presented to the council in due course. This approach to partnership working will also be evaluated following a six month period and opportunities identified that can be applied to other NRPs.

Outstanding actions/issues for council:

- Establishment of a working group to oversee delivery of a partnership project between BRO and the council that will deliver the NR action plan in a more co-ordinated way.
- Council's input into the development of an action plan to help regenerate Woodbourne Village.
- Council involvement in the development and delivery of Suffolk Community Plan
- Development of the Glen Community Complex

Other key projects in the NRA that may have implications for council:

- Development of 'Glen 10' sites
- Closure of Suffolk primary school
- Full Service Community Network
- Local Implementation Action Group project
- Proposed implementation of key projects within the Strategic Regeneration framework

3. Upper Springfield Neighbourhood Renewal Partnership

The NRP recently reviewed their action plan. To date no new actions have been forwarded for consideration. The partnership continues to work to deliver NR actions.

Priority areas: Community (building a more positive image of the community), community safety, young people, development of the physical environment, job creation, children and families, health and wellbeing, housing, culture and arts and provision of outdoor spaces.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- Council officers are currently represented on the NRP and on the Environmental and Open Spaces and Communications and Environmental subgroups.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development officer has been appointed to work with this representative and the Partnership to help co-ordinate delivery of the actions. The officer has regular contact with members of the Partnership to progress delivery of the action plan.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives.
- A draft area profile has been completed for the council's West Three City Place (which encompasses the NRP area).
- Council have invested in the refurbishment of a local playground
- Schools in the area participated in the council's Young Enterprise programme
- Groups in the Partnership area currently receive grant aid support from Community Services, Good Relations, Economic Development and Leisure.
- Council manage and maintain the new playground and Multi Use Games Area (MUGA) at Britton's Parade - the Pat O'Haire playground.
- Specific actions from the plan that have been delivered include:

- A number of projects have been completed under the Greencare III programme and the Renewing the Routes scheme. These include a range of environmental improvement schemes, public art projects, commercial improvement schemes and public realm projects.
- The council's local community centre continues to host events linked to Partnership
- The Partnership has developed strong links with officers from the Community Safety team
- The Partnership are working with the council's Dog Warden team on the co-ordination of targeted services in the area.

Outstanding actions/issues:

- Completion of work under the Renewing the Routes programme.
- Council's involvement in the proposed re-development of Springhill Millennium Park.
- A meeting is to be scheduled with the Partnership to discuss and agree a series of actions for the council to implement over the next year.
- Completed refurbishment works to Falls Park

Other key projects in the NRA that may have implications for the council:

- Full Service Community Network
- LIAG project (Local Implementation Action Group)
- Proposed implementation of key projects within the Strategic Regeneration framework

4. Greater Falls Neighbourhood Renewal Partnership

The Economic subgroup has reviewed and revised NR actions under 'Training, job creation and economic development' and has agreed eight actions that they would like to prioritise. The Partnership continues to meet monthly to progress their action plan.

Priority areas: Education, training, job creation and economic development, environmental improvements, children and family support, young people, health and well-being, culture, sport and leisure and community planning.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A council officer is currently represented on the Partnership.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council. The NDO has met with and continues to meet with members of the Partnership to deliver the action plan.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives.

- A draft area profile has been completed for the council's West One City Place (which encompasses the NRP area).
- Dunville Park was included in the council's ASB pilot.
- Beechmount neighbourhood, in the NRP area, was included in the council's pilot 'Alley-gates' project, benefiting from the installation of 39 alley gates.
- Local schools participated in the council's YENI programme.
- Grosvenor recreation centre has been leased from council to Roden Street Community Development Groups under a facilities management lease agreement.
- Council have been instrumental in helping to secure funding and have agreed to provide additional funding for the construction of a 'third generation' floodlit pitch which is currently being built at Grosvenor recreation centre.
- Willowbank multi-sport facility has been leased by the council under a facilities management agreement.
- The council's Roaming Wardens carried patrols in the Beechmount area from September 2008 from November 2008.
- Council officers have presented at NRP meetings.
- Groups in the Partnership area currently receive grant aid support from community services, good relations, culture and arts, leisure services, parks and cemeteries, economic development and culture and arts.
- Officers from Cleansing Services's community education team worked with traders from the Clonard area to organise a community clean-up event. The council provided resources for the event. At the meeting local traders were also encouraged to sign up to the council's 'No Smoke without Litter' campaign. Working with Clonard Residents Association, over 30 local businesses signed up and received a free information pack.
- The NR area has benefited from a number projects completed under the Greencare III programme and the Renewing the Routes scheme including:
 - environmental improvement schemes
 - public realm projects
 - extensive commercial improvement schemes
 - graffiti removal projects
 - exterior lighting to local landmarks
 - installation of alley gates
 - public art projects

Outstanding issues/actions:

- Completion of work under the Renewing the Routes programme
- The council's involvement in the re-development of Dunville Park and the building of a new playground at Site A.
- Installation of new public art piece at Broadway roundabout
- A meeting is to be scheduled with the Partnership to discuss and agree actions for the council to implement over the next year.

Other key projects in the NRA that may have implications for council:

- Development of Gaeltacht Quarter
- Development of Conway Mill

- Development of St.Comgall's school
- Full Service Community Network
- Local Implementation Action Group project
- Proposed implementation of projects within the Strategic Regeneration Framework

2. South Belfast Neighbourhood Renewal Partnerships

1. Inner South Neighbourhood Renewal Partnership

The Partnership recently elected a new chairperson and are currently reviewing their action plan with the likelihood of revising actions. When the review is complete there may be implications for the council. (There are no subgroups operating under the NRP)

Priority areas: Housing, community safety, family support, economic development and employment services, community engagement, children and young people, education & children's services, health & well being, promoting good relations.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A council officer is currently represented on the Partnership.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council. The NDO has met with and continues to meet with members of the Partnership to deliver the action plan.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- The area has benefited from a number of projects completed under the Renewing the Routes schemes including a mural project, an alleygates scheme, an environmental improvement scheme and an amenity lighting project.
- In 2007/2008 the council invested in the refurbishment of local playgrounds.
- Groups in the Partnership area received grant aid support from Community Services, Economic Development, Good Relations and Culture and Arts.

Outstanding issues/actions:

- A meeting is to be scheduled with the NRP to discuss and agree a series of actions for the Council to implement over the next year.

Other key projects in the NRA that may have implications for council:

- Building of new sports facility at Shaftesbury Recreation centre
- Resident Parking scheme
- Holylands PACT initiative
- Proposed implementation of projects within the Strategic Regeneration Framework

2. South West Neighbourhood Renewal Partnership

The NRP plan to review and possibly revise the NR action plan in the coming weeks, after which there may be new actions for council. There are no subgroups operating under the NRP.

Priority areas: public space and the environment, community safety, cleansing and waste management, economic development, community engagement, children and young people, good relations and cultural diversity, health & well being, advice and support services, older people, leisure and recreation provision.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A council officer is currently represented on the Partnership.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council. The NDO has met with and continues to meet with members of the Partnership to deliver the action plan.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- The area has benefited from the Greencare III programme. Completed projects include: the development of a new MUGA and playground at Nubia Street.
- The council invested in Blythefield playground which benefited from a complete refurbishment programme in 2007/2008 (with additional investment again 2008/2009).
- Council officers from Cleansing Services responded to complaints about illegal fly-tipping at the back of shops on Sandy Row resolved the problem..
- Cleansing Services has carried out additional duties upon request.
- Community Safety Roaming Wardens are currently carrying out patrols over three months in the Greater Village area and recently finished patrols in Sandy Row.
- Council officers have attended and presented at NRP meetings.

- A council officer from Building Control was nominated as a point of contact for matters concerning the LOTS (Living Over The Shops) initiative. Agreement was granted for the officer's details to be published in marketing material related to the LOTS scheme.
- Additional information has been provided to the Partnership including Good Relations Welcome Guides, the council's A-Z directories and map of the NR area.
- Groups in the Partnership area received grant aid support from Community Services, Good Relations, Community Safety, Culture and Arts, Economic Development and Leisure Services.

Outstanding issues/actions:

- A meeting is to be scheduled with the Partnership to discuss and agree actions for the council to implement over the next year.

Other key projects in the NRA that may have implications for council:

- Residents parking scheme
- Interface project
- Greater Village Housing Plan
- Proposed implementation of projects within the Strategic Regeneration Framework

3. North Belfast Neighbourhood Renewal Partnerships

1. Ligoniel Village Neighbourhood Renewal Partnership

The Partnership made the decision to suspend its work in October 2008 although it is anticipated that it will resume meetings in May 2009. Although the Partnership has not been meeting, the membership organisations have continued to work on elements of the action plan. The partnership is planning to hold sessions to review its plan, agree priorities and timeframes for each action.

Priority areas: Capacity building, volunteer development, young and older people, interface tension, community safety, housing development, open space and environmental improvements.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A council officer is currently represented on the Partnership.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council. The NDO has met with and continues to meet with members of the Partnership to deliver the action plan.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives.

- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- The council has been instrumental in promoting volunteering opportunities via centre-based activities, involvement in user-groups and via the centre management committee.
- A profile is being prepared for the council's North Four City Place area which encompasses the Ligoniel Neighbourhood Renewal Area.
- The Parks and Cemeteries section's Outreach Manager is working with groups in the Glenbank and Ligoniel areas to develop a community garden.
- Groups within the area have received grant aid from Community Services.
- Council officers are part of a multi-agency forum aiming to improve communication with people from minority ethnic backgrounds. As a result, Council's Community Services and Community Safety took part in a 'Meet the Neighbours' event in March 2009, providing multi-lingual information.
- Inter-generational activities are planned for the Community Centre, including a 'Make Do and Mend' talk between older people and local mothers during Waste Week, and a new digital media project involving older people working with local youth.
- Copies of the 'Directory for Older People' were made available to groups via the Ligoniel community centre and Healthy Living centre.
- A new Community Education Forum has been established (with Council representation) to coordinate / improve / promote educational opportunities within the community. Ligoniel Community Centre was the venue for education classes.

Outstanding actions/issues for council:

- Capacity building and volunteer development
- Intergenerational work
- Better use of Ligoniel Park
- Vandalism of the playground
- Environmental cleanup

Other key projects in the area that may have implications for council:

- Ongoing physical regeneration of the area
- Proposed implementation of key projects within the Strategic Regeneration Framework

2. Ballysillan Upper Ardoyne Neighbourhood Renewal Partnership

The Partnership recently reviewed and updated its action plan. The Neighbourhood Development Officer is currently working with a partnership sub-group to explore how the council might contribute to the actions to which it has been linked.

Priority areas: educational under achievement, young people, community safety, capacity building, older people, development of open space and environmental improvements, interface tension, dog fouling,

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A council officer is currently represented on the Partnership. The representative is also a member of the Youth sub-group.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council. All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives. The information contained in the directory will contribute directly to the Partnership's action in relation to the audit of service provision in the area
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- City Place Area profiles are being developed. The Upper Ardoyne and Ballysillan Neighbourhood renewal area is located in North Three and North Four City Places.
- Summer and winter programmes for People aged 50+ were organised at Concorde Community Centre. A new summer programme for 2009 has been organised. The centre also operates a monthly advice centre for the 50+ age group.
- Copies of the 'Directory for Older People' were made available to groups at the community centre.
- After school, youth activities, summer schemes and other seasonal events are provided for young people in Concorde community centre.
- Ballysillan playing fields and leisure centre was part of the Anti-social Behaviour Pilot programme. An action plan was produced for the area in consultation with the local community.
- The Community Safety roaming wardens worked with young people in the Benview area and set-up a team of 'mini-wardens'.
- Groups in the Partnership area received grant aid support from Community Services.
- The Renewing the Routes programme has contributed to the revitalisation of the Crumlin Road including; the refurbishment of the shop frontage at Ardoyne and Glenbank, the landscaping of green space; and general planting.
- A community clean-up is organised for the Ballysillan area in August 2009 which will include participation from Community Services, SNAP, Cleansing Services, Waste Management, the Dog Warden service, Community Safety, and Parks and Leisure.
- The Dog Warden service held information sessions in Ballysillan leisure centre.

Outstanding actions/issues:

- Community safety at interfaces
- Recruitment and support for volunteers.
- Capacity building
- Development of open space

Other key projects in the area that may have implications for the council:

- Development of the youth centre in the Deerpark area
- Development of the Jolly Rodger centre in the Alliance area.
- The potential for a Renewing the Routes programme in the area.
- Proposed implementation of key projects within the Strategic Regeneration Framework.

3. Crumlin Ardoyne Neighbourhood Renewal Partnership

The Partnership is currently reviewing its action plan. The process involves an audit of those organisations which have been funded by BRO to deliver services in relation to Neighbourhood Renewal. It is anticipated that when the audit is complete the Partnership will rewrite its plan to detail both the services that have been funded and any associated outputs. The partnership wishes to focus on actions which can be delivered.

Priority areas: capacity building, engaging advice services, increase young people, educational achievement, older people, alley-gating, interface areas, improved street lighting, community cleanups.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A council officer is currently represented on the Partnership.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives. The information contained in the directory will contribute directly to the Partnership's action in relation to the audit of service provision in the area
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- Area profiles are being compiled for council City Places North Two and North Three which correspond with the Crumlin/Ardoyne Neighbourhood Renewal area.
- Ardoyne Community Centre hosted a council information road-show on the 25th of November 2008 with stalls and information from all the council service providers
- Groups in the Partnership area received grant aid support from Community Services and Economic Development.
- Copies of the 'Directory for Older People' were made available to groups at the community centre.
- Thirty-seven alley gates have been installed in the 'Little Americas' and Cavehill areas.

- Staff at Ardoyne community centre delivered a summer intervention programme in the greater Ardoyne area in partnership with fellow youth providers.
- Cleansing Services and Community Services staff took part in a graffiti removal project at Cliftonpark Avenue and are now planning a similar project on the Crumlin road.
- The Renewing the Routes programme has contributed to the revitalisation of the Crumlin Road with work such as: the refurbishment of the shop frontage at Ardoyne and the landscaping of green space and general planting.

Other key projects in the area that may have implications for the council:

- Crumlin Road Gaol and Girdwood Barracks development
- Development of the Good Morning scheme
- Expansion of Alley gating scheme
- Ongoing physical regeneration of the area
- Proposed implementation of key projects within the SRF

4. Inner North Belfast Neighbourhood Renewal Partnership:

The Inner North Belfast Neighbourhood Renewal Partnership is reviewing its plan in June 2009.

Priority areas: community infrastructure and capacity building, educational attainment, arterial routes, graffiti and vandalism, youth service provision, creating shared space, high level of antisocial behaviour.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- A council officer is currently represented on the Partnership.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives. The information contained in the directory will contribute directly to the Partnership's action in relation to the audit of service provision in the area
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- Community Services is delivering a pilot capacity building programme in Carrick Hill.
- Area profiles are being prepared for council City Places North Two and North Three which correspond with the Inner North Partnership.
- The Renewing the Routes programme has contributed to the revitalisation of Clifton Street, Carlisle Circus and Antrim Roads. Shop frontage has been refurbished, churches, schools and an Orange hall have had extensive

exterior work carried out, and there have been improvements to the landscaping and street furniture.

- The Art for Arterial Routes programme has created public pieces in the Carlisle Circus area.
- The Waterworks was part of the Anti-social Behaviour Pilot programme. An ASB action plan was produced for the area in consultation with the local community.
- Cleansing Services have responded to a number of requests for graffiti removal from local organisations in the area
- Groups in the area have received grant funding from Community Services, Economic Development, Culture and Arts and Good Relations.
- There have been discussions between local organisations, Community Services and the Parks and Cemeteries section exploring the possibility of forming a 'Friends of Alexandra Park' group.

Outstanding issues/actions:

- Developing community infrastructure and capacity building
- Environmental clean-ups including graffiti removal
- Tension at interface and good relations
- Community safety and dealing with antisocial behaviour.
- Development of the North Foreshore.

Other key projects in the area that may have implications for the council:

- Development of the 'Friends of Alexandra Park'
- Developing shared space
- Ongoing physical regeneration of the area
- Proposed implementation of key projects within the Strategic Regeneration Framework

4. Greater Shankill Neighbourhood Renewal Partnerships

1. Greater Shankill Neighbourhood Renewal Partnership:

The Partnership action plan was produced following an extensive community consultation and engagement process 'The Greater Shankill Community Convention' co-ordinated by the Greater Shankill Partnership. Nine task groups were formed around identified renewal themes. Each task group was chaired by a person who worked in the related area and its membership was made up of representation from key stakeholders working in the particular thematic field. The task group leaders formed the Greater Shankill Neighbourhood Renewal Partnership and became a sub-group of the Greater Shankill Partnership. The Action Plan is currently being reviewed. A second Community Convention was held in May 2009, when amendments to the Action Plan were discussed.

Priority areas: educational attainment, early years provision, youth provision, volunteer recruitment and development, develop tourism, health related services, older and vulnerable people, the legacy of the Shankill feud, drug and alcohol misuse, antisocial behaviour, development of cultural tourism, strategic regeneration, and development of the arterial routes.

Council involvement to date: In addition to the statutory functions that the council carries out in the NRA, a number of specific actions have contributed to the delivery of NR:

- In November 2008 a council representative was selected onto the Partnership and attends meetings regularly.
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council.
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- A draft resource directory has been completed for the Partnership, which provides a breakdown of council services, local staff and initiatives. The information contained in the directory will contribute directly to the Partnership's action in relation to the audit of service provision in the area
- All NR actions have been coded on our database and categorised by relevant council theme and assigned to a relevant council department.
- The community centres provide facilities to support early years development.
- The Renewing the Routes programme has contributed to the revitalisation of business premises along the Lower Shankill, Shankill and Woodvale Roads.
- The Renewing the Routes programmes have also contributed to the development of the area's tourism potential through the production and placing of signage and via public realm improvement works at four key junctions on the route: Agnes Street, Lanark Way, Woodvale Park and Peter's Hill, The work included resurfacing, emphasising pedestrian-priority areas, planting and street furniture. Associated work includes hanging baskets and street lighting embellishments at the main junctions.
- The Renewing the Routes programme have contributed significantly to the physical regeneration of the greater Shankill area including: Shankill Road Gateways, West Belfast Orange Hall, Woodvale Presbyterian Church, West Kirk Presbyterian Church, Shankill Rest Garden, and Shankill Library.
- A 'Family Tree' sculpture has been erected in Woodvale Park.
- A bronze sculpture has been erected In Brown Square.
- A Community Safety network was established as one of the task groups of the Greater Shankill Neighbourhood Renewal Partnership.
- Woodvale Park was selected as part of the Safer Neighbourhood Antisocial Behaviour Pilot programme. The council worked with community groups and members of the public to create an action plan for the park.
- Groups in the area have received grant funding from Community Services, Economic Development, Culture and Arts and Sports Development.
- Plans have been progressing steadily on the development of the Woodvale HUB (Hybrid Use Building), a proposed social and recreational facility in Woodvale Park.

Outstanding issues/actions:

- Development of tourism, arts and culture
- Promoting healthy lifestyles and physical activity

- Community Safety
- Support services for older people

Other key projects in the area that may have implications for the council:

- LIAG project (Local Implementation Action Group)
- Greater Shankill Healthy Living Centre - delivery of services and activities
- Development of the Sports Forum
- Development of facilities management agreement between the council and Shankill FC for the running of the Hammer Pavilion
- Cultural tourism product
- Proposed implementation of the key projects within the Strategic Regeneration Framework.

5. East Belfast Neighbourhood Renewal Partnerships

1. Inner East Belfast Neighbourhood Renewal Partnership

The Partnership carried out a review of its action plan in January 2009. At its meeting in March 2009, the Partnership decided that it would meet once every two months instead of monthly.

Priority areas: development of Templemore Avenue, Holywood Arches, Newtownards Road, link with Titanic Quarter, transportation, housing, Connswater Community Greenway, educational achievement, lack of youth facilities, weak and ad hoc community infrastructure, interface tension and crime.

Council involvement to date: In addition to the statutory functions that the council carries out in the area, a number of specific actions have contributed to the delivery of NR:

- A formal response has been made to the NR action plan
- An Information directory has been compiled detailing services and staff operating in the area
- A formal response has been made to the action plan and a proposed plan to deliver council actions has been drafted for council.
- A council officer is currently represented on the Partnership.
- A Neighbourhood Development Officer has been appointed to work with the NR representative and the Partnership to help co-ordinate delivery of NR actions pertaining to council.
- It was agreed by the partnership that the seven actions relating to physical regeneration and transportation would be best placed in the East Belfast Strategic Regeneration Framework.
- The council has been an active partner in the planning of the Connswater Greenway Project and will contribute over £3 million to its development.
- Between 2007 and 2009 the council has invested in renovating parks in the area
- Groups within the area have received grant funding from Community Services and Economic Development

- Area profiles for the City Places associated with Inner East are being developed. These include East One, East Two, East Three and East Five.
- The Community Safety roaming warden scheme has worked in east Belfast areas over the past year in The Mount, Newtownards Road and Short Strand.
- Avoniel Park, Avoniel Leisure Centre, Orangefield Park and Dixon Playing Fields are part of the of Safer Neighbourhood Antisocial Behaviour Pilot.

Outstanding issues/actions:

- Physical regeneration projects-link to the development of the Strategic Regeneration Framework.
- Continued development of the Connswater Community Greenway
- Developing community infrastructure and capacity building
- Tension at interface and good relations
- Community safety and dealing with the fear of crime

Other key projects in the NRA that may have implications for council:

- Physical regeneration projects- linked to development of Strategic Regeneration Framework
- Connswater Community Greenway
- Titanic Quarter Development
- Newtownards Road 2012

Neighbourhood Renewal Action Plans: Implications for the council

To date, co-ordinated responses have been prepared for the 12 Neighbourhood Renewal Action Plans. The council has been highlighted as having a lead or a supporting role in nearly 600 specific actions regarding service delivery at a neighbourhood level. Whilst the majority of these can be addressed via co-ordination with the Council departments there are still a number of issues that need to be considered including:

- The council has been identified as a key partner in the implementation of Neighbourhood Renewal activity. Whilst all of the action plans have been developed, the main challenge is ensuring successful implementation.
- The total number of actions differs significantly between each action plan which may signify different levels of supporting capacity within each area.
- There are a number of key council service areas that have been identified as priorities in the plans including local economic development, community safety, community services, youth provision, alley-gating, physical renewal, cleansing, good relations, parks, sport and leisure, older people, well-being and the provision of advice services at a local level. This requires significant co-ordination. The council cannot deliver on these 600 specified actions independently as many other organisations have also been asked to contribute to the same actions. This requires significant work in building relations with a range of other partners including statutory organisations in order to successfully deliver Neighbourhood Renewal.
- The Neighbourhood Renewal areas do not align with any existing council boundaries which make monitoring or planning work difficult.

- Most council services are not currently structured or planned on a local basis which can make it challenging to respond to the programme.
- Many of the existing plans are already being reviewed at different times which also make co-ordination difficult.
- The likely transfer of Neighbourhood Renewal responsibility to councils through the Review of Public Administration.

**Belfast City Council**

Report to:	Development Committee.
Subject:	Glen Community Complex
Date:	10th June 2009
Reporting Officer:	Marie Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Siobhan Watson, SNAP Manager ext. 3579

Relevant Background Information

The Glen Community Complex (known as the Bacon Factory) is a community facility located on the Suffolk Road in the Lenadoon area of the City. The existing complex is currently within the ownership of North & West Housing Limited and is in need of a substantial upgrade. The aim of the re-development is to provide a 'fit for purpose' community facility that will create a shared space at the Lenadoon/Suffolk community interface and will support the delivery of various priorities within the Neighbourhood Renewal area. Upon completion of this project it is proposed that the ownership of the project will be transferred to a management board that will consist of representatives from Lenadoon Community Forum and Suffolk Community Forum.

DSD's BRO West team had agreed to undertake this project on behalf of the Lenadoon/Suffolk community and an application was made to SEUPB for Peace III monies to secure the project. This application was successful with an offer of £4,595,693 from SEUPB and £500,000 secured from Atlantic Philanthropies. A full detail of the project is contained within Appendix 1.

Key Issues

In December 2008, DSD approached the Council to advise that due to a legal issue they do not have statutory authority to act as a project promoter for the Bacon Factory site in so far as that term refers to an organisation taking receipt of EU funding (to itself) acquire land and to build and own community/commercial facility.

To this end, given that DSD were no longer in a position to deliver the project they requested that BCC considers taking on project promotion of the Bacon Factory development. SEUPB has indicated that this would be their preferred option in order to ensure that the project is completed within funding timescales and the project isn't jeopardised.

Following liaison with BCC officers it was agreed that the Council would undertake a due diligence exercise to ensure that all risks, costs and long term commitments to the project have been considered to enable Members to take a fully informed decision on how to move forward.

The assessment identified a number of key risks concerning scheme delivery, site ownership, site acquisition, scheme design, planning permission, procurement, construction period, long term sustainability and whole life cycle costs for the Council which are detailed in Appendix 1.

Given the risks identified, a number of options have been identified as a means of bringing the project forward.

Option 1: BCC acts as project promoter – preferred DSD and SEUPB position

The Council would be responsible for all EU funding management and ensuring delivery within the agreed timetable, site acquisition, planning, construction, ownership and management of the building upon completion. Given that this is EU funding the Council would need to be in a position to front load funding the programme and to claim back retrospectively.

Based on the issues raised in Appendix 1 this is considered as a high risk for BCC to consider.

Option 2: North & West Housing Ltd act as project promoter

North & West Housing Ltd currently owns the site and has confirmed their willingness to act as project promoter. They would be responsible for all of the activities highlighted above however they are in an advantageous position as they already own the site and are willing to undertake development activity which will assist with funding timescale specifications. North & West Housing would continue to own the building and provide a long term lease to community groups at a peppercorn rent. SEUPB will have to determine the eligibility of North & West Housing to be project promoter and a recipient of EU monies.

This is the preferred option for North & West Housing as they want to retain ownership and are anxious to move forward with development. This option provides the least risk to the Council.

Option 3: North & West Housing act as project promoter with DSD and BCC providing an oversight management role.

North & West Housing would assume the role of project promoter and retain ownership of the building. The offer from SEUPB would include a condition that DSD and BCC would have legitimate oversight and management responsibility for the project which would include addressing issues such as compliance with Shared Future requirements as detailed in Peace III funding requirements, corporate governance, and project completion and spend profile. This is to ensure sufficient rigour to allow completion of the project and to achieve spend targets set by SEUPB.

This option is feasible as a way to move the project forward with all parties involved and further detail would be required regarding the role of BCC within such a corporate governance framework.

Based on the three options identified and the supporting information within Appendix 1, Members are asked to give consideration to the most suitable option for moving the Bacon Factory project forward.

Resource Implications

Human Resources

Co-ordinated by the SNAP Manager

Recommendations

Members are asked to:

1. Note the contents of the report
2. Agree to the most appropriate option for delivery of the Bacon Factory project

Decision Tracking

Recommendation 2:

Following approval by Committee, the development of a project plan for the preferred option selected will be actioned by Siobhan Watson, SNAP Manager.

Time line: November 2009

Reporting Officer: Marie Thérèse McGivern

Key to Abbreviations

DSD Department for Social Development
BRO Belfast Regeneration Office
SEUPB Special EU Programmes Body

Documents Attached

Appendix 1 Bacon Factory information

BLANK PAGE

APPENDIX 1

Glen Parent Community Complex (The Bacon Factory)

The project

The Glen Community Complex (known as the Bacon Factory) located on the Suffolk Road is in need of substantial upgrade and redevelopment. The aim of the redevelopment is to provide a fit for purpose community facility that will create a 'shared space' at the Lenadoon/Suffolk interface and will support the delivery of various peace and reconciliation and regeneration priorities of the Neighbourhood Renewal area.

The objectives of the project as detailed in the economic appraisal are:-

- To better utilise the Glen Community complex in a way that effectively addresses the community, social, economic and physical regeneration needs of the Lenadoon/Suffolk NR area.
- To secure the continuation and enhancement of community services and community capacity in the Lenadoon and Suffolk estates.
- To continue to promote a shared future at the Lenadoon/Suffolk interface.
- To ensure that the delivery of community based services are compliant with legislative requirements.
- To develop a social economy project through the provision of retail/commercial units on the ground floor of the proposed new development.

Site ownership

The Bacon Factory site is owned by North & West Housing Ltd. North & West have developed 125 houses on the surrounding site and expressed a reluctance to sell the building as they are eager to undertake the development of the complex themselves.

Project promotion and funding

DSD BRO West team have undertaken this project on behalf of the Lenadoon and Suffolk Community Forums and made an application to SEUPB for Peace III monies to develop the site.

An economic appraisal was completed which identified the preferred option on the site as the construction of a new four storey complex which would involve the purchase of the Bacon Factory from North & West Housing and the total demolition of the existing building. A new four storey complex will be constructed (including three ground floor commercial units).

The total cost of this option is £5,095,603. The request is for SEUPB to fund 90% of the project (£4,595,603) and the remaining 10% (£500,000) has been secured through Atlantic Philanthropies.

Proposed project management

Whilst DSD has adopted the role of project promoter, upon completion of the project, DSD will transfer the ownership of the new complex to a newly formed

management board which will consist of representatives from Lenadoon Community Forum and Suffolk Community Forum.

Legal issues re project promotion

On 5th November 2008, DSD contacted its Departmental Solicitors Office (DSO) to ascertain;

1. That DSD can be the project promoter
2. That DSD can be a landowner using Peace III monies to purchase the land
3. That DSD can be a project deliverer (a body that contracts with a construction company via the Department for Finance and Personnel's Central Procurement Directorate, to build a 'community facility' building and
4. That DSD can retain ownership of the building having been the deliverer of the project

The DSO provided a negative response stating that the DSD does not have the statutory authority to act as a project promoter in so far as the term refers to an organisation taking receipt of EU funding to (itself) acquire land and to build community/commercial facilities.

Involvement of Belfast City Council

To this end, DSD approached BCC in December 2008 to request that the council considers taking this project on. SEUPB have confirmed that the Council would be their preferred option for project promotion in the absence of DSD undertaking this role to ensure that the project isn't jeopardised.

Following liaison with BCC Officers it was agreed that the Council would undertake a due diligence exercise to ensure that all risks, costs and long term commitments to the project were fully considered prior to taking it for consideration to the Development Committee.

Due Diligence

As part of the due diligence exercise a range of documentation was requested and examined including:-

- Economic Appraisal
- Legal correspondence from DSD's Solicitors
- Architects plans for the development of the site (2005)
- Title deeds for the property
- Costings for the scheme
- CPD guidance for the development of the site
- Timetable for implementation of the scheme which was provided to SEUPB (this assumes that the project will commence in December 2008)
- Proposed corporate governance for the project

A series of meetings were held with DSD, SEUPB and North & West Housing to discuss the best way to move the project forward within the designated timescales.

Internal meetings were held with the Core Improvement Team) to examine the feasibility of the project and the council procedures that it would need to be examined within in particular the project management requirements and the gateway process.

Risks

Based on the information provided above, a number of potential risks were identified. These can be detailed as follows:-

1. Project Funding

The implementation of the programme is dependent on funding from SEUPB. The funding has been secured and SEUPB is in a position to issue a Letter of Offer as soon as a project promoter is agreed.

Given that this is EU funding, a range of terms and conditions are attached to the Letter of Offer which includes timescales for funding and project implementation. If there are any delays to the project's implementation then the project could be jeopardised. In addition to this, if BCC accepts the project promotion role then it must accept the terms and conditions of funding and would be liable for the project if it falls outside of the timeframes for funding. The Peace III programme closes in 2013 which means that the project must be fully delivered; funding receipted and vouched prior to this deadline. SEUPB has confirmed that they are willing to be flexible with regard to spend targets within this timeframe.

Another key issue with funding such a project is that the Council would have to consider front loading the funding of the project and then claiming retrospectively. This would need to be built in to any estimate setting processes for the council.

2. Site acquisition and ownership

North & West Housing Ltd are the current owners of the site. The economic appraisal is based on the premise that North & West Housing are willing to sell the site in order for the project to proceed. However, following a series of discussions with North & West Housing they have confirmed that their preferred option would be that they retain ownership of the site and undertake the development themselves.

If site acquisition cannot be agreed then the proposed project might not proceed as there could be significant delays in negotiation which will impact upon funding timescales.

3. Construction Timetable

There is no agreed scheme in place for the project which could further cut into the timeframe for the project in order to get this agreed.

Planning permission for the development of the site has not yet been applied for. This could take a number of months to secure which could have implications for the delivery of the project. Exploration is underway to look at the submission of a planning application by DSD that could speed the process up.

BCC has undertaken an analysis to look at the length of time that would be required to get the project completed which does not take account of any potential delays that have been highlighted as part of the due diligence exercise e.g. delays in site acquisition. Based on the existing drawings that have been provided for the programme it suggests that the BCC could be on site by the second half of 2010 and a build period of up to 18-20 months to June 2012. This is a high risk for the council unless site acquisition is clarified and the SEUPB timetable is aligned with design/construction.

4. Current Tenants

The economic appraisal states that the current commercial tenants within the building do not have leases and have agreed their willingness to decant. However, given the length of time the tenants have been at the site they would have rights under the Business Tenancy Act which would need to be coasted into the project. Negotiations with the tenants could further elongate the process and delay commencement of the project.

5. Sustainability of the project

Funding has been secured for the site acquisition, design and build. The economic appraisal also identifies a potential income of £35,000 from the commercial units which will contribute to the buildings running costs when it is transferred to the management board. Core costs for the main community group located in the building are also secured by DSD until 2011. A core requirement of the Peace III monies is that the project will provide a range of activities to demonstrate its approach to a Shared Future. How will all of this be sustained in the future? Who will take responsibility for funding these programmes and activities? The future sustainability of the project following the end of this funding period needs to be factored in to future planning for the project as it could represent a long term cost for the council.

Potential options for project development

Given all of the key issues raised above, a number of options have been identified as a proposed way forward to ensure that the project is delivered as soon as possible so as not to jeopardise the funding package that has been secured. The three options identified are detailed as follows:-

Option 1: BCC acts as project promoter for the site

BCC taking on promotion of the site is the preferred option for SEUPB and DSD. Council would take on the role that DSD had planned to undertake as detailed in the economic appraisal.

This would mean that Council would be the recipient of the Letter of Offer and its terms of conditions, accept liability for the development of the project, management of all contracts pertaining to the project, planning applications, site acquisition, design and construction, potential ownership and maintenance of the building upon completion and on-going monitoring and evaluation of the project in line with the Letter of Offer. The Council would have to ensure that the project is delivered within EU funding timescales and that there are no significant delays to the projects implementation.

Given that this is an EU funded project the Council would need to look at how it could front load funding for the various stages of the project and to retrospectively claim this from SEUPB. Given the level of monies associated with this project this would need to be factored into the Council's budget setting process to ensure that this would be possible to do. SEUPB have indicated a willingness to negotiate around spend targets.

This is considered as a high risk option for the council given all of the key risks that have been identified above which could impact on the delivery of the programme within the timescale.

Option 2: North & West Housing acts as project promoter for the site
North & West Housing has confirmed that this is their preferred option and they would become the recipient of the Letter of Offer and all of the necessary terms, conditions and liability within that.

North & West Housing are the current owners of the site and are keen to retain the building as they own and manage the houses that they have built in the surrounding area. This option would remove any issues around delay to the project due to site acquisition negotiations.

North & West Housing would undertake all of the construction work and would retain ownership of the building. A condition of this approach would be that a long term lease (999 years) would be drawn up for the community groups that are in the complex and a 'peppercorn' rent would be charged to the community groups. A proportion of the income generated from the rental charge to the retail businesses on the ground floor would be directed to covering the maintenance of the building.

SEUPB will need to carry out the necessary checks to ensure that North & West Housing can become a recipient of Peace III monies. One of the key issues that they have already identified is that they need to ensure that North & West will comply with the principles of a Shared Future and to ensure that the Peace III outcomes are achieved when the physical build is completed. This is one of the key reasons why SEUPB has a preference for the Council to undertake this role as it is bound by Shared Future principles.

This option is considered as a low risk for council as North & West Housing will be assuming all responsibility.

Option 3: North & West Housing acts as project promoter with DSD and BCC providing an oversight management role

This option will consider North & West Housing assuming the role of project promoter and retaining ownership of the building as detailed in Option 2. North & West Housing have also identified that this is an Option that they would be content to move forward with.

In order to address the issues raised by SEUPB regarding Shared Future outcomes and community linkages as detailed in Peace III funding requirements, DSD and BCC could undertake an oversight role for the project which would address corporate governance, project completion, spend profile targets.

SEUPB would issue a Letter of Offer to North and West Housing Ltd but this offer would include a condition that DSD and BCC would have a legitimate oversight and management responsibility for the project.

DSD have put forward proposals that a Project Assurance Team (PAT) would take on the role of overseeing and managing corporate governance, project completion and spend profile. Such an approach should be sufficient to allow completion of the project and achieve spend targets set by SEUPB.

The PAT would be responsible for reporting to a Project Management Board on areas of concern/risk in relation to the management of the project and it will ensure that the terms and conditions within the Letter of Offer, legal agreements etc are being met and that the project risks are being monitored and managed. It is suggested that members of the Project Management Board will include DSD (BRO), BCC, DFP (CPD), North & West Housing and Lenadoon/Suffolk Neighbourhood Partnership.

The suggested roles and responsibilities for BCC within this option is to participate on both oversight teams, to provide technical advice around planning and project management to the Project Management Board.

The proposals around this have been considered by Legal Services who have advised that whilst this option is feasible for council further detail would be required regarding the role of BCC within such a corporate governance framework. This can be addressed in due course.

This option is considered to be a low to medium risk for the council.

Way forward

Given the information and risks as detailed above, a decision needs to be taken as a matter of urgency regarding Belfast City Council's role in the Glen Community Complex project as detailed in the Options.

**Belfast City Council**

Report to:	Development Committee
Subject:	Economic Downturn Task Group
Date:	10 June, 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470

Relevant Background Information

In the wake of the current economic crisis the Committee has received ongoing reports on the impact on the City. The Committee agreed to set up an all-Party joint officer Task Group to further address the issue and keep up momentum. The Group met for the first time on 12 May, 2009.

Key Issues

The meeting was a lively and very constructive discussion on the response to the economic downturn. The Group reviewed the actions agreed by Committee and an update of these is attached at Appendix 1.

The Group contributed further ideas in relation to the current situation these included:

- Ensuring that the work the Council is doing on the issue gets as wide coverage as possible;
- The need to have the joint Strategic Policy and Resources Committee and Development Committee meeting on the issue;
- To look particularly at the role of taxi drivers and tour bus operators in relation to the tourism effort in the City;
- To ensure the Belfast City Council/Departmental Group agreed with the Minister in the Department of Regional Development is now set up to address more rapidly key issues on arterial routes;

- For the Committee to consider the OECD report, which has been prepared and which was deferred earlier in the year.

Committee are asked to approve the inclusion of these issues in the action list so they can be achieved and monitored.

The Group intends to meet monthly.

Resource Implications

The Group operates as a think-tank and has no specific budget.

Recommendations

Members are asked to note the report and update and to approve inclusion of stated actions in the overall action plan.

Key Abbreviations

OECD – Organisation of Economic Co-operation and Development

Documents Attached

Appendix 1 – Development Committee/Department Response to the Economic Downturn

APPENDIX 1

DEVELOPMENT COMMITTEE/DEPARTMENT RESPONSE TO THE ECONOMIC DOWNTURN

AREA	ACTION	DATE	UPDATE	RESPONSIBLE OFFICER
LEADERSHIP	<ul style="list-style-type: none"> ▪ Create a departmental task team to develop and direct actions assisted by a member advisory group. 	March 09	Done first meeting	M-T McGivern
	<ul style="list-style-type: none"> ▪ Create and frame an effective response to the economic downturn. 	March 09	Ongoing	M-T McGivern
	<ul style="list-style-type: none"> ▪ Work with local partners to plan an integrated and comprehensive local response with the private, public and community sectors 	March 09	Work beginning with retail and hospitality sector. Meeting first Wednesday of ever month	M-T McGivern
	<ul style="list-style-type: none"> ▪ Work with strategic partners across the City to enhance the critical role of education. 	March 09	Employment and Skills Board addressing the issue	M-T McGivern
	<ul style="list-style-type: none"> ▪ Create a “war partnership” with the tourism and retail sectors to maximise opportunities. 	March 09	Done and meeting monthly	M-T McGivern
	<ul style="list-style-type: none"> ▪ Invite the 5 Area Partnership Boards to joint talks on analysis and response to the down turn. 	March 09	Invitation issued	M-T McGivern
	<ul style="list-style-type: none"> ▪ Commission work on addressing the issue of the number of citizens with no formal qualifications 	March 09	Baseline analysis completed. First meeting of the Employment and Skills Board held.	M-T McGivern.
	<ul style="list-style-type: none"> ▪ Continuously monitor the external environment, trends and implications. 	March 09	Ongoing	M-T McGivern

AREA	ACTION	DATE	UPDATE	RESPONSIBLE OFFICER
ECONOMIC DEVELOPMENT	<ul style="list-style-type: none"> LED Plan to be refocused on unemployment alleviation and economic inactivity and helping existing businesses to grow. 	March 09	Ongoing – series of events underway from April 2009 including six “beat the recession” workshops with follow up 1-2-1 mentoring available	LM
	<ul style="list-style-type: none"> New initiative on local procurement promotion 	March 09	Event in Waterfront Hall 4 June: 80 companies, 5 buyers participating	LM
	<ul style="list-style-type: none"> Develop new supply chain initiatives to promote local companies 	March 09	Follow-up activities from Waterfront Hall event to be organised	LM
	<ul style="list-style-type: none"> Consider Council apprenticeships through Fac Management/ Building Cont/Parks/other areas 	March 09		
	<ul style="list-style-type: none"> Agree to pay creditors inside 10 days 	March 09		
	<ul style="list-style-type: none"> Continue offering support and advice through Belfast Entrepreneurs Network (BEN) 	March 09	One networking event per month taking place – average attendance 50 businesses	LM
	<ul style="list-style-type: none"> Continue with Independent Retail Support Action Plan 	March 09	Five masterclasses just completed: new programme of activity being planned at present	LM
	<ul style="list-style-type: none"> Refocus employability work to take account of recent or potential redundancies 	March 09	Plans underway for events in leisure centres and community centres	LM
	<ul style="list-style-type: none"> Push major suppliers for sponsorship/additional benefits for Council purchases 	March 09		
	<ul style="list-style-type: none"> Create Business Fora to focus on local actions 	March 09		

AREA	ACTION	DATE	UPDATE	RESPONSIBLE OFFICER
PLANNING AND REGENERATION	<ul style="list-style-type: none"> ▪ Review current Arterial Routes programmes and seek to build on what has been achieved 	March 09	Review of activity ongoing with regular updates to Committee. Proposal to bring paper to Committee on future development of this activity in Autumn.	K. Sutherland
	<ul style="list-style-type: none"> ▪ Advocate for further transport infrastructure initiatives 	March 09	First phase completed with the adoption of Transport policy for Council in June. Further detailed priorities to be developed in accordance with policy	
	<ul style="list-style-type: none"> ▪ Complete the Belfast City Local Transport Strategy 	March 09	Council Transport Policy element now adopted and approval secured for development of Travel Plan for the Council as an organisation	K. Sutherland
	<ul style="list-style-type: none"> ▪ Increase and enhance working with local community to improve decision-making related to planning 	March 09	Ongoing advice to external organisations and groups including provision of assistance to the Greater East Belfast Partnership Board for production of planning guidance documents for Newtownards Road. Co-ordination of responses to site specific elements of the Metropolitan Area Plan	K. Sutherland
	<ul style="list-style-type: none"> ▪ Lend support and encouragement to the completion of key City infrastructure projects 	March 09	Co-ordination and provision of advice in relation to significant proposals and strategies ongoing; eg Titanic Quarter, DSD Masterplans, regeneration projects	K. Sutherland

AREA	ACTIONS	DATE	UPDATE	RESPONSIBLE OFFICER
ESTATES	<ul style="list-style-type: none"> Consider permitting tenants to pay monthly rather than quarterly 	March 09	In consideration	S. McCay
	<ul style="list-style-type: none"> Agree short-term lettings 	March 09	In consideration	S. McCay
	<ul style="list-style-type: none"> Review service charges with a view to reduce level 	March 09	In consideration	S. McCay
	<ul style="list-style-type: none"> Continue investment plans for the Gasworks expansion 	March 09	Ongoing	S. McCay
	<ul style="list-style-type: none"> Review procurement methodology to assist smaller companies to secure work and to speed up awards of contracts 	March 09	Ongoing	S. McCay
	<ul style="list-style-type: none"> Consider spreading project work to support more contractors rather than just using one firm 	March 09	In consideration	S. McCay
	<ul style="list-style-type: none"> Continue multiple discount to Friday market traders and quarterly payers on Saturday market 	March 09	Under review	S. McCay
	<ul style="list-style-type: none"> Review market stall fees – no increase in current year? 	March 09		
	<ul style="list-style-type: none"> Promote Value for Money in markets 	March 09	Ongoing	S. McCay
	<ul style="list-style-type: none"> Continue regular contact with market traders to consider new initiatives 	March 09	Regular meetings established	S. McCay
<ul style="list-style-type: none"> Continue regular contact with developers for intelligence on private sector investment plans 	March 09	Ongoing	S. McCay	

AREA	ACTIONS	DATE	UPDATE	RESPONSIBLE OFFICER
TOURISM	▪ Promote exchange rates apps to Eurozone	March 09	Ongoing	S. McCay
	▪ Focus on “Belfast for Free” promotion	March 09	Done	S. McCay
	▪ Develop “Cheap & Chic” out of “luxury” product	March 09	Ongoing	S. McCay
	▪ Develop special discount travel offers between Dublin/Belfast	March 09	In discussion	S. McCay
	▪ Promote “free space” in Belfast parks	March 09	Summer Programme	S. McCay
	▪ Workshops for tourism sector on managing through credit crunch	March 09	Ongoing	S. McCay
	▪ Expand discount voucher promotion	March 09	Ongoing	S. McCay
	▪ Special rates for returning conference delegates	March 09	In discussion	S. McCay
	▪ Continue HARTE skills programme for retail and hospitality	March 09	Ongoing	S. McCay
	▪ Continue targeted marketing campaign in NI, GB, RoI	March 09	Ongoing	S. McCay
	▪ Continue support of Translink/Chamber for special promotions	March 09	Ongoing	S. McCay
	▪ Develop Evening Economy Group into Retail Focus Group	March 09	Done and meeting	S. McCay

AREA	ACTIONS	DATE	UPDATE	RESPONSIBLE OFFICER
CULTURE AND ARTS	<ul style="list-style-type: none"> ▪ Implement “Test Drive the Arts Initiative” 	March 09	<p>In the process of contracting Audience N.I. who have received match funding from ACNI to deliver the programme. Immediate start currently working up programme table of activities £25,000 from BCC - match funded 25,000</p> <ul style="list-style-type: none"> • Widens access • Develops new audiences/ business • Markets cultural product • Strengthens partnership working with lead organisations • Develops a new model of practice for Belfast/ Northern Ireland 	SMcC/DR
	<ul style="list-style-type: none"> ▪ Tailor training to arts organisations current challenges 	March 09	<p>Have instructed Arts & Business in the mentoring phase of the Annual Funding Training programme to include impacts of Economic Downturn on arts organisations and identify potential weaknesses in each of the organisations and assist in a remedial plan if appropriate.</p> <p>Costs are absorbed into the training programme which had been set for £10,000 for mentoring programme.</p>	SMcC/DR
	<ul style="list-style-type: none"> ▪ Promote skills development for sustainability 	March 09	<p>Skills programmes are being set up for</p> <ul style="list-style-type: none"> • Heritage partnering with university of Ulster, young roots programme, engaging young people to look examine youth identity through culture and built heritage (product development for the city) - £5,000 • Festivals , Carnival skills development for 	SMcC/DR

		<p>artists and participants (employment skills development) - £5,000</p> <ul style="list-style-type: none"> • Community Festivals skills development bespoke mentoring programme set up for 10 community festival organisations (Building capacity of community programme) - £5,000 • Professional Festivals – In discussions with Members of the Festivals Forum 	
	<ul style="list-style-type: none"> ▪ Explore new partnerships with NICVA, Vol Arts Ireland and Visual Arts Ireland for joint commissioning 	March 09	<p>Ongoing discussions with stated partners</p> <p>SMcC/DR</p>
	<ul style="list-style-type: none"> ▪ Promote shared services within arts organisations 	March 09	<p>Through the Festival forum – exploring potential to link and share Box Office ticketing systems, and marketing of festival activity</p> <p>SMcC/DR</p>
	<ul style="list-style-type: none"> ▪ Continue Festivals Forum programme – research economic impact of festivals 	March 09	<p>Participate I – Harnessing cultural value in tough economic times Conference took place at the end of March and engaged some of the UK leading consultants to present at a one day conference in Belfast, attended by the arts, tourism, and voluntary sector. Hailed a resounding success by delegates.</p> <p>Participate II has been scheduled 25th February 2010 -£15.000. Also working with Millward Brown and UU who have been commissioned to carry out economic impact research on ten festivals.</p> <p>SMcC/DR</p>

AREA	ACTIONS	DATE	UPDATE	RESPONSIBLE OFFICER
COMMUNITY SERVICES	<ul style="list-style-type: none"> ▪ Continue financial aid to 5 advice consortia in receipt of BCC funds and consider increase 	March 09	<p>Administration of £807,740 to 5 advice consortia across the City. This includes £469,902 levered funding from DSD in 2009/10. Contracts have been issued and where monitoring returns for 2008/09 grant have been acceptable, payments issued. Contracts for the DSD funds just secured will be issued in advance of July break.</p> <p>Continuing support and challenge to the consortia advice providers to ensure equitable access to services and to develop access via new technologies.</p>	C. Taggart
	<ul style="list-style-type: none"> ▪ Review revenue grant contributions for community managed and owned facilities and consider increase 	March 09	<p>Pending receipt of satisfactory monitoring returns, Revenue Grant contracts will be issued and payments processed. Due to limited funds, the increase was restricted to 3%.</p> <p>Officers have successfully negotiated against the threat of a reduction in the DSD CSP contract due to the central Government efficiency programme, which had been proffered as up to 10%. The DSD LOO for 2009/10 of £1.584m (5% increase on previous year).</p>	C. Taggart
	<ul style="list-style-type: none"> ▪ Review grant aid for youth work and consider increase 	March 09	<p>Summer schemes allocation of £164K to 81 community operated schemes across the City.</p> <p>A further 28 summer schemes in Belfast City Council community and play centres during</p>	C. Taggart

			summer 2009 equating to 120 weeks of activities for children and young people aged 5-18.	
	<ul style="list-style-type: none"> ▪ Create a bigger and better children and young people's programme for the summer 	March 09	Delivering 3 central events during the summer, each with its own theme and free of charge: Our City – 22 July in Sir Thomas and Lady Dixon; Party in the Park – 29 July at Barnett's Demesne and National Play Day – 5 August at Sir Thomas and Lady Dixon Park.	C. Taggart

AREA	ACTIONS	DATE	UPDATE	RESPONSIBLE OFFICER
EVENTS	<ul style="list-style-type: none"> Continue provision of free public events 	March 09	Continued annual programme of free events less New Year's Eve /Last Night of the Proms (efficiency agenda cost savings)	TH/GC
	<ul style="list-style-type: none"> Continue preparation of 3-year corporate events strategy 	March 09	Commissioning of Events Research – 'Gaining Competitive Advantage' – Assessment of 10 Key European cities (+ Chicago) to gather examples of events strategies/plans/funding programmes in order to inform future events strategy for Belfast. Need to identify new approaches to current events, potential new opportunities from other European cities, and creation of new unique events for Belfast (e.g. Urban Trans)	TH/GC
	<ul style="list-style-type: none"> Analyse current events surveys to identify more customer focused delivery mechanisms 	March 09	Need to assess post event results from MB Market Research into current events programme, and feed into wider research into City Events Strategy.	TH/GC
	<ul style="list-style-type: none"> Scan event trends for market changes 	March 09	Included as part of research to support City Events Strategy.	TH/GC
	<ul style="list-style-type: none"> Identification of new sources of funding 	March 09	Challenging economic climate makes this difficult, but research potential to utilise current major key suppliers to BCC as partners, as part of future tender processes.	TH/GC

	<ul style="list-style-type: none"> ▪ Identification of new partners to assist in delivering events 	March 09	Working with BVCB, BCCM, and NITB to identify 'added value' opportunities. Potential for other service suppliers (e.g. hotels) to assist in 'packaging'.	TH/GC
	<ul style="list-style-type: none"> ▪ Maximise Tall Ships opportunity 	March 09	Target public attendance target of 400,000, with economic benefit of £10m. Partnership working with all major public agencies, with BVCB providing marketing support	TH/GC

AREA	ACTIONS	DATE	UPDATE	RESPONSIBLE OFFICER
WATERFRONT/ ULSTER HALL	<ul style="list-style-type: none"> ▪ Review product offer and pricing strategies for hire of facilities and ticket pricing 	March 09	<p>Waterfront/Ulster Hall product offer/pricing/partnership working are key themes.</p> <p>Competitive pricing policy, held this year with future alignment to RPI.</p> <p>Continue to monitor and review pricing policy for both venues against competitors/market levels. Also offering loyalty discount to returning conference clients.</p> <p>Strong association conference market, weak corporate meetings market.</p> <p>Working with Audience NI in relation to Test Drive the Arts/Accessible discounted ticketing strategies.</p> <p>Changing face of promoter ‘map’ within the city with new promoters emerging, challenging the previous ‘cartel’ system.</p> <p>Research commissioned in relation to the need for Convention Centre/Exhibition facilities – need for multi agency approach to identify key development options.</p>	TH
	<ul style="list-style-type: none"> ▪ Increase advertising and promotion in RoI 	March 09	Context of Dublin Conference Centre opening in 2010, and strengthening £ against euro. BVCB research however	TH/JCP

			not identifying ROI as significant growth market as mainly have UK comparator organisations.	
	<ul style="list-style-type: none"> ▪ Increase business destination marketing in RoI 	March 09	Supporting editorial features in partnership with BVCB.	TH/JCP
	<ul style="list-style-type: none"> ▪ Increased conference and business trade advertising 	March 09	Supporting editorial features in partnership with BVCB.	TH/JCP
	<ul style="list-style-type: none"> ▪ Strengthened local partnerships with Tourism sector 	March 09	Re-establishing partnership with Hilton as main conference hotel, with flexibility to negotiate rates. Working with BVCB and city hotels group to identify key opportunities/packaging/joint Ambassador Programme.	

AREA	ACTIONS	DATE	UPDATE	RESPONSIBLE OFFICER
COST-CUTTING/ TRANSFORMATION	<ul style="list-style-type: none"> ▪ Re-engineer services to take costs out and realign to front line 	March 09	<ul style="list-style-type: none"> ▪ Implement tighter controls over repairs & maintenance costs ▪ Implement tighter controls over inventory ▪ Review capital & revenue plans in line with resources available ▪ Review value for money from suppliers, negotiating rates ▪ Rationalise employee assets ▪ Review funding sources to identify if any new sources of funding <p>Cost reductions from 08/09 to 09/10: £140k in the following areas -</p> <ul style="list-style-type: none"> ▪ Training ▪ Repairs ▪ Insurance ▪ Advertising & marketing ▪ Conference & approved visits ▪ Hire transport & heavy plant 	
	<ul style="list-style-type: none"> ▪ Focus on financial diagnosis 	March 09	<ul style="list-style-type: none"> ▪ Monitor periodic variances, using these as indicators and early warning systems, taking action where needed ▪ Improve budgeting and forward planning 	

	<ul style="list-style-type: none"> ▪ Embrace innovation and re-think delivery models 	March 09	<ul style="list-style-type: none"> ▪ Ensure strategy is in line with Council strategy ▪ Emphasise value for money, especially to ROI tourists ▪ 10-day target to pay suppliers ▪ One year freeze of planned rates increase for businesses ▪ Continually improve processes and services provided. ▪ Encourage staff to participate in continual improvement 	
	<ul style="list-style-type: none"> ▪ Build new skills capabilities 	March 09	<ul style="list-style-type: none"> • Improve the skills of budget holders, improving monitoring of finances. 	

**Belfast City Council**

Report to:	Development Committee
Subject:	Departmental Grant Aid Review
Date:	10 June, 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470

Relevant Background Information

Members will be aware that the Development Department was joined by Community Services and the Waterfront and Ulster Halls in April, 2007. As a result, a plan for the re-structuring of the whole Department was developed and endorsed by Committee in June 2009.

The plan included the complete review of 7 units: Waterfront Hall/Ulster Hall; Community Services; Business Support; Events; Arts and Tourism; Policy and the Markets.

In addition, the reviews would bring forward a re-structured Department and would seek to create unified systems and processes.

The plan also included the reformulation of the Capital City II strategy to include the new elements now in the Department. One of the identified processes was a review of grant aid provision and the desire to rationalise and unify, as far as possible, the existing grant streams.

Key Issues

The change management process within the Department has had major successes. A new strategy was confirmed by the end of 2007 and the various service unit reviews were also completed, however, due to the complexity of the issues approval for the re-structuring was not achieved until September 2008 and that new structure is currently being completed.

On the systems side, major change has been achieved to create single and unified approaches to business processing and performance management. As a result of this workload the Grants review has taken longer than was at first envisaged, but the process is now complete and the report seeks to set out the way forward and get approval for the next stages.

The current grant and funding streams in the Department are itemised and appended at Appendix 1. The portfolio is a wide one and analysis indicated that practice was very different between the various schemes. In particular, there were different systems in place and differing approaches to criteria, management information, performance management, review and evaluation. It was further clear that duplication and waste of resources was evident and that better alignment and outcomes could be achieved. In addition, when placed beside each other it was also deemed not to be user-friendly and had the potential for confusion to those who might seek to access grant aid.

In moving forward towards a new approach the following principles were used:

- The maximisation of community benefit;
- The simplification of the model to assist those seeking funding;
- Ensuring value for money, especially in relation to administration;
- Creating clear linkage between resourcing and need; and
- Putting in place strong frameworks for review and evaluation.

To achieve this a 3-point process has been developed, which subdivides a total pot of £3,565,693 into 3 tranches:

1. A new Community Access Fund for grants under £10K.

This would bring together the current streams of Community Development projects, Seasonal Play scheme, Community Chest, Rolling Programme for the Arts and Support for Sport into one new Access fund with a common application form and criteria based on building and supporting community activity.

The fund would currently stand at £323K.

2. An Annual Grants Fund

This would bring together the current streams of Community Revenue, Annual Arts Grants and Development and Outreach into one annual grants process with different application forms, but review criteria in relation to maximising community and organisational capacity building.

The fund would currently stand at £1,100,000.

3. A Multi-Annual Fund

This would maintain the already existing Multi-Annual Arts fund and would introduce the Multi-annual concept to community grants under the existing Advice Services and Capacity Building streams. In addition, the Revenue (non-Grant) scheme would also become a multi-annual scheme.

This would create a current Fund of £2,122,703.

The whole process will be underpinned by the setting up of a central grants unit to administer all grant aid so ensuring common practice and standards and separating out grant decision-making from administration and review. The unit will be enabled through the current re-structuring process.

In order to move forward Members approval is sought in principle to:

- Work up the framework for a new Community Access Fund, including application form;
- Work through the implications of an Annual Funding stream.
- Work through the implications of a Multi-Annual Funding stream;
- Devise systems and structures, as appropriate.

Members are also asked to agree a series of Party Briefings and the possibility of a Special Committee in August to consider the new framework.

Resource Implications

The Department currently dispenses £3,565,693 in grant aid in any year.

Recommendations

That Members:

- Agree in principle, to moving forward as outlined in the report;
- Agree to Party Briefings on the matter;
- Agree to a Special Committee to finally approve a new framework in August 2009.

Decision Tracking

Further to agreement and ratification that a approval of a new framework be sought at a Special Committee.
Timeframe: August 2009 Reporting Officer: Marie-Thérèse McGivern

Documents Attached

Appendix 1 – Summary of Current Grants Distributed

Development Department

Summary of Current Grants Distributed

Grant / Funding Stream	Summary
Advice Services	Annual funding: approx £783k No of awards: 14 Average award: approx £55k Annual awards
Capacity Building	Annual funding: approx £578k No of awards: 16 Average award: £31.5k Funding awarded in 3 bands: £25k, £30k, £40k Annual awards
Revenue	Annual funding: approx £540k No of awards: 73-77 Average award: £7.4k Annual awards
Revenue (Non-Grant)	Funding of 6 community centres which are Council owned and community managed
Community Development Projects	Annual funding: approx £55k No of awards: 100-110 Average award: £500 1-off grants
Seasonal Play Schemes	Annual funding: £175k No of awards: 70-80 Average award: £2-2.4k 1-off grants
Community Chest	Annual funding: £12k No of awards: 70-80 Average award: £156 1-off grants
Multi-Annual Funding	Annual funding: approx £508k No of awards: 11 Average award: £46k 3-year funding
Annual Funding	Annual funding: approx £415k No of awards: 43 Average award: £9.6k Annual funding
Rolling Programme	Annual funding: approx £20k No of awards: 11 Average award: £2.5k 1-off
Development & Outreach	Annual funding: approx £155k No of awards: 13 Average award: £12k 1-off
NEDP	Phase III Annual funding: £310k No of awards: 17 Average award: £18.2k 1-off grant
Support for Sport (Events)	Annual funding: £61k No of awards: 14 Average award: £4.4k 1-off grant

BLANK PAGE

**Belfast City Council**

Report to:	Development Committee
Subject:	Literary Tourism
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives ext. 3459

Relevant Background Information

The Cultural Tourism Strategy 'Developing Belfast's Opportunity' details the aim to support and develop new cultural tourism product development and to make specific areas of culture and heritage more accessible to visitors. Literary tourism is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. This could include following the route a fictional character charted in a novel, visiting particular settings from a story or tracking down the haunts of a novelist.

There is substantial potential for the development of literary tourism in Belfast. The UK currently features number one in a list of the top ten literary destinations of the world compiled by TripAdvisor and literary tourism contributes up to £2.6 billion a year to the British economy. Unquestionably, Belfast now attracts global literary renown. Our roll-call of talent ranges from Brian Moore, Michael Longley, Derek Mahon and the Nobel Laureate Seamus Heaney. Subsequent generations have included talents equally distinguished and distinct: Bernard McLaverty, Paul Muldoon, Medbh McGuckian, Ciaran Carson, Frank Ormsby, Tom Paulin, Gerard Dawe, Sinead Morrissey and Glenn Patterson.

Belfast's literary heritage has an important role to play in 'place-making' and is an important dimension in the marketing of Belfast as an international destination.

Key Issues

The Tourism Development Unit has commitment from NI Tourist Board, Tourism Ireland and the Arts Council NI to work in partnership to develop literary tourism in Belfast:

“Literary tourism would be an excellent addition to the list of tourism products in Northern Ireland and will give visitors a chance to explore our rich literary heritage and experience our thriving contemporary scene. This initiative would add momentum to the good work that has already been done to highlight Northern Ireland’s strong connection with CS Lewis. At a time when visitor numbers continue to grow it is important that we continue to develop authentic experiences such as this, to add depth to Northern Ireland’s reputation as a must-see destination.” Northern Ireland Tourist Board

“Ireland has given the world great plays prose and poetry and for millions around the world our literary heritage is their first connection with the character and characters of Ireland. We love a good story well told and the promotion of literary tourism will engender greater appreciation of Belfast’s impressive literary CV.” Tourism Ireland

Based on leading Case Studies from the UK’s Centre for Tourism and Cultural Change such as ‘Developing the Potential of Literary Tourism’ and Dublin’s Literary Tourism initiatives, this will include the following new products and initiatives:

1. The Development of Literary Tours and Trails - Belfast City Council has piloted literary walking and coach tours of Belfast which are designed to provide a snapshot and celebrate our literary heritage. ‘In the Footsteps of CS Lewis’ tour shows how the author’s life and work is very firmly rooted in the places, people and traditions of early 20th century Belfast. The Belfast Literary Walking Tour assists you as you journey through the literary city and the many shades of our history, taking you from the splendour of City Hall or the lives commemorated in Writer’s Square, to back alleys and quiet suburban streets across the City where the finest of our writers lived. Following successful pilots of these tours, plans are to make them a permanent, weekly fixture.

2. An MP3 tour of the above which would be downloadable from all tourism websites. It would enable visitors to take a self-guided tour of Belfast’s literary highlights.

3. Establishing Partnerships and Networks - using the success of models such as late night art and music tourism to work in partnership with all current providers to develop and promote literary tourism, including the Belfast Book Festival, Linen Hall Library, Central Library, Queen’s University, Seamus Heaney Centre for Poetry, Between the Lines Festival, Belfast Festival at Queen’s, Féile Festival, Cathedral Quarter Arts Festival, CS Lewis and literary societies, Belmont Tower, Culture Northern Ireland, publishers and booksellers. Working in partnership with all of these organisations will increase the profile and impact of our literary product to domestic and out-of-state visitors.

4. Increasing and developing Literary Events - working with ACNI and programming partners to increase the variety and number of literary events (such as readings, lively discussions and creative workshops for all ages) and ensure they are spread throughout the year. These will reflect our literary heritage and the changing modern city, and deliver an enhanced experience for our visitors.

5. Effective marketing of Literary Tourism - The themed products are supported by coordinated information and marketing in partnership with BVCB. Along with Belfast’s literary heritage, we will be promoting our vibrant writing culture.

- *E-marketing*: Work in partnership with CultureNI and NITB to support a literary portal which would feature fully searchable events listings (CNI is Arts Council NI’s strategic online vehicle to promote culture and the only online events listings service in Northern Ireland). This would also use the latest web technology to allow audiences to listen,

watch and read in their own time. It will be linked to gotobelfast.com and Tourism Ireland in order to facilitate an international e-marketing campaign.

- *International marketing*: Tourism Ireland will promote Belfast's literature and new products internally by organising a series of media trips familiarisation trips, and externally to raise the profile of Belfast and its writing scene internationally and increase tourism revenue from this market.

Resource Implications

£58,000 which has been provided within the Tourism budget for implementation of the action plan.

Recommendations

It is recommended that Committee consider the proposal to develop literary tourism in Belfast and agree to a spend of £58,000 for its delivery.

Key to Abbreviations

NITB	Northern Ireland Tourist Board
BVCB	Belfast Visitor and Convention Bureau
ACNI	Arts Council of Northern Ireland
TI	Tourism Ireland
CNI	Culture Northern Ireland

BLANK PAGE

**Belfast City Council**

Report to:	Development Committee
Subject:	Belfast Shopping Festival 2009
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives ext. 3459

Relevant Background Information

Members will be aware that, at the meeting on 10 September 2009, they approved the *Retail Sector Support Plan* which included a range of initiatives to assist in the development and promotion of the retail sector (with a focus on Independents) and markets across the City.

The *Retail Sector Support Plan* identified the following themes:

1. Marketing, promotion and branding
2. Capacity building and skills development
3. New product development support

Marketing, promotion and branding included the production of a new *Belfast Shopping Guide* in partnership with Belfast Visitor and Convention Bureau and the development of the City's first ever Belfast Shopping Festival 2009. The Belfast Shopping Festival 2009 was launched on 24 March 2009 and took place across the City during the month of April 2009.

The Belfast Shopping Festival 2009 was a major initiative to support the retail sector, and a platform to promote their business and attract new customers. Retail sector participation and development of initiatives was supported by a high profile and innovative marketing and PR campaign. Many local retail businesses participated in the four week Festival, involving a mix of independent boutiques, high street retailers, shopping centres, St George's and Smithfield Markets, speciality stores and crafts, art and antique outlets.

The Festival encompassed a mix of events, competitions, promotions, street entertainment and in-store activities, and the first fashion show in Smithfield Market.

The Shopping Festival also involved major partnership work with the Markets Unit and a number of external organisations including: Belfast City Centre Management (BCCM), Belfast Visitor and Convention Bureau (BVCB), Department of Regional Development (DRD), Department of Social Security (DSD), Belfast Chamber of Trade and Commerce (BCTC), Arts Groups, Retail groups from throughout the City.

The aims and objectives were:

- To showcase the diverse and eclectic shopping offer in the City
- To encourage people to experience the city as a shopping destination and to explore areas beyond the City centre
- To increase footfall and spend

A full report on the Shopping Festival is included in Appendices 1, 2 and 3.

Recommendations

It is recommended that Members note the contents of this report and attached Appendices.

Key to Abbreviations

BCCM	Belfast City Centre Management
BVCB	Belfast Visitor and Convention Bureau
DRD	Department of Regional Development
DSD	Department of Social Security
BCTC	Belfast Chamber of Trade and Commerce

Documents Attached

Appendix 1	Belfast Shopping Festival 2009 Report
Appendix 2	Examples of a selection of press and PR coverage

APPENDIX 1



Belfast Shopping Festival Report

Belfast's first ever city-wide shopping festival was celebrated during the entire month of April. The festival was organised by Belfast City Council, in partnership with Belfast Visitor and Convention Bureau, Belfast City Centre Management and Belfast Chamber of Trade and Commerce. The event celebrated the city's evolution into a vibrant, dynamic shopping hotspot.

The Festival included an eclectic mix of events, competitions, promotions, street entertainment, in-store activities and included the first fashion show in Smithfield Market. Below is an update on the various elements of the festival with some excellent feedback and a remarkable return on investment made by Belfast City Council. The excellent PR coverage alone generated over £82,000 worth of free coverage.

Belfast Shopping Festival Product

We worked on the development of the first Shopping festival and approximately 200 retailers signed up to participate. The festival involved retail sectors across the city including a unique mix of independent boutiques, High Street retailers, shopping centres, St George's and Smithfield Markets, speciality stores and abundant craft, art and antique outlets who participated in a range of ways through a selection of special offers, competition prizes, participation in the Belfast Telegraph Voucher booklet, running special events and in-store demonstrations.

Belfast Shopping Festival BCCM / BCTC Voucher Booklet

The Belfast Telegraph Festival booklet was developed in conjunction with the Belfast Telegraph. The voucher booklet was very popular with the retailers and many were keen to get involved. Working with BCCM and BCTC we ensured that all retailers from beyond the city centre were given the opportunity to participate. Some key facts about the booklet are listed below:

- 87,000 branded Belfast Shopping Festival copies of 40 page voucher booklet including 80 discount retail vouchers unique to Belfast
- Distributed via Belfast Telegraph on 7 April 2009
- Distributed by branded segway teams every Saturday throughout April 2009
- 10 copies of Voucher booklet sent to every participating shop for in-store distribution

Belfast Shopping Festival Marketing and PR Campaign

The Marketing and PR campaign was extensive and included the following:

- Belfast Shopping Festival Press and media launch

- 100,000 Belfast Shopping Festival postcards – for retailers, promotional teams and Welcome Centre Staff to create awareness of the Festival
 - www.gotobelfast.com/belfastshoppingfestival with online guide detailing all additional special in-store offers, events and promotions
 - Radio campaign with Cool FM and U105
 - 2 week promotion on bus sides – street liners
-
- Belfast Shopping Festival Ad Vans promoting the event throughout April
 - 300 Posters attached to lamp posts in key locations
 - 200 window posters displayed by retailers
 - Month long advertisement and special feature in Go, Whatabout and the Ulster Tatler
 - Front page solus in the Belfast Telegraph
 - Competition/reader offers promoted via: Cool FM, Belfast Telegraph, Sunday Life, Community Telegraph, Sugahfix, Ulster Tatler, Northern Woman
 - Belfast Shopping Festival balloons
 - Branded segway teams wearing Belfast Shopping Festival t-shirts distributing information
 - Street dressing

The marketing and PR that was generated was critical in meeting the festival aims and objectives to: showcase the diverse and eclectic shopping offer in the city, encourage people to experience the city as a shopping destination and to explore areas beyond the city centre and increase footfall and spend.

With major efforts in partnership with BVCB the campaign resulted in extensive coverage in a wide range of media outlets including: The Belfast Telegraph, News Letter, Irish News, Daily Mirror, Letterkenny Post, Sunday Life, Irish Independent, Newry Democrat, Ballyclare Gazette, Ulster Tatler, U105, Cool FM etc. The PR coverage alone equated to a fantastic £82,398 of free PR.

	No of Pieces	Circulation Total	Advertising Equivalent
Editorial Coverage	45	1,657,207	£62,623.41
Competition	10	868,273	£16,784.90
Editorial Broadcast	3	154,000	£2,510.00
Online	13		£480
TOTAL	71	2,679,480	£82,398.31

Combining all of the marketing and PR it is estimated that the total reach of the campaign including the Spring campaign was to over 6.5 million people from throughout Northern Ireland and Ireland. The campaign was also directed at visitors to Belfast during that period.

Belfast Shopping Festival Online activity

An online brochure was available on the special web site which listed all the discounts, events and further information on the festival. It was very popular and was downloaded a total of 7,494 times.

Belfast Shopping Festival Entertainment

During each Saturday throughout the month Belfast Circus School, a number of music groups and Segway promotional teams were programmed to create a feel-good atmosphere in the shopping areas, bringing much delight to shoppers. The performers interacted with shoppers young and old and were able to share key information with the public. The Circus School performers provided excellent feedback on their experiences in all of the various locations and

in many cases the public got involved in the entertainment themselves. Some highlights included: an 84 year old hula dancing on the Belmont Road; children interacting with the performers and loving the balloons; and an elderly gentleman who was so excited he actually went home to get his camera to take pictures of them and returned back an hour later to present the performers with the images.

The atmosphere was also developed further with the dressing of key areas with colourful ribbons. The key personnel from Roads Service were particularly helpful in this respect by giving the necessary permissions. Dressed lamp posts also had Shopping Festival posters attached to them. The ribbons were well received by the public and they created a talkability factor which helped to create interest in the festival.

Belfast Shopping Festival Retailer Participation

Competitions

52 retailers donated £9647 worth of prizes including a £1000 spending spree on Bloomfield Avenue and £1000 of vouchers from Connswater Shopping Centre. Retailers were very generous and donated a range of prizes including: a £500 pearl necklace from Fred J Malcolm, handbag from Karen Millen, £600 worth of shoes from Schuh and £100 worth of Build-a-Bear workshop vouchers.

There was a great response to the competitions in all publications.

The Sunday Life had a particularly popular competition which prompted a response of thanks for the Sunday Life Executive Editor Martin Breen. His email is copied below:

We received a massive response to this competition, probably the largest of any this year and we have had some pretty big competitions, so thanks for that as it seems to have really fitted with our readers.

Thanks again, Martin

*Martin Breen
Executive Editor – Sunday Life*

Feedback from the Retail Sector

As part of the **Belfast Shopping Festival 2009** – Smithfield Market held its first Urban Edge 'Alternative Fashion Show' on Thursday 23 April 2009.

This fashion show was to promote Smithfield as a premier 'alternative shopping place' and was a fashion show with a difference. The majority of the models were amateur, volunteers consisting of customers and tenants from Smithfield. The clothes and accessories were again mostly from the shops in Smithfield, (some clothing was also provided by local art students from University of Ulster). Some other local shops assisted with sponsorship, providing make-up artists and hair stylists. The shows proved to be a great hit with tenants and visitors alike. Hundreds attended both shows and applauded the models with great enthusiasm. Most of the Units in Smithfield stayed open until 9.00pm and gave the visitors the opportunity to sample the alternative side of Belfast's retail offering.

Feedback from all was very positive, especially from the tenants who stayed open; they said it made them feel part of the City Centre. Below is a selection of quotes received:

Just a quick note to say 'Brilliant Job' at Smithfield last night. It was my favourite fashion show this year and a real find for a location. I got speaking to an owner later who was raving about it. He felt really included and very happy to be acknowledged as a shopping destination. I have to say it completely changed my perception of the place.

Harry Brown 'Impact Martial Arts Supplies'

'It was a great show, we didn't know what to expect but are really glad that we got involved. The idea to use customers and staff as models was brilliant; the shows highlighted what Smithfield has to offer. The shows from start to finish were really professional and a credit to those involved, very well done'

Gary McCann 'Army Surplus Supplies'

'loved the shows, everyone really enjoyed themselves and we even made some good sales tonight, all new customers too.'

Peter Gettka – Unit 23 – Exotic Pets

Smashing shows, great they way a lot of the tenants' goods were involved in this, even my reptiles, I had 3 new faces in my shop tonight and made 2 sales. Our involvement can only be good for Smithfield, thank you'.

In terms of feedback from retailers that participated in the **Belfast Shopping Festival 2009** the following were received by email:

Splash (Shoes)

Bloomfield Avenue

Blandine Gillen – owner and member of Bloomfield Traders Association

Thanks, all this is already paying off for me, lots of new faces in the shop today so thanx thanx & thanx!

Fiddlesticks (Gifts & Home)

Belmont Road

Kieran Hill – Owner & Chair of Strand Town Traders Association

Just thought I would send you a short note by way of a thank you to you and your colleagues for all your efforts at the weekend. Overall I thought Saturday was an excellent day. The girls on the road despite the poor weather were in high spirits throughout. They certainly more than did their bit to promote the shops and this was reflected in our turnover which certainly saw a good lift on the day even though we were competing with the Grand National Day in the afternoon. I know you may have encountered a few dissenters, but by and large most of the retailers were surprisingly up beat and enjoyed all the hype you injected into the area. If we are fortunate enough to see a repeat exercise in the future, we as retailers will definitely try to be more alert to making a greater effort. We were genuinely surprised at the effort and enthusiasm you put in – with it being the council I have to say we expected a more bland low key occasion – boy did we get it wrong so apologies if we didn't all appear to put enough time thought and effort in return – kind regards Kieran Hill

Framar Health

Lisburn Road

Paul Maconaghie – Owner and Chair of Lisburn Road Business Association

Thank you for all your hard work in connection with the 1st Belfast shopping festival.

Beauty Culture

Upper Newtownards Road

Lisa Millar – Owner

Belfast Shopping Festival has been very successful for me. I have welcomed new customers and many people using the vouchers.

BLANK PAGE

APPENDIX 2 - Print Coverage – by date order

Publication	Topic/Headline	Issue Date
Go Belfast	Get Set for a Shopping Fest	Feb March
NI Homes & Lifestyle	In the diary...	April 09
Ulster Business	Photocall	March 09
Larne Gazette	Belfast's first ever 'Shopping Festival' arrives	25/03/09
Down Democrat	Shop 'til you drop	24/03/09
Ballyclare Gazette	Belfast's first ever 'Shopping Festival arrives	25/03/09
Carrickfergus Advertiser	Belfast's first ever 'Shopping Festival' arrives	25/03/39
Newry Democrat	Shop 'til you drop	24/03/09
Belfast Telegraph	Posh Puts the Spice into Belfast Shops	25/03/09
North West Telegraph	Posh Puts the Spice into Belfast Shops	25/03/09
Belfast Telegraph	Posh Spices up the Day for Belfast Shoppers *FRONT PAGE*	25/03/09
Ulster Tatler	Shopping Fever!	March 09
Farm Week	City Lights	27/03/09
Belfast Telegraph	Bloomin' Lovely – Bloomfield Avenue Feature	27/03/09
Business Eye	Boost for Belfast's Retail Sector as City's First Ever Shopping Festival.....	March 2009
East Belfast Herald	A Stadium Full of Eastern Promise?	27/03/09
Ballyclare Gazette	Photos	01/04/09
Larne Gazette	Photos	01/04/09
Carrickfergus Advertiser	Photos	01/04/09
Northern Woman	Win....Fashionista Goodies!	April 2009
Northern Woman	Travel Report	April 2009
Belfast Telegraph	5 Great Things to do	01/04/09
North West Telegraph	5 Great Things to do	01/04/09
News Letter	Fashion boutique is a real bride & joy – Profile Feature	02/04/09
South Side Advertiser	Belfast Shopping Festival 1-30 April 2009	02/04/09
Ulster Tatler	Shop 'till you drop (Emma Louise's Diary)	April 2009
East Belfast Herald	City's shopping festival opens in the East	03/04/09
Community Telegraph	Picture Parade	01/04/09
Belfast News	The Detail's in the Retail	02/04/09
City Matters	Shopping Festival	April 2009
Daily Mirror	Bargain Belfast	04/03/09
Ulster Tatler	Shopping Festival Arrives	April 2009
Belfast Telegraph	Get set to bag a great deal with our shopping festival discount vouchers	07/04/09
North West Telegraph	Get set to bag a great deal with our shopping festival discount vouchers	07/04/09
News Letter	Ladies lead the way for the city's chic boutiques - Feature	10/04/09
Daily Mirror	Shopping Mad City	13/04/09
Irish News	Shopping with a difference - Feature	14/04/09
Sunday Life	100 Things to do with the kids during Easter	12/04/09
Derry News	Belfast's Retail Scene	16/04/09
Letterkenny Post	Belfast Shopping Festival 1 st -30 th April 2009	09/04/09
Fate Magazine	Shop to you drop	April 09
Belfast News	Festival (photo)	16/04/09
Accent	Belfast Shopping Festival	31/03/09
NI Travel News	Fever pitch as shopping festival comes to town	23/04/09
Sunday Life	N-ICE Prize to Enjoy	03/05/09
Irish Daily Star	Belfast Shopping Festival a Shopper's Delight	01/04/09
Irish Independent	The flight of shoppers	06/04/09
Irish Independent	Irish Eyes focus on Belfast	06/04/09
Fate Magazine	Belfast Shopping Festival	07/05/09

**Belfast City Council**

Report to:	Development Committee
Subject:	Festivals Action Plan
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives ext. 3459

Relevant Background Information

As Members will be aware on 6th August 2004, Members of the former Arts Sub Committee agreed to the establishment of a Belfast Festivals Forum to act as a mechanism to engage with the spectrum of festivals in Belfast, in order to grow and develop the festival product offering in the City.

The Belfast Festivals Forum has received positive endorsement from large and small scale festival organisations within the City and from its inception has grown considerably. There are currently over 100 members of the Forum from a wide range of organisations, including professional and community-based festival groups and other sectoral bodies. The Forum meets approximately four times a year aiming to:

- Address the needs of festivals within the City.
- Further development of the festival offering in Belfast
- Encourage relationships and collaborations between festival organisers
- Ensure a co-ordinated approach is taken towards planning, programming, management, marketing, fundraising and monitoring & evaluation.
- Develop a platform for raising awareness of and profiling the generic festival product in the City
- Develop skills for members including: management and governance, planning and marketing.
- Act as a lobbying mechanism for relevant issues
- Deliver improved and diverse audience attendance
- Encourage sharing of resources

Achievements of the Festivals Forum to date include the development of a Belfast Festivals Calendar disseminated throughout Northern Ireland in January and June each year, a wealth of promotional materials and an annual programme of tailored skills development and training designed to build capacity within festival organisations.

Key Issues

Through the Festivals Forum a Draft Festivals Action Plan for 2009-10 was developed. Building on the activities and actions of 2008-09, areas for development were identified including:

- Training & skills development
- Networking opportunities
- Sponsorship

The budget for festivals development has been set at £30,000.

This will be used to action the following:

Training for Festival Organisations to include:

- Carnival training
Bespoke training in carnival skills in order to develop the carnival product of the City.
- New and innovative marketing for larger scale festival organisations.
Tailored training in new and innovative methods of marketing including viral marketing that will be effective and strategic in the current economic climate.
- Bespoke training for small-mid-level festivals
10 organisations will receive a tailored mentoring service in the area that they feel will most benefit them.
10 organisations will receive a tailored marketing training in partnership with Arts & Business.

Sponsorship Convention:

A scheduled training and networking event looking at sponsorship, its viability as an option in times of economic downturn and its potential for festival organisations. With a capacity for 150 delegates areas to be explored will include:

“The reality of sponsorship in tough economic times”

“Arts sponsorship from the sponsor’s point of view”

“How to grow a festival through sponsorship”

Economic Impact Assessment

An assessment of the economic impact of festival activity within Belfast will be carried out in partnership with Milward Brown Ulster.

Festival Promotional Material

To update the design of Belfast Festival Calendar Jan-June 2010 and create a promotional DVD.

Festival Forum Meetings

Festival Forum meetings for the year have been booked and scheduled for July, November and February 2010.

Resource Implications

Proposed activity will be resourced from within the Culture and Arts Unit current staffing and allocated budget for 2009-10.
--

Recommendations

It is recommended that Members agree to the allocation of £30,000 to support the implementation of the Festival Action Plan.
--

Documents Attached

Appendix 1 Festival Forum Action Plan
--

BLANK PAGE

Festivals Forum Action Plan

APPENDIX 1

Action	Details	Further Details	Dates	Responsibility	Budget
Festivals Skills Development	<ul style="list-style-type: none"> • Carnival Skills Development to train artists in visual and performance areas. • New & Innovative Marketing [Viral] for larger scale Festivals with ION Marketing • Marketing Training for small-mid range Festivals • Tailored Mentoring for small-mid range Festivals 	Page 2	➤ Year round	➤ Beat Initiative/BCC /Carnival Consortium	£5,000
			➤ September 22 2009	➤ BCC	£4,000
			➤ June 09-January 10	➤ BCC/ Arts & Business	£2,500
			➤ June 09-January 10	➤ BCC/Arts & Business/Forum Members	£2,500
Networking	<ul style="list-style-type: none"> • Sponsorship Convention: Ulster Hall 	Page 3	➤ October 08 2009	➤ BCC	£8,000
Marketing	<ul style="list-style-type: none"> • Co ordination of a festivals promotional materials to include calendar, website publication and DVD • Integrated ticketing for festivals organisations 	Page 4	➤ September- November 2009	➤ BCC/ Festival Forum Executive Committee	£3,000
Monitoring and Evaluation	<ul style="list-style-type: none"> • Return of evaluation on training throughout year • Assessment on the Economic Impact of Festivals on Belfast 	Page 5	<ul style="list-style-type: none"> ➤ January 29 2010 ➤ Throughout year as appropriate 	<ul style="list-style-type: none"> ➤ All Festival Members in receipt of training ➤ BCC/Milward Brown Ulster/Participating Organisations 	£3,000
Scheduled Quarterly Meetings	<ul style="list-style-type: none"> • Waterfront Hall • Ulster Hall • Malone House • Belfast Castle 	Page 6	<ul style="list-style-type: none"> ➤ April 28 2009 ➤ July 29 2009: ➤ November 4 2009: ➤ February 03 2010 	➤ BCC/ Festival Forum Executive Committee	£2,000
Total					£30,000

Training for Festival Organisations

➤ Carnival Training:

£5,000

Bespoke training in carnival skills in order to develop the Carnival product of the city. Areas for training will be identified in conjunction with the Carnival Consortium in order to tailor it to the specific requirements of Belfast's Carnival organisations.

Timescale: Year-round

➤ New and Innovative Marketing for larger scale Festival Organisations:

£4,000

In order to encourage ongoing development in Marketing Techniques Belfast City Council hope to work in conjunction with ION Marketing to deliver a tailored seminar in new and innovative methods of marketing including viral marketing that will be effective and strategic in the current economic climate. It is hoped that this training will be delivered by Niall McKeown founder ION Online Marketing in 1999 (www.ionom.com). Since its creation, the company has grown organically to become one of the leading authorities in Email Marketing both in UK and USA. ION has assisted the creation of digital marketing strategies for companies such as Encyclopaedia Britannica, Goldman Sachs – New York, Macmillan Cancer Support, Vodafone Ireland and Jet2.com.

Timescale: This event is scheduled for September 22nd and places will be limited. It is anticipated that this event will take place at the Ulster Hall's Group Space.

➤ Bespoke Training for Small-Mid-level Festivals

£5,000

In order to encourage growth and development in small –mid level organisations Belfast City Council will work in conjunction with Arts and Business to deliver two training Initiatives specifically tailored to each individual organisations requirements.

Arts & Business is a world leading membership network and consultancy with over 30 years of experience in fostering innovative partnerships between business and the arts. Through in-house research and network of regional and national offices, they deliver a wide range of bespoke services and programmes working with both the commercial and cultural sectors to encourage private sector support of the arts. Culture and Arts has developed a strong working partnership with Art & Business who have delivered a wide range of training for Belfast Arts organisations including, the Festival Forum, Annual and Multi-Annual Funded clients.

£2,500 will fund 10 organisations to receive a bespoke mentoring service in the area that they feel will most benefit them.

£2,500 will cover the costs of marketing training delivered to a further 10 organisations through Arts and Business.

Timescale: This initiative will commence on June 1 2009 and will be complete by January 31 2010. All clients in receipt of training will be asked to provide an evaluation of the training by February 28th 2010.

Networking

Sponsorship Convention at the Ulster Hall

In order to develop the area of sponsorship for Festival Organisations in Belfast Culture and Arts have scheduled a training and networking event looking at its viability as an option in the current climate and the way forward if it is appropriate for organisations. Culture and Arts will work in conjunction with Arts and Business, AOIFE and Tourism to ensure that the delivery of an event that is relevant, informative and motivational. There will be scheduled key speakers from both the Festivals and Corporate sponsorship sectors. It is anticipated that this will include representatives from festivals such as The Notting Hill Festival, The Edinburgh Festival, The Cork Jazz Festival, The Galway Arts Festival.

Areas to be explored will be:

- “The reality of sponsorship in tough economic times”
- “Arts sponsorship from the sponsor’s point of view”
- “How to grow a festival through sponsorship”

The event is scheduled for October 8th and will take place at the Ulster Hall. It will be an all day event. It is a free event but places will be limited.

Timeline

- | | |
|---------------|---|
| June 09: | 1. Book venue |
| July 09: | 1. Identify and check availability of speakers
2. Liaise with Arts & Business, AOIFE and the Tourism Unit of Belfast City Council on proposed programming for the event. |
| August 09: | 1. Finalise and book speakers.
2. Finalise programming and timetable for the event.
3. Create publicity materials for the event.
4. Initial invitations to conference sent to members of arts, community and business sector |
| September 09: | 1. Follow –up and finalisation of delegate list.
2. Creation of convention packs for delegates.
3. Dissemination of publicity for event, including coverage in local media and City Council website
4. Viral marketing of event. |
| October 09: | 1. Staging of Convention
2. Dissemination of evaluation materials and collecting feedback from delegates
3. Collation of report on Sponsorship Convention. |

Marketing

Festivals Calendar:

The Culture and Arts Unit will work with the designer to update the design and create the Belfast Festival Calendar Jan-June 2010. Organisations will be requested via email in September to submit information for the calendar including:

- Name of Festival
- Contact Details
- Strapline describing the event
- and where possible images of previous festivals.

The deadline for submission of information is October 30th and the final Calendar will be presented to the Forum at the start of November 2009.

Timeline

- | | |
|---------------|---|
| August 09: | 1. Meet with designer to discuss possible update of design for festival calendar, print costs etc |
| September 09: | 1. Brief Corporate Communications on forthcoming publications
2. Request festival organisations to submit information for calendar |
| October 09: | 1. Follow up with organisations on information and forward to designer.
2. Deadline for organisations to submit information |
| November 09: | 1. Calendar submitted to Executive Committee of Festival Forum and Culture & Arts Unit for approval
2. Calendar presented to Festival's Forum.
3. Calendar submitted to Corporate Communications for approval.
4. Calendar submitted to printer.
5. Calendar disseminated throughout Northern Ireland and published on Belfast City Council website |

DVD

A promotional DVD will be created containing a montage of Belfast festival activity throughout the year. In addition to showcasing actual festival activity, the DVD will contain commentary from key stakeholders and will highlight the impact that festivals have on the city of Belfast. This DVD will be used as a tool to increase audiences for Belfast Festivals and promote cultural tourism within the city of Belfast.

Monitoring & Evaluation

Economic Impact Study

In conjunction with Milward Brown Ulster, Culture and Arts will commission a Study on the Economic Impact of Festivals in Belfast. Working in partnership with key festivals throughout the year Milward Brown Ulster will assess footfall at festivals, demography of attendance and satisfaction levels of audience in order to ascertain the effect festival activity has on the economic regeneration of Belfast City.

Timeline

Year-round as appropriate

Training Evaluation

Subsequent to all training for large and smaller scale festival organisations being completed, each organisation in receipt of training will be requested to return an evaluation report on the impact the training had for them. The outcomes of this evaluation will inform the Festival Action Plan for 2010-11 in the area of training.

Timeline

January 10:

1. Creation of tailored evaluation forms for each initiative.
2. Dissemination of evaluation forms to organisations in receipt of training

February 10:

1. Return of evaluation feedback from Festival Forum members.
2. Creation of report on outcomes of feedback.
3. Presentation of report to Chair & Vice Chair of the Festival Forum.
4. Start of development of 2010-11 Festival Action Plan

Festival Forum Meetings

In order to encourage the maximum possible attendance and opportunities for exchange of information, Festival Forum meetings for the year have been booked and scheduled for the following dates, times and venues:

Timeline

July 29 th 09	11am-1pm Ulster Hall: Meeting Room 5
November 4 th 09	11am-1pm, Malone House: Montgomery Room
February 3 rd 10	11am-1pm Belfast Castle, Ashleigh Room

Invitations to these events will be disseminated to Festival Forum Members via email 3 weeks before each meeting and agendas sent one week before the meeting.



Belfast City Council

Report to:	Development Committee
Subject:	400 th Anniversary of the 1613 Charter
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives ext. 3459

Relevant Background Information

At May 2009 Development Committee, Members agreed an initial report on proposals to start the process of examining how the 400th Anniversary of the Charter which established Belfast as a civic entity might be marked in 2013 by holding a symposium in November.

It was agreed that officers would bring a further report to provide details of the budget and symposium.

In 2007 the 400th Anniversary of the settlement at Jamestown, Virginia, was celebrated on a large scale – Both Queen Elizabeth II and President Bush attended the event. In the seventeenth century and later the relevance of comparisons between Ulster and Virginia were widely acknowledged and the programme proposed is based on shared learning from Virginia in an inclusive and engaging manner, good relations approach as well as looking at issues from a local perspective.

Key Issues

The total proposed cost of the seminar is £11,218 and a full breakdown of the costs is attached at Appendix 1.

The Ulster Hall Group Theatre has been provisionally booked for the Symposium.

The following speakers have confirmed attendance: Profs. Audrey Horning (who has a book *Ireland in the Virginian Sea: Comparative Colonialism in the British Atlantic World* forthcoming) and Mary O'Dowd (Queen's University), Dr. Danielle Moretti-Langholtz,

Director of American Indian Resource Center, College of William & Mary with Buck Woodward a Muskogee Creek tribal council member, academic, manager of the American Indian Initiative at the Colonial Williamsburg Foundation which played a key role in the 2007 events at Jamestown. With Dr. Moretti-Lagholtz, he is a member of the Virginia Council on Indians, which advised the Virginia Governor from 2003 – 06 on planning for the year of celebration.

Other speakers are being approached. It is planned that there will be five substantive sessions and time for moderated discussions on the day.

Initial discussions have been held with some other Councils intending to celebrate the anniversaries of their charters and with the Honourable the London Society, as well as with the Northern Ireland Environment Agency. It appears that there will be a complementary programme following that in Belfast, which will enhance the opportunity to attract external interest from the British Isles and north America as well widening opportunities and engagement locally. Coleraine Borough Council has indicated a willingness to lead on the programme outside Belfast.

Resource Implications

The total proposed cost of the seminar is £11,218 and a full breakdown of the costs is attached at Appendix 1.

Work is being carried out within the resources of the Culture and Arts Unit.

Recommendations

It is recommended that Members approve the proposed activity and agree the proposed budget of £11,218

Documents Attached

Appendix 1 Budget and breakdown of costs for 400th Anniversary of the 1613 Charter.

APPENDIX 1



Belfast City Council

Report to:	Development Committee
Subject:	Renewing the Routes Progress Report and Specific Project Updates
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives ext. 3459

Relevant Background Information

This report provides an update on the 2008/9 progress for the Renewing the Routes programme; seeks endorsement of proposed amendments to identified projects within the agreed action plans and provides details in respect of a specific project proposal for commercial improvements.

The first modification to the projects programme relates to the proposed reallocation of approved funding as a response to changed circumstances in respect of an increased funding made available from Belfast Regeneration Office (BRO) for Shankill gateway projects.

The second modification relates to the proposed reallocation of approved funding as a response to the growing popularity of the commercial improvement programme on the Springfield Road.

The specific project proposal being brought to the attention of Committee relates to a commercial improvement phase of works that would include the Republican Sinn Féin offices on Falls Road.

Key Issues

Overall project performance

Through its 'Renewing the Routes' programme, the Council continues to develop and lead targeted local urban regeneration. Renewing the Routes represents an innovative

inter-agency approach to enhancing the vitality of these roads by developing and implementing integrated regeneration plans. Working with the local community and statutory partners in adopting a phased approach, the programme initially concentrated on packages of smaller scale environmental or enhancement works. These interventions included new lighting, heritage asset refurbishments, tourism signage, mural removal and replacement, tree planting and landscaping, commercial façade improvements, boundary treatments and investment in open spaces. Financially the project remains on target, with finance provided through the Integrated Development Fund. With an overall capital budget of £3,798,000 the target expenditure for the end of the financial year for March 2009 was met with a projected claim of £1,772,577. The financial target for the current financial year (2009/2010) is just over £2m.

With the goodwill of local businesses and the support of both Elected Members and the community, statutory and voluntary sector, this programme has progressed and has an ambitious programme for 2009/2010. The appended summary (**Appendix 1**) outlines some of the key achievements during 2008/2009 and outlines the main elements of the programme for 2009/2010.

Shankill Road

The main emphasis for the regeneration on Shankill Road remains the commercial frontage improvements. Over 35 premises have now taken part in the scheme, with a further 80 businesses in line to benefit in 2009/2010. Completed heritage and conservation projects include feature railings and granite entrance details at the West Belfast Orange Hall, floodlighting to Woodvale Methodist Church and high quality railings at West Kirk Presbyterian Church. Ongoing works nearing completion include the restoration of the Shankill Rest Garden's perimeter wall, the cleaning of the stonework to Shankill Library and landscaping at Woodvale Presbyterian Church.

Upper Springfield Road

Works are now complete for the environmental project to improve the road frontage and green space area at Springhill Park 'funnel'; works have included new railings, paths, landscaping, planting and future artworks from the community. A project carried out in partnership with Groundwork. Further commercial improvement proposals have been developed from the previous pilot schemes in the area and will be presented to owners/occupiers for final approval in June with work scheduled to commence in July. Planting, public art and boundary improvements have also been completed and additional complementary public realm and landscaping works at are at the final design stages.

Crumlin Road

Three phases of the commercial improvement programme covering 41 units at Lower Crumlin Road, Glenbank and Ardoyne are almost complete with a further six unit scheme planned for Carlisle Circus/ Gaol area in August 2009. The project to refurbish the Belfast Orange Hall has commenced on-site at Clifton Street along with the public realm improvement scheme at Agnes Street. Draft proposals have been developed for landscaping schemes in Glenbank Drive alongside public realm proposals at the Carlisle Circus and Ardoyne roundabouts.

Falls Update

Two phases of the Lower Falls commercial improvements are complete covering 61 properties. The third phase for 40 units at Mid Falls is also nearing completion and consultations have commenced for the two phase project at Andersonstown (50 units) for an on-site target of June/July 2009. The feature lighting projects have been completed at Carnegie Library, St Mary University College and the International Wall.

The refurbishment works to the listed railings at the St Comgall's site were completed in conjunction with additional landscaping carried out under a separate programme. The work to the entrance of Falls Park is in progress with all re-pointing elements already completed. Specialist refurbishment /repairs to the stonework will be carried out in July 2009 including reinstating the ornate finials on the pillars. Willowbank Youth Club Environmental Scheme has commenced with gate installation due for June 2009. Further environmental projects are planned for the St Peters Cathedral area and Bog Meadows entrance.

Programme Variations

Members are asked to approve the proposed variations resulting from the continued review of activity and refinement of the final project implementation for the renewing the routes programme.

Shankill Road

The variations proposed are in respect of four previously identified projects at Agnes Street, Tennant Street, Lanark Way and Woodvale Park gateway sites amounting to £32,935. The original allocations were intended to support small scale environmental projects in these locations. However, as a result of securing £300,000 of additional support from BRO Physical Development Branch, public realm improvements have been completed on Shankill Road's junctions and gateways. Approval is therefore requested for the reallocation of the gateway funds to supplement the successful Shankill Road commercial improvements projects.

Springfield Road

A reallocation of the agreed Springfield IDF Action Plan budget is proposed to supplement the work proposed for the commercial premises. The reallocation would allow the development of a comprehensive scheme for the implementation of the works in the area and it is proposed that £20,000 of the £35,000 environmental improvement budget be utilised for the planned commercial improvement programme. The commercial improvement works continue to be extremely popular and an increased budget would allow a comprehensive scheme covering all the properties and delivering improvement in a vibrant and commercial area on the Springfield Road.

It should be noted that the environmental improvements projects in the original IDF plan have been supplemented by additional works funded by external organisations including the Arts Council, Groundwork and Invest NI. The remaining budget of £15,000 for environmental improvements would be applied to targeted environmental schemes including graffiti removal; clearance of derelict spaces and public art.

Specific Project Proposal Information

The specific project proposal being brought to the attention of Committee relates to a commercial improvement phase of works that would include the Republican Sinn Féin offices on Falls Road. The Republican Sinn Féin offices are located in a block of premises from 229 Falls Road where it is proposed that a package of works would be carried out as part of the ongoing comprehensive approach to the frontage refurbishments.

The property, which is owned and occupied by Republican Sinn Féin, would benefit from refurbishment works that could include painting of existing windows and door, render and paint plinth to shop front, paint and service existing roller shutter, patch concrete coping and clean existing tiles and replace any broken tiles. The scope of the enhancement works would also normally include the replacement of any inappropriate

signage with more a traditional and coherent design.

Under s115A of the Local Government Act (Northern Ireland) 1972, the Council cannot expend monies for political publicity and legal advice, in light of this, is that refurbishment works should be restricted to the façade improvements and exclude any work to the building signage, as the signage relates directly to political publicity.

Resource Implications

There are no additional financial implications arising from the reallocation.

Recommendations

Members are requested to:

1. Note the updates set out within the report;
2. Approve the reallocations of the previously agreed budgets of £32,935 in respect of the gateway areas to supplement the commercial improvement budget for the Shankill Road;
3. Approve the reallocations of £20,000 from the previously agreed environmental improvements budget of £35,000 to supplement the commercial improvement works proposed for the Springfield Road.
4. Note the proposed actions in respect of the Republican Sinn Féin offices on Falls Road.

Decision Tracking

Recommendations 2 and 3:
Following approval by Committee detailed designs will be produced.

Time line: March 2010

Supporting Officer: Shirley McCay

Key to Abbreviations

BRO Belfast Regeneration Office

Documents Attached

Appendix 1 Renewing the Routes projects/targets 2009/2010

APPENDIX 1

Renewing the Routes projects 2009/2010

Q1 - April 09 - June 09	Q2 - July 09 - Sept 09	Q3 - Oct 09 - Dec 09	Q4 - Jan 10 - March 10
<p>Projects Included: Falls Road Phase 3 Commercial Improvements Lower Crumlin Commercial Improvements Belfast Orange Hall Agnes Street Landscaping St Malachy's College Gates Lighting Projects Falls Road Phase 1 Commercial Improvements Falls Road Phase 2 Commercial Improvements West Circular Roundabout St Comgall's Site Miltown Cemetery Fall's Park Willowbank Youth Club Shankill Library Shankill Rest Garden Springhill Park Funnel</p>	<p>Projects Included: Ardoyne Commercial Improvements Shankill Road Phase 3 Commercial Improvements Falls Road Phase 5 Commercial Improvements Woodvale Road Presbyterian Church</p>	<p>Projects Included: Carlisle Circus Commercial Improvements Springfield Road Commercial Improvements Shankill Road Phase 4 Commercial Improvements Falls Road Phase 6 Commercial Improvements Ardoyne Roundabout Public Realm New Barnsley Pylon Whiterock Road Public Realm Top of the Rock Public Realm</p>	<p>Projects Included: Shankill Road Phases 5&6 Commercial Improvements FM101(4) - Commercial Improvements Glenbank Drive Public Realm Bog Meadows St Peter's Cathedral Falls Road Celebration Art Piece Falls Road Cleansing Crumlin Road Heritage Art Peter's Hill Gateway Agnes Street Gateway Tennent Street Gateway Lanark Way Gateway Woodvale Park Gateway Broadway Falls Road Area 1 Cleaner, Safer Greener Initiatives Falls Road Area 2 Cleaner, Safer Greener Initiatives Shankill Rest Garden Artpiece Shankill Road Environmental Improvements Springfield Road Environmental Improvements Carlisle Circus Public Realm</p>

Projects for April 2008 - March 2009						
Area	Commercial improvements	Public realm enhancements	Lighting projects	Art installations	Tourism Signage installed	Heritage projects
Crumlin	29 units	0	1	0	5	1
Shankill	35 units	3	2	1	3	2
Springfield	0	1	0	1	0	1
Falls	61 units	1	3	0	7	1
TOTAL	126 units	5	6	2	15	5

Projects for April 2009 - March 2010						
Area	Commercial improvements	Public realm enhancements	Lighting projects	Art installations	Tourism Signage installed	Heritage projects
Crumlin	18 units	4	0	1	0	2
Shankill	80 units	2	0	1	0	3
Springfield	12 units	5	0	1	0	0
Falls	141 units	5	0	2	0	2
TOTAL	251 units	16	0	5	0	7

**Belfast City Council**

Report to:	Development Committee
Subject:	Community Development Project Grants
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Catherine Taggart, Community Development Manager ext. 3525

Relevant Background Information

The Grant Aid Policy 'A Guide to Grant Aid for Community Organisations' was agreed by Council in January 2004. One of the six grant types contained within the Policy is a Community Development Project Grant which allows an award of up to £500 for small scale community projects that contribute to the overarching aim of building the capacity of local people. Specifically projects which:

- Develop the programme of a community building
- Enable new community groups to become established
- Contribute to the organisational costs of community projects
- Support training courses for Committees/volunteers

At the Client Services Committee on 18 June 2002, it was agreed that the maximum amount that could be approved to a Community Group in any financial year under the delegated authority of the Director was £500. In order to allow Christmas Community Chest applications in the same annual period to be approved under delegated authority, it is therefore necessary to bring all Community Development Project Grant proposed allocations to Committee for approval.

Key Issues

A total of 100 Project Grant applications were received by the submission date of 1 March 2009. Eighty nine applications have been recommended, and the proposed allocations have a cumulative total amount of £41,250. These are listed in Appendix 1.

Eleven applications are recommended for rejection for the reasons listed in Appendix 2.

The grants have been assessed within current agreed eligibility criteria, and there are no equality or environmental implications. Where possible, it is intended that Development Department staff will offer support to those groups not recommended for funding in order to assist them to improve practice and reapply for grant aid support at a later stage.

Resource Implications

Grant funding of £41,250 is included in the current budget.
There is no additional staff resource required other than those normally deployed in the administration and assessment of this grant category.

Recommendations

Members are requested to approve the recommendations in respect of Community Development Project Grants as attached at Appendix 1 and Appendix 2.

Decision Tracking

Following approval by Committee the Community Development Project Grants will be actioned by Catherine Taggart, Community Development Manager.
Recommended action to be completed by 17 July 2009

Time line: July 2009

Reporting Officer: Catherine Taggart

Documents Attached

Appendix 1: Recommendations for Grant Approval
Appendix 2: Recommendations for Grant Refusal

APPENDIX 1

RECOMMENDATION FOR GRANT APPROVAL

GROUP NAME	APP NO	REQUESTED	RECOMMENDED
EAST			
Clarawood Community Centre	1349	£500.00	£500.00
Friends of Shankill House	1298	£500.00	£500.00
Lower Woodstock Community Association	1310	£900.00	£500.00
St. Colmcilles Wednesday Club	1334	£500.00	£500.00
Sub Total		£2,400.00	£2,000.00
NORTH			
174 Older Peoples Group	1284	£500.00	£500.00
Ardavon Senior Citizens Group	1292	£500.00	£500.00
Ardoyne Association	1325	£500.00	£500.00
Artillery Young Mothers Group	1264	£1,000.00	£500.00
Ben Madigan Historical Society	1341	£500.00	£500.00
Benview Community Centre	1266	£500.00	£500.00
Brookvale Seniors Group	1179	£500.00	£500.00
Carrickhill Thursday Senior Citizens Club	1172	£500.00	£500.00
Cliftonville Community Centre	1275	£495.00	£495.00
Dance Starz Dance Group	1260	£500.00	£500.00
Docksiders Senior Mens Group	1281	£500.00	£500.00
Dolphin Womens Group	1288	£500.00	£500.00
Donegall Park Avenue Community Association	1327	£850.00	£500.00
Forever Young Club	1279	£500.00	£500.00
Glenbank Community Association	1315	£500.00	£500.00
Grapevine Seniors Club	1268	£500.00	£500.00
Harbour Lights Senior Womens Group	1181	£500.00	£500.00
Indian Senior Citizens Club	1173	£500.00	£500.00
Jennymount Craft Circle	1319	£500.00	£500.00
Kropka PL	1333	£500.00	£500.00
Ligoniel Family Centre	1174	£500.00	£500.00
Loughside Football Club	1318	£500.00	£500.00
Lower Oldpark Community Association	1289	£500.00	£500.00
Lower Oldpark Friendship Club	1311	£500.00	£500.00
Midland Art Club	1262	£500.00	£500.00
Midland Senior Citizens Club	1263	£500.00	£500.00
North Belfast Cultural Society	1307	£500.00	£500.00
Sacred Heart Pensioners Social Club	1306	£500.00	£500.00
Shared History Interpretive Project (SHIP)	1300	£760.00	£500.00
Shore Crescent Friendship Club	1301	£669.00	£500.00
Silver Threads Club	1276	£500.00	£500.00
St. Kevins Senior Citizens Group	1337	£500.00	£500.00
St. Marys Ladies Group	1190	£1,500.00	£500.00
Trinity New Lodge Senior Citizen Club	1270	£700.00	£500.00
Westland Community Group	1295	£650.00	£500.00
Whitecity C.Development Association	1317	£500.00	£500.00
Woodvale Mens Group	1283	£500.00	£500.00
York Road Civil Defence & Bowling Club	1287	£500.00	£500.00
Sub Total		£25,724.00	£18,995.00

GROUP NAME	APP NO	REQUESTED	RECOMMENDED
SOUTH			
Annadale & Haywood Residents Association	1324	£500.00	£500.00
Ballynafeigh Community Development Association	1329	£500.00	£500.00
Belfast Holyland Regeneration Association	1343	£500.00	£500.00
Chinese Welfare Association	1340	£500.00	£500.00
Ellis Court Residents Association	1345	£500.00	£500.00
Lower Ormeau & Botanic Environmental Association	1338	£500.00	£500.00
Men Utd	1293	£500.00	£500.00
N.I. Committee for Refugees & Asylum Seekers	1286	£500.00	£500.00
Polish Saturday School in Belfast	1308	£500.00	£500.00
Sandy Row Community Association	1316	£500.00	£500.00
Southcity Resource & Development Centre	1328	£500.00	£500.00
St. John Viannie Senior Citizens Club	1339	£500.00	£500.00
Taughmonagh Community Forum	1323	£480.00	£480.00
Taughmonagh Residents Association	1261	£500.00	£500.00
The Bridge Community Association	1321	£500.00	£500.00
Women's Information Group	1303	£500.00	£500.00
Women's Information Group	1309	£500.00	£500.00
Sub Total		£8,980.00	£8,480.00
WEST			
An Munia Tober (Afterschools)	1346	£480.00	£480.00
An Munia Tober (Arts)	1347	£500.00	£500.00
An Munia Tober (Youth)	1348	£500.00	£500.00
Church of the First Born Senior Citizens Club	1302	£500.00	£500.00
Conway Pensioners Group	1342	£500.00	£500.00
Conway Youth Centre	1259	£500.00	£500.00
Divis Youth Project	1320	£500.00	£500.00
Forthspring Inter Community Group	1322	£325.00	£325.00
Forum For Action on Substance Abuse & Suicide Awareness	1285	£500.00	£500.00
Glencairn Residents Group	1291	£500.00	£500.00
Glencolin Residents Association	1183	£500.00	£500.00
Greater Andersonstown Safer Neighbourhood Project	1297	£500.00	£500.00
Greater Shankill Senior Citizens Forum	1331	£500.00	£500.00
Hannahstown Community Association	1274	£700.00	£500.00
Hannahstown Seniors Group	1273	£500.00	£500.00
Highfield 50+	1335	£500.00	£500.00
Holy Trinity Centre Monday Club	1180	£500.00	£500.00
Immaculata Junior Football Club	1269	£500.00	£500.00
Interface Residents Group	1344	£500.00	£500.00
Link Women's Group	1313	£500.00	£500.00
Link Youth & Young Adult Group	1314	£500.00	£500.00
Lower Andersonstown Mothers Support	1267	£500.00	£500.00
Lower Shankill Community Association	1272	£500.00	£500.00
Middle Andersonstown Festival Committee	1336	£500.00	£500.00
Mountainview Pensioners Association	1177	£500.00	£500.00
Sherbrook Senior Citizens	1265	£500.00	£500.00
St. James Community Forum	1305	£500.00	£500.00
St. Pauls Disability Care Group	1278	£450.00	£450.00

Upper Springfield Dev.Company Action on Disability Project	1296	£500.00	£500.00
West Belfast Senior Citizens Forum	1294	£500.00	£500.00
Sub Total		£14,955.00	£11,775.00
TOTAL		£52,059.00	£41,250.00

BLANK PAGE

APPENDIX 2

RECOMMENDATION FOR GRANT REFUSAL

GROUP NAME	APP NO		
NORTH			
Men Matter	1330	£500	Application Withdrawn
Newlodge/Duncairn Community Health Partnership	1304	£500	Application Withdrawn
Polish Community Centre Cooltura	1332	£500	No evidence of elected Committee or Board structure
Sailortown Arts and Crafts	1182	£500	Application incomplete and/or relevant information not submitted
Sailortown Cultural & Historical Society	1271	£500	Application incomplete and/or relevant information not submitted
Sailortown Regeneration Group	1277	£1,600	Application incomplete and/or relevant information not submitted
Woodvale Women's Group	1299	£710	Application incomplete and/or relevant information not submitted Group has free use of a Centre directly managed by the Council
Woodvale Yount At Heart Club	1312	£1,000	Application incomplete and/or relevant information not submitted
SOUTH			
St. John Viannie Youth Centre	1282	£500	Formal Youth Organisation
WEST			
Arellian Parents Group	1290	£500	Pre school or nursery provision for under 5s
Cairnlodge Amateur Boxing Club	1280	£500	Sports Club

BLANK PAGE

**Belfast City Council**

Report to:	Development Committee
Subject:	Holy Family Boxing Club
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Catherine Taggart, Community Development Manager ext. 3525

Relevant Background Information

Holy Family & Golden Gloves Amateur Boxing Club has been a user of facilities at North Queen Street Community Centre since the late 1960s. The Council has managed this Community Centre since the mid 1970s and formalised a Licence Agreement with the Club in 2004.

A reduced annual fee of £750.00 was agreed in recognition of the role the Club plays in providing services to young people and is a proportion of the Community Centre's running costs.

Key Issues

A Licence Agreement in respect of the Boxing Club is now due for renewal. The Licence Agreement will allow the Club to continue its activities at the Community Centre without granting exclusive possession, and will, in due course, be presented to Committee for approval. In order to proceed with draft Licence Agreement approval is sought from Committee to:

1. Grant a further Licence for five years
2. Agree an annual fee

Resource Implications

Should the Committee agree to continue with the previously agreed concessionary reduction, the annual fee would be £988.00. This represents 10% of the charge which would be due if the Council's Pricing Policy were applied.

Recommendations

Members are requested to consider the following recommendations to Committee:

1. To approve the grant of a Licence Agreement in relation to Holy Family & Golden Gloves Amateur Boxing Club for a further five years from 1 February 2009
2. To agree a reduced annual fee of £988.00 in recognition of the role of the Club in providing services to young people.

Decision Tracking

Recommendation 1:

Draft Licence Agreement to be presented to September 2009 Development Committee.

Time line: September 2009

Reporting Officer: Catherine Taggart



Belfast City Council

Report to:	Development Committee.
Subject:	Belfast City Council/Department for Social Development Advice Services Funding
Date:	10 June 2009.
Reporting Officer:	Marie-Therese McGivern, Director of Development
Contact Officer:	Catherine Taggart. Community Development Mgr ext 3525 John Nelson. CSAM (East), ext 3541

Relevant Background Information

Belfast City Council is a major funder of Advice & Information Services with a consortium approach to funding and advice delivery having been established in 2005/06.

The current level of BCC Advice grant for 2009/10 is £339,837.96, this is allocated to the consortiums as follows:

North Belfast	27.33%	£92,877.71
South Belfast	13.51%	£45,912.11
East Belfast	16.82%	£57,160.74
West Belfast	32.34%	£109,903.59
City Centre	10.00%	£33,983.80

In addition, for the last 4 years DSD and BCC have also provided funding to enable the consortiums to provide outreach advice services in areas of little or no provision.

The level of funding provided has been

	2005/2006	2006/2007	2007/2008	2008/09
DSD Match	£152,725	£152,725	£309,725	£309,725
BCC Match	£0	£152,725	£152,725	£152,725
Total	£152,725	£305,450	£462,450	£462,450

This was allocated to the consortiums at the same percentages as the BCC standard grant.

Advice Services in 2008/09 therefore received £329,939.77 (BCC Standard Advice grant) plus £462,450.00 (BCC/DSD Supplementary Advice grant) giving a total of £792,387.77

Key Issues

DSD have now indicated their support for Advice Services for 2009/10 will no longer be split into two funding streams, rather an amount for Advice Services will be offered to BCC with match funding from BCC being required.

The amount available from DSD for 2009/10 is £469,902.00. This will only be accessible once the Council confirms its willingness to match fund to the minimum amount of £355,729.00. This figure includes the amount already allocated to Advice Services.

Resource Implications

Financial

The total spend on Advice Services in 2009/10 is £825,631.00 (see Appendix 1) which is within our revenue estimates

North Belfast : 27.33%
South Belfast : 13.51%
East Belfast : 16.82%
West Belfast: 32.34%
City centre: 10.00%

Recommendations

It is recommended that

1. BCC accept the DSD funding offer and continue to administer the DSD grant resources for Advice Services.
2. That agreement is given to provide the required match funding contribution of £355,729.00. This is available within the revenue estimates and includes the amount allocated to the present BCC Advice grant £339,837.96

Decision Tracking

Further to approval and ratification, acceptance of the DSD funding offer and continued administration of the DSD grant resources for Advice Services.

Time line: 17 July 2009

Reporting Officer: Catherine Taggart

Key to Abbreviations

DSD – Department for Social Development
BCC - Belfast City Council

APPENDIX 1

Consortiums and Organisation	Total BCC/DSD funding 2009/10
North Consortium	£225,644.95
Citizens Advice Belfast	
Lower North Belfast Com. Council	
South Consortium	£111,542.74
Ballynafeigh Com. Dev. Association	
East Consortium	£138,871.13
Citizens Advice Belfast	
East Belfast Indep. Advice Centre	
West Consortium	£267,009.06
Neighbourhood Dev. Association	
Springfield Charitable Association Ltd	
Falls Community Council	
Corpus Christi	
Greater Turf Lodge Residents Association	
Shankill CAB	
Suffolk & Andersonstown CAB	
Central Consortium	£82,563.10
Citizens Advice Belfast	
Belfast Unemployed Res. Centre	
Total	£825,630.98

BLANK PAGE

**Belfast City Council**

Report to:	Development Committee
Subject:	Donegall Pass Community Centre
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Catherine Taggart, Community Development Manager ext. 3525

Relevant Background Information

The Community & Leisure Sub-Committee at its meeting on 12th March 1998 agreed that the Council would part fund the construction of a community centre in Donegall Pass, together with some associated running costs. The total cost being £244,500, 75% of which was grant aided by Making Belfast Work.

At a further meeting of the Sub-Committee in August 2000, it was agreed that provision be made within the revenue estimates to enable the centre to operate as a full time directly managed facility for a period of two years with a view to building local capacity to adopt the local community management model at the end of an agreed period. This arrangement was further extended at the meeting of the Sub-Committee of 7th January 2003 and again in 2007 on the basis that both the local community and BCC felt the capacity had not been adequately developed to support local independent management arrangements.

Key Issues

The community centre represents a significant financial investment by the Council in an area of social need.

The forum has employed a Regeneration Officer and a development company has been formed to develop a master plan for the area. The community centre is considered to be a vital part of the plan to enable the strengthening of community infrastructure and facilities.

Within this context, Council officers have met with the Donegal Pass Community Forum to ascertain the position with regard to the future management arrangements of the community centre. The Forum has indicated their intention to undertake a full economic business plan in order to allow them to submit a proposal to Council and have requested financial support to facilitate this process.

Resource Implications

Estimates for 2009/10 include sufficient funds to cover required resources.

Recommendations

It is recommended that the Council provide to Donegal Pass Community Forum financial support to a maximum of £2,500 to facilitate a business plan process. A formal proposal will then be submitted to the Council in December 2009.

It is further recommended that the current directly managed arrangement is extended for one year. This arrangement will be reviewed on consideration of the proposal from Donegal Pass Community Forum.

Decision Tracking

Further report outlining recommendations with respect to future management arrangements of Donegal Pass Community Centre to be presented to January 2010 Development Committee by Catherine Taggart, Community Development Manager.

Time line: January 2010

Reporting Officer: Catherine Taggart

**Belfast City Council**

Report to:	Development Committee
Subject:	Economic Development Update
Date:	10 June 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development ext. 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives ext. 3459

Relevant Background Information

The purpose of this report is to advise Members of a number of developments including:

1. Promoting the local economy and independent retail in South Belfast through the use of open space
2. Belfast Business Awards 2010
3. Business Development Programmes

Key Issues

1. Promoting the local economy and independent retail in South Belfast through the use of open space

At the September 2008 meeting of the Development Committee, Members agreed to support a range of activities to promote the development of the independent retail sector in the City. Since this time we have supported business and skills development initiatives and marketing and promotion activities to help many of the independent retailers in the City improve their products and services on offer. A paper detailing our activity over the past 12 months and a suggested action plan for the further development of the independent retail sector during 2009/10 will be presented to Members in due course.

South Belfast Partnership is currently planning to use open spaces and Parks within retail districts to host two events to encourage increased footfall and to market the areas more effectively.

The two events will take place within Council Parks: Crescent Open Space and Drumglass Park.

Botanic Arts Fair

South Belfast Partnership Board organised the first Botanic Arts Festival on Saturday 28 March 2009 in partnership with University of Ulster, Ormeau Business Park and Crescent Arts Centre. Council provided financial support of £12,633 towards the overall cost of organising the event.

The Festival brought together over 50 craft makers and artists from the Art College and provided a platform for them to exhibit and sell their products. In addition, a range of live entertainment and performance was provided and over 1,400 people attended the event during the course of the day.

Given the success of the Festival, South Belfast Partnership Board is planning a second event on Saturday 12th September 2009. The Partnership has been successful in attracting funding under the Community Festivals Fund to organise a community festival which will allow local artists and designers to showcase their products. They are seeking additional support in order to develop and deliver a PR and marketing campaign to raise awareness of the Festival and to cover the costs relating to the retailing on the day e.g. stall hire.

Drumglass Market

Previous work to support the development of the independent retail sector has identified the importance of the Lisburn Road as a unique location for independent retail in the city and one that requires further investment.

The Traders' Organisation in the area - Lisburn Road Business Association - has been recently formed and is focused on improving the amenity of the area as well as enhancing the retail offering. They have identified the importance of increasing footfall and the need to engage in a targeted marketing and promotions campaign. In order to support this objective, the traders' group has worked with South Belfast Partnership to develop a one-day event in Drumglass Park. The event will incorporate entertainment for families as well as an art exhibition and market.

It is hoped that, if successful, the market will become a regular event in a programme of animation and promotion across South Belfast's independent retail districts.

Resource Implications

At the May 2009 meeting of Development Committee a budget of £120,000 was approved as part of the Departmental Business Plan to support independent retail in the City.

The total cost of hosting the Botanic Arts Fair and the Drumglass Market events is £32,325. South Belfast Partnership have asked for a contribution of £25,000 towards the events.

Recommendations

It is recommended that Members note the content of this report and approve the allocation of up to £25,000 towards the organisation of two markets to support the independent retail sector (budget already approved by Development Committee in May 2009 as part of Council's contribution to support independent retail in the City).

2. Belfast Business Awards 2010

Belfast City Centre Management Company (BCCM) in conjunction with Belfast Chamber of Trade and Commerce (BCTC) has delivered four annual Belfast Business Awards as a means of recognising and celebrating the efforts of businesses in the City. The event was first introduced in 2004 and since this time Council has been a key partner and major sponsor, providing funding towards sponsorship of individual award categories (2004, 2006, 2007 and 2008) and towards the hire of suitable venues (2007 and 2008 only). Additional sponsors in previous years have included the Department for Social Development, KPMG, Ulster Bank, Victoria Square and Westfield Castlecourt.

The scheme currently culminates with a high profile Gala Dinner and Awards Ceremony in November and attracts between 350 – 450 individuals (depending on the venue).

For the first time in 2008 the concept of the awards was widened out to the 'Belfast Awards', retaining many of the popular business focussed categories but also including new categories aimed at making the awards relevant to larger parts of the City, as well as reflecting the wide goals of BCCM's funders. Some of the additional awards included "Best Regeneration Project" and "Belfast Champion".

Future of the Awards

The Business Awards is a successful event and represents an excellent opportunity for the Council to engage with the private sector. However, based on our engagement in previous years, there are a number of concerns regarding its current format that we feel should be addressed if it is to be delivered again in the future.

In the first instance it is proposed that the Council takes the lead in hosting any future scheme as existing award categories currently go well beyond BCCM/BCTC's competencies i.e., the awards are not only retail focussed but include categories such as "Best Business Growth", "Best New Start Business", "Creative Industries" and "Contribution to Education".

In addition the Awards are not only for businesses inside BCCM's geographical boundaries, but for businesses located across the greater Belfast area.

Finally it is not exclusive to BCCM members – anyone is eligible to apply. For these reasons it is felt the Business Awards should be Council-led, perhaps with Invest NI or at the very least the BCTC. The Council would however welcome the opportunity to work with BCCM and other third party organisations in the delivery of the Awards, contracting out certain elements of its organisation if required e.g., managing ticket sales and corporate sponsorship.

As well as the Council taking the lead in delivery of the Awards it is also proposed that a number of further changes be made to its existing format. These changes include:

Timing of the Awards

With approximately 10 other award ceremonies delivered across Belfast during the months of October, November and December (i.e., UTV Business Eye Awards, Go Belfast Awards and The Belfast Telegraph Northern Ireland Property Awards) it is recommended that a more appropriate time for holding the event may be earlier in the calendar year. For this reason it is recommended the Awards are delivered in spring 2010 as opposed to November 2009.

Award Categories

It is recommended the Council reverts to delivering the Belfast Business Awards as opposed to the more general Belfast Awards which were delivered in 2008. In doing so this presents a great opportunity for the Council to streamline existing categories and to introduce a number of additional awards reflecting some of the goals of the Economic Development Unit e.g., Independent Retailer of the Year or Best Film and Best Digital Media Product Award. A list of suggested award categories for 2010 is contained in Appendix 1.

It is recommended these new Awards would be open to all businesses across the greater Belfast area.

In the longer term the Council could explore widening the categories further to reflect the work of the organisation as a whole and host the Belfast City Council Awards.

Sponsorship

Consideration should be given to asking sponsors of individual award categories to offer tangible benefits to the winning businesses e.g. X hours of pro bono support.

Media Partner

Media coverage of recent events has been disappointing. In creating additional publicity, a press partner must be sought to help promote and report on the event.

Resource Implications

The cost of hosting the Belfast Business Awards in 2010 will be approximately £90,000. A budget of £20,000 was approved as part of the Departmental Business Plan at the May 2009 meeting of the Development Committee. Other sources of income will include private sector sponsorship and ticket sales.

Recommendation

Members are asked to note the contents of this report and agree the proposal for Council to take the lead in delivering the Belfast Business Awards 2010.

Decision Tracking

An update report on progress will be brought to Committee.

Time line: January 2010

Reporting Officer: Shirley McCay

3. Business Development Programmes

At the Development Committee meeting in May 2009 approval was given to develop a series of business development programmes aimed at helping businesses in Belfast enhance their own competitiveness and growth potential. These programmes include The Franchise Initiative, Sales Growth, Strategy In Business and Business Improvement through Environmental Solutions (BITES).

Individual tenders for the delivery of these initiatives will be issued in the Spring and Summer of 2009. Members are asked to delegate authority to the Director of Development, in association with the Chairman of Development Committee, to approve the most economically advantageous tenders, subject to a form of contract being drawn up by Legal Services.

Resource Implications

The budget was approved by Committee in May 09 and is included in the Departmental Plan.

Recommendations:

Note the contents of the report and approve the proposal to appoint the most economically advantageous tenders for the individual programmes following a competitive tendering process and subject to an appropriate legal contract.

Abbreviations

BCCM	Belfast City Centre Management Company
BCTC	Belfast Chamber of Trade and Commerce

Documents Attached

Appendix 1: Belfast Business Awards 2010 – Suggested Award Categories

BLANK PAGE

Belfast Business Awards 2010 - Suggested Award Categories (17)

<p>Best New Start Business Open to all businesses that, during the last two years, are new to the area or have undergone a significant change <i>Link to Corporate Objective: Stimulate growth and competitiveness in key sectors</i></p>
<p>Best Social Economy Business Recognises the outstanding work carried out by social entrepreneurs and marks the contributions they have made in changing the future of their communities <i>Link to Corporate Objective: Stimulate growth and competitiveness in key sectors</i></p>
<p>Best Business Growth Open to all businesses that, during the last two years, have demonstrated growth in all areas including products, services, staff, customers, profit, markets and market share <i>Link to Corporate Objective: Stimulate growth and competitiveness in key sectors</i></p>
<p>Best Marketing Initiative Open to all businesses that, in the last year, have implemented a marketing event or campaign <i>Link to Corporate Objective: Stimulate growth and competitiveness in key sectors</i></p>
<p>Young Business Person Open to young entrepreneurs (under the age of 30) who are enjoying success in building their own business. Best demonstrates ambition, energy, skill and vision, as well as tangible business success <i>Link to Corporate Objective: Stimulate growth and competitiveness in key sectors</i></p>
<p>Business Innovation / Best New Product Open to businesses that, during the last two years, can demonstrate a proven ability to create, grow and develop innovations or processes that substantially improve the commercial performance or prospects of the company <i>Link to Corporate Objective: Stimulate growth and competitiveness in key sectors</i></p>
<p>Contribution to Sustainability or Best Environmental Practices Open to businesses who have, in the last two years, a green invention/product development and/or have implemented environmental management policies or principles <i>Link to Corporate Objectives: Stimulate growth and competitiveness in key sectors <u>and</u> Reduced the city's impact on climate change and improved air quality</i></p>
<p>Best Small Manufacturer or Excellence in/Contribution to Manufacturing Designed to recognise the contribution of this sector to the economy and excellence achieved within manufacturing <i>Link to Corporate Objective: Stimulate growth and competitiveness in key sectors</i></p>

Independent Retailer of the Year

Recognises the contributions of independent retailers to the local community and Belfast's retail industry and rewards the smaller/owner operated type businesses that succeed in this highly competitive market

Link to Corporate Objective: Stimulate growth and competitiveness in key sectors

Best New Film / TV Company

Open to businesses that, during the last two years, have demonstrated growth in all areas including the development of new project slates, commissions, staff, profit, and markets

Link to Corporate Objective: Stimulate growth and competitiveness in key sectors

Best Digital Media Product

Open to businesses that, during the last two years, can demonstrate a proven ability to develop an innovative and commercial digital media product utilising mobile, web, or gaming platforms

Link to Corporate Objective: Stimulate growth and competitiveness in key sectors

Best New Band / Singer Songwriter

Designed to recognise the contribution of Belfast based musicians to the economy and excellence achieved within the music industry

Link to Corporate Objective: Stimulate growth and competitiveness in key sectors

Best Use of Design (either graphic, fashion etc)

Recognises the outstanding work carried out by the design community and marks the contributions they have made in changing the image and profitability of a client company

Link to Corporate Objective: Stimulate growth and competitiveness in key sectors

International Trade

Recognises excellence in import, export and international trade achievement

Link to Corporate Objective: Stimulate growth and competitiveness in key sectors

Civic Leadership

Recognises an individual who, through their civic leadership, has made significant long term contributions in the greater Belfast area

Link to Corporate Objective: People enjoy living in a vibrant, shared and diverse city

Corporate Social Responsibility

Open to organisations who can demonstrate excellence in a company wide commitment to corporate social responsibility

Link to Corporate Objective: People enjoy living in a vibrant, shared and diverse city

Best Regeneration Project

Open to all organisations who have been involved in the development of a regeneration project which has significantly improved and revitalised an area in the city

Link to Corporate Objectives: Stimulate growth and competitiveness in key sectors and Supported regeneration activity and Growing the city's rate base in line with Council's objectives