

Development Committee

Wednesday, 9th June, 2010

MEETING OF DEVELOPMENT COMMITTEE

Members present: Councillor C. Maskey (Chairman);
the Deputy Lord Mayor (Councillor Humphrey); and
Councillors M. Browne, Campbell, Crozier, B. Kelly,
Kyle, Lavery, Mullaghan, Rodgers, Rodway and Stoker.

In attendance: Ms. S. McCay, Head of Economic Initiatives;
Mr. T. Husbands, Head of City Events and Venues; and
Mr. J. Hanna, Senior Committee Administrator.

Apologies

Apologies for inability to attend were reported from Councillors Ekin, Kirkpatrick, Mac Giolla Mhín and Mhic Giolla Mhín.

Minutes

The minutes of the meetings of 12th and 24th May were taken as read and signed as correct. It was reported that those minutes had been adopted by the Council at its meeting on 1st June.

Belfast Tourism Monitor 2009

The Committee was reminded that, at its meeting on 12th May, it had agreed to receive from representatives of Millward Brown Ulster Limited a presentation in respect of the findings of the Belfast Tourism Monitor 2009. It was reported that Ms. C. Toner and Mr. R. McGimpsey were in attendance and they were admitted to the meeting and welcomed by the Chairman.

Ms. Toner stated that in 2009 9.25 million people had visited the City, an increase of 30% from the previous year with the number of out-of-state visitors increasing by 50%. She indicated that those visitors had spent £451 million, an increase of 3% on 2008. She pointed out that the increase in visitors and spend was due largely to residents from the Republic of Ireland visiting Belfast to shop because of the beneficial exchange rate between the Euro and the Pound Sterling. Conversely, the number of overnight visitors from England, Scotland and Wales had declined by 27%. She reviewed the frequency of visitors to Belfast, the main reason for visiting attractions, the other activities undertaken and the type of accommodation which visitors had stayed in. She concluded by explaining that the questionnaires which had been completed by visitors had indicated that, with the exception for the need for more banners and signs indicating what was on in Belfast, there were few major changes which Belfast could undertake to make it a more attractive tourist destination.

Ms. Toner and Mr. McGimpsey then answered a number of questions from the Members and retired from the meeting.

After discussion, the Committee noted the findings of the Belfast Tourism Monitor for 2009 and that the Tourism Facts and Figures booklet would be circulated to Members in due course.

Departmental Plan 2009/10 - Quarterly Update

The Committee noted the contents of a report which provided a quarterly update on the Development Departmental Plan 2009/10.

Departmental Plan 2010/11

The Head of City Events and Venues submitted for the Committee's approval the Development Departmental Plan for 2010/11. He explained that the Plan identified the actions, initiatives and events planned for the Department during that period and its main purpose was to gain Committee approval for key projects, initiatives and resources required for the year. It would be supplemented by a series of more detailed service plans and separate Unit level plans. In addition, an update report regarding the Plan would be submitted to the Committee on a quarterly basis and, since many involved key issues, specific reports concerning those matters would be submitted to the Committee for approval.

The Committee approved the Departmental Plan for the Development Department. A copy of the key achievements for 2009/2010 and the key actions and performance indicators for 2010/2011 as detailed in the plan, together with the Departmental Action Plan is set out hereunder:

“6. Key Achievements 2009-2010

The last year has seen progress in a number of areas. Some of the most important achievements are considered in the following sections.

6.1. City Leadership

- **Profiled Belfast at the OpenCities Global City Conference.**
- **Secured over £10 million of European and UK funding across multiple projects supporting environmental work, community benefits and sporting activity.**
- **Led the six Council greater Belfast Comet partnership delivering city regional projects and promoting the region throughout Belfast. This also enabled us to engage in cross-border Interreg funded activity for the first time.**
- **The department continued to be an active member of British Urban Regeneration Association (BURA) and the Core Cities Group.**

- Further implemented a Belfast Brand strategy and marketing process.

6.2. Better care for Belfast's environment

- Completed the Transport Policy review to inform the Council's position in respect of transport policy development for the city and wider region.
- Engaged with the review of the Regional Transport Policy and physical infrastructure projects including the proposals for transport system changes such as the Rapid Transit initiative.
- Worked in partnership with the Department for Regional Development (DRD) on the implementation of the Belfast Metropolitan Transport Plan & other transport initiatives. Participated in the City Centre Change Working Group & other transport groups.
- Delivered a range of programmes to support environmental work, many in partnership with European partners. These included support for the environmental industries sector, the Interreg Carbon Footprint project, the Irish Sea Carbon Card project, the BRAVO – Eco Regions and showcasing the North Foreshore environmental regeneration initiative as best practice.
- Continued to implement the Environmental Management System in the Department with various initiatives ongoing throughout the year.
- Supported local environmental projects including neighbourhood clean ups, recycling, and waste week activities, at all 22 community centres.
- Developed Place, Position and Ownership project with the University of Ulster.
- Delivered heritage community programmes including training in Heritage as a Social and Cultural Developmental Tool, providing access to heritage resources such as the Ulster Hall, and creating awareness with young people to engage with heritage.

6.3. Better opportunities for success across the city

- Developed and delivered membership services and events programmes for the World Trade Centre Belfast.
- Delivered programmes of support for the creative industries sector, the advanced manufacturing sector, the independent retail sector and the franchising sector.

- Continued delivery of the only UK led Urbact funded project OPENCities to better integrate economic migrants and address barriers to employment and entrepreneurship.
- Supported, lead on and delivered a number of European conferences for entrepreneurship, business, recession and economic migration.
- Hosted a European small business event in line with the inaugural EU Small Business Week launched by the EU Commissioner.
- Developed and delivered the HARTE (Hospitality and Retail Training for Employment) project.
- Engaged approximately 550 businesses on development programmes.
- Supported development and delivery of an enterprise plan focusing on pre-start, start-up and new business support (including social economy), in conjunction with partner organisations.
- Commissioned and produced quarterly research updates on economic conditions and forecasts.
- Undertook a survey of 500 businesses to improve our services.
- Carried out feasibility work on key business locations (Giant's Park; Paint Hall; World Trade Centre) and business incubation support.
- Completed the 'capital flows' research to show the key role Belfast has as a regional economic driver.
- Completed research and consultation and produced the first drafts of a Tourism and Culture Strategy and a City Events Strategy.
- The department won several awards including, the Northern Ireland Travel and Tourism Awards for 'NI Event/Marketing Initiative' for the Tall Ships Event, Ulster University 'Placement Employer of the Year', Northern Ireland Tourism Awards for 'New Tourism Projects', highly commended in the Local Government Chronicle's (LGC) 'Council of the Year' 'Sustainable Environment' Award and 'Regeneration' Award categories, a European 'Access' award and Arts & Business awards for the Waterfront and Ulster Hall.
- Finalised the Integrated Strategic Tourism Framework for Belfast including an innovative range of special interest and niche tourism products; conference subvention; monitoring and evaluating the economic impact of tourism; provision of a comprehensive visitor management scheme and community tourism initiatives.

- Continued to develop and support the cultural tourism offer and worked in partnership with the Northern Irish Tourist Board (NITB) and the Arts Council of Northern Ireland (ACNI). Achievements include the Belfast Music Tour, literary tourism and the Cathedral Quarter cultural tourism product development and promotion.
- Delivered eight major City events together with 16 events assisted by the Support for Sport Scheme. These events attracted over 1¼ million people generating approximately £18 million additional economic activity for Belfast.
- Hosted the highly successful Tall Ships event attracting an estimated 800,000 visitors to the city and generating some £15 million for the local economy. We also completed a sailing training programme that was crucial in bringing the Tall Ships to Belfast. Successful liaison with the Parks Department helped to deliver a number of other large outdoor events providing an average return on the Council's investment of just under £6.80 for every £1.00 of the city's finances.
- As part of the Tall Ships event, £1m of new marine infrastructure was developed. This is now available as a legacy that can be utilised for future maritime based events.
- Delivered a range of successful cultural events including the summer Urban Arts Academy/Trans event programme, the Waterfront Comedy Club, and (in partnership) the Belfast Festival at Queens.
- Refurbished and reopened the Ulster Hall. The Ulster Orchestra is now established as 'resident' in the Ulster Hall and offers open rehearsals to the public.
- Secured DSD grant support from the Integrated Development Fund to successfully deliver our 'Renewing the Routes' programme. The programme won several awards including, the British Urban Regeneration Association (BURA) award for 'Best Practice in Regeneration', 'highly commended' at the UK Local Government Awards, the 'Building Bridges' award at our own Making a Difference (MAD) Awards, the 'Gaelgradam Loch Lao' award from Forbairt Feirste, and the West Belfast Partnership Board's 'Environmental Award'.
- Completed a range of integrated regeneration work including commercial property improvements, public realm enhancements, environmental improvements, heritage property and tourism developments.

This includes implementation of the Integrated Development Fund local regeneration project's £4.1m funding, which included the 'renewing the routes' scheme.

- Continued the development of the Belfast European Brownfield Initiative by securing additional INTERREG IVC resources (€2m) towards the development of the BTeam network project proposal.
- Secured European Peace III funding and began work to build Belfast's first urban sports park.
- Launched the North Foreshore Master Plan and regeneration initiative and completed Phase 1 of the plan (access and infrastructure projects).
- Completed the Gasworks northern fringe master plan.

6.4. Better support for people and communities

- Implemented the Integrated Cultural Strategy and created a Public Arts Strategy and programme.
- Provided training in new skills for the culture and arts sectors.
- Provided funding for 5 culture and arts schemes: Multi-Annual Funding; Annual Funding; Development and Outreach; Rolling Programme and the Community Festivals Fund.
- Established partnerships with a number of arts and educational organisations aimed at increasing and improving programming for children and young people e.g. Belfast Children's Festival, Urban Arts Academy and Trans programme, Musicworks NI and Youth Theatre.
- Delivered various events across the city including festivals, the Party in the Park, Christmas Lights, the City Carnival, and the Tall Ships.
- Increased the use of our Community Centres by 19% to a total usage count of 559,092.
- Attracted over 75,000 hours of volunteers time to support the work of the department, a 14% increase.
- Distributed over £2.3 million through our grant aid programme to 339 community projects.
- Developed an extended Community Support Plan to align with the timeframes of other NI support plans and secure funding from the Department for Social Development Community Support Programme.
- Developed relationships with each of the 12 Neighbourhood Renewal Partnerships.
- Facilitated a large number of neighbourhood outreach initiatives including: Support for the Safety of Seniors, Community Safety Week, Waste Week,

Digital Communities, English classes for people from ethnic minority groups, the Adult Traveller Education programme, after school clubs and youth projects. Usage of our 22 community centres remains at approximately 61%.

- Developed the Council's approach to traveller awareness and anti-racism training, which is now widely recognised as innovative good practice and was well received by the Eurocities network. The 'Think Traveller' DVD training pack has been widely distributed and the feedback has been excellent.
- Was involved in all twelve Neighbourhood Renewal Partnerships in the Belfast City Council area. The representatives have co-ordinated the delivery of the agreed Council actions identified in each area.
- Worked in conjunction with the Council's Anti-Social Behaviour (ASB) officer to contribute to the work of Belfast's four ASB Forums.
- Completed extensive research and created options for the development of an Anti-Poverty Strategy for the Council.
- Supported the delivery of Neighbourhood Economic Development projects.
- Completed extensive research and built a baseline for the development of a children and young people's strategy for the Council.
- Reviewed the Council's Child Protection Policy and Procedure and made corporate recommendations to ensure Council best practice in statutory compliance and customer focus.
- The Council's Youth Forum completed several projects including: partnering with the Northern Ireland Housing Executive to produce information booklets for people who experience either illiteracy or second language challenges, obtaining OCN Level 1 in Outdoor Play allowing them to support community projects, performing a play to raise awareness around the issues of suicide and its affect on families, hosting an interactive Q&A session for students, the 6 political party youth champions and the Lord Mayor, and designing and delivering hate crime awareness sessions.
- Delivered the sixth annual Opportunity Europe event attracting over 5,000 post-primary school students from across Northern Ireland.

- Our Youth Forum DVD won the BT national Seen & Heard award. We built on this success with activities during the 'Party in the Park', bringing together 12 – 17 year olds from all parts of the City.
- Delivered programmes of activities at 28 Council sites including the successful summer scheme programme that included over 120 weeks of activities for children and young people. We also provided £163,000 in funding to support a further 81 summer schemes independently managed by the community sector.

6.5. Better Services

- Established a departmental Customer Focus Group to take forward raised customer service standards.
- Increased public access and use of the Ulster Hall by introducing an Education Community and Heritage Access policy which includes community ticketing, venue tours and community usage. The Café Grand Dame has also been relocated to increase visitor numbers.
- Developed a rich data source detailing local needs and assets, which will allow easier access to key statistics about local areas.

6.6. Better Value for Money

- Introduced new organisational structures in several areas including Tourism, Culture and Arts; City Events and the Waterfront & Ulster Hall; and Community Services. These have helped to make better use of existing resources and to align these resources with our priorities.
- Prepared the Department for the new Investors In People standards.
- Secured seven Leonardo student placements for Belfast City Council.
- Implemented various improvements in internal processes following reviews. These include, the Business Improvement Services (BIS) structural review, procurement systems (Systems Applications and Products SAP), and the new attendance policy in the department.
- Introduced a new planned and preventative maintenance programme for the Waterfront & Ulster Hall.
- Completed and started to implement the recommendations from a strategic departmental grant review including establishing a Central Grants Team.

- Completed research into appropriate key performance indicators (KPI) and aligned the Department's planning and performance management systems to the Council's corporate strategic planning approach.

7. Key Actions for 2010-2011

The Department's key actions have been defined against the background of the value creation map. Each key task has a relationship with one or more of the themes described in the departmental Value Creation Map.

7.1. City Leadership

- Prepare for the transfer of RPA powers in local economic development, tourism, culture and arts, urban regeneration and planning (Service Project).
- Lead private sector contribution to Community Planning.
- Develop and deliver, in partnership with communities and key stakeholders, a community planning framework and shared vision for the city and its neighbourhoods (Corporate Project).
- Influence the public conversation on the city's future.
- Effectively communicate to influence stakeholder behaviour.
- Exchange Best Practice with European partners.
- Influence, interpret & disseminate EU policy.
- Maximise investment/funding streams for Belfast (Corporate Project).
- Secure DSD grant leverage for the Community Support Plan in 2010/11.
- Lead on BCC engagement for development of the Titanic quarter (Service Project).
- Develop and deliver a city Masterplan, to inform and influence other regeneration activities (Corporate Project).
- Engage in European projects and networks (Service Project).
- Ensure representation on key internal and external partnerships to inform key policy decisions with a community development perspective
- Ensure Community Services expertise and resources are leveraged into internal and external partnership projects.
- Continue to expand structured engagement with private developers.
- Promote Belfast in Europe.

- Enhance BW/UH position as premier conferencing venues in local and national marketplace.

7.2. Better care for Belfast's environment

- Influence development of relevant government [transport and infrastructure] policies.
- Implement the Council's transport policy (Service Project).
- Engage in [environmental] European projects and networks.
- Use opportunities to use public transport to better support events and programmes.
- All units to identify and act on opportunities for environmental improvement.
- Adhere to the Dept environmental management system.
- Promote the city's heritage through city events.
- Increase public access to the heritage of the Ulster Hall.

7.3. Better opportunities for success across the city

- Promote the Waterfront and Ulster Hall position as a premier conference, exhibition and meetings venues.
- Maximise business and entertainment hire income achievement.
- Develop the venues' digital and web marketing strategy.
- Ensure positive media coverage for Waterfront & Ulster Hall.
- Develop retail and merchandising activities at Waterfront & Ulster Hall.
- Design and implement new Local Economic Development Plan for the city (Corporate Project).
- Review and grow city's markets.
- Implement the Employability and Skills plan (Corporate Project).
- Implement wide range of structured business interventions programmes (Corporate Project).
- Develop and implement the integrated Tourism Strategy (Corporate Project).
- Coordinate production of Belfast Tourism Monitor.
- Review the integrated culture and arts strategy (Corporate Strategy).
- Distribute £1.3 million of grant aid for culture and arts organisations.

- Support the development of the Titanic signature project. (Service Project)
- Implement a City Events Strategy (Corporate Project).
- Deliver major events and programmes that showcase Belfast.
- Deliver a vibrant programme of entertainment, arts and community events at BW and UH to support income achievement and audience development.
- Introduce audience development initiatives for Waterfront & Ulster Hall.
- Ensure community and arts policies and programming delivers on CSR and RBG strategic objectives.
- Maximise the relationship with the Ulster Orchestra as a tenant of the Ulster Hall.
- Work with key public bodies with regard to managing large scale events.
- Increase overall external funding/ sponsorship income.
- Co-ordinate and implement the Council's Economic Recession Plan and support action to deal with the recession (Corporate Project).
- Continue implementation of the Renewing the Routes Programme (Corporate Project).
- Coordinate development of the Lagan Canal.
- Coordinate development of the Northern Fringe at Gasworks (Service Project).
- Lead the BTeam regeneration of derelict urban sites project.
- Coordinate development of the public arts Rise sculpture.

7.4. Better support for people and communities

- Develop and implement a Community Development Strategy for Belfast that allows the council to contribute more effectively to shared community development goals across Belfast (Corporate Project).
- Agree and implement the Community Support Plan to determine the objectives of the work of our Community Services section over the next three years and ensure our continued participation in DSD's Community Support programme (Corporate Project).
- In partnership with LGP / NILGA and other key stakeholders seek to influence best practice and equality issues on Traveller related matters.
- Review the structure of the Inter-departmental Traveller Liaison Group and make recommendations.

- Explore options for the Council to facilitate the formation of an Inter-agency Traveller Liaison Group.
- Provide an in-house and external advice service on matters related to the Traveller community.
- Provide and develop a Traveller outreach office to assist both the Traveller community and relevant stakeholders.
- Deliver a Traveller Awareness /Anti Racism training programme and promote the 'Think Traveller' DVD training resource.
- Review the legislative 'Caravan sites' licence requirements and work with other departments to ensure the Council's compliance.
- Develop and deliver the OPENCities project (Corporate Project).
- Provide Council representation on all Belfast Neighbourhood Renewal partnerships.
- Represent the Council on the city's key geographical and thematic networks.
- Contribute to robust citizen engagement.
- Support environmental projects at neighbourhood level (such as recycling, community clean ups, art and waste week).
- Support the delivery of local community safety programmes.
- Deliver a series of cross community programmes linked to the Council's Good Relations and cultural diversity strategies.
- Support the delivery of local Neighbourhood Renewal Partnership Action Plans.
- Support delivery of Health & Well Being Action Plan.
- Continue to implement the current framework for community centre management plans.
- Deliver grant programmes to community organisations.
- Provide 22 high quality and accessible venues and to develop and deliver city wide programmes and services.
- Deliver grant programme and support to community-managed centres.
- Continue implementation of a volunteer policy and related support programme.
- Support citywide and area volunteer celebration events.
- Implementation of the My Neighbourhood Engagement programme across the city.
- Development of area based engagement matrix
- Analysis of key neighbourhood issues.

- Coordinate the Council's contribution to the 12 Neighbourhood Renewal Action Plans (Corporate Plans).
- Develop and implement a corporate Anti-Poverty Strategy. (Corporate Project)
- Deliver capacity building programmes to the community sector.
- Evaluate capacity building programmes and recommend future activity.
- Develop and deliver a full Equality Impact Assessment for the Council-approved Children & Young People strategy process.
- Deliver a full external consultation programme on the Children & Young People strategy.
- Implement a strategy for Children and Young People (Corporate Project).
- Lead the Council's Children & Young People thematic priority.
- Lead the implementation recommendations across the Council regarding the Child Protection Policy and Procedure to ensure best practice in statutory compliance and customer focus.
- Develop and coordinate an inter-agency group for provision of services to children and young people.
- Continue to improve consultation and engagement with youth (including supporting the work of the Youth Forum and coordination of the Youth Champions Group).
- Develop and deliver a branded Council citywide children and young people's summer programme.
- Provide high quality and inclusive children & young people programmes in directly managed facilities.
- Deliver and support high quality summer scheme programmes across the city.
- Support the Children & Young People Action Plans in local Neighbourhood Renewal Partnerships.
- Deliver a programme of events and related activities aimed at children and young people in conjunction with partners and sponsors.

7.5. Better Services

- Develop and implement a customer service framework (Service Project).
- Ensure BW/UH specification meets customer expectations and market demand.
- Improve customer care and enhance service delivery.
- Ensure customers influence future event planning.

- Research, recommend and adopt facilities service quality standards. (Service Project).
- Exceed internal and external client expectations in relation to operational service delivery of Waterfront and Ulster Hall.
- Monitor the physical environment and the services at both the Waterfront & Ulster Hall to ensure they are fully accessible.
- Agree an approach to Neighbourhood and Local Working (Corporate Project).
- Deliver a local information management system which informs our Neighbourhood and Local Working model (Corporate Plan).

7.6. Human Resource Management

- Adhere to absence management procedures.
- Ensure all staff have a programme of continuous PDP in line with Council standards.
- Continue to encourage greater integration across the Department following the re-organisations.
- Present community centre think piece to Chief Officers and Councillors for consideration.
- Review the roles and responsibilities of community centre committees.
- Finalise the new Community Services structures.
- Implement the proposed Community Services re-structuring programme (Service Project).
- Deliver an associated internal and external communications plan.
- Implement Phase II of the Business Support Restructuring.
- Implement the corporate approach to IIP (Service Project).
- Comply with corporate policies and processes for managing overtime and agency staff.

7.7. Financial Planning

- Implement the findings of the departmental grant review (Service Project).
- Review income streams and agree plan on how to maximise revenue and EU funds.
- Comply with the timeframes for completing budgets, quarterly outturns, variance analysis, etc.
- Comply with corporate policies and processes on financial matters.
- Complete a review of the renewing the routes activity.

- Ensure effective maintenance systems for the mechanical & electrical systems and fabric of the Waterfront and Ulster Hall.
- Implement the approved pricing policy for BW and UH.

7.8. Information Management

- ERP/SAP Implementation.
- Ensure information systems meet work requirements - Monitor and review Maximiser capability Participate in Artifax working group.

7.9. Planning & Performance

- Ensure effective decision making based on quality research, best practice & stakeholder needs.
- Ensure strategic alignment of the department, to support improvement of its performance.
- Provide PI data as and when requested.

7.10. Assets

- Work collaboratively on Council asset maximisation programme.
- Develop an asset management plan for all Community Services buildings (Service Projects).

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Appendix 1 – Departmental Plan 2010/11 can be viewed by opening Appendix 1
of Item 4 within the Agenda Pack

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Renewing the Routes Initiative

The Committee considered the undernoted report:

“Relevant Background Information

The purpose of the report is to outline the: proposed methodology for the longer term prioritisation of future Renewing the Routes local regeneration activity across the City; the suggested approach to the short term continuation of implementation works; and the potential for extending the scope of future local regeneration activity.

The proposals outlined below are required to provide the short, medium and long term structures for the continuation of the successful local regeneration activity carried out under the current Renewing the Routes initiative. The detail of the report and appendices seeks to clarify the suggested approach to the prioritisation of ongoing local regeneration activity and provide a framework to support the ability of the Council to respond to any unique opportunities for collaborative activity that may fall outside of an approved schedule of prioritised areas.

The recommendation has been developed to retain the general principles for the work established during the development of the Brighter Belfast / Integrated Development Fund (IDF) and supported by the external review reported to January Committee. The direct partnership project delivery approach was highlighted as an important element of the continuity and a vital component for the successful implementation of package local regeneration work. The emphasis will remain focused on non-traditional activity whereby the priority will be the potential projects that are not addressed by mainstream of other statutory providers.

Key Issues

Prioritisation process

The report and recommendations have been developed in the context of the potential future resource availability rolling forward the commitments set out in the current estimates (£300,000pa). The proposals also recognise that a mechanism is required to prioritise phased longer term activity based on the development of a local action plan approach that reflects both the need for regeneration and the opportunities to achieve the transformation of local environments.

The pilot local regeneration and prioritisation activity, supported through the Council's previous Brighter Belfast Initiative, provided the context for the review of the approach and the detailed recommendations. The matrix approach, previously endorsed by Committee for the identification of the original target areas, formed the basis for the suggested framework for the prioritisation process.

The approach to the matrix and the information sources incorporated into the evaluation support the previously agreed criteria for area prioritisation: Physical Environment, Social Factors, Economic Circumstances and Strategic Influences.

The focus for the assessments are the identified nodes (between 0.5 and 1Km) along the main arterial routes within Belfast, as identified in draft Belfast Metropolitan Area Plan (dBMAP). The linear distance covered by the 18 routes identified in dBMAP extends to over 60Km within the Belfast administrative boundary.

It is proposed that the evaluation is carried out using the criteria and methodology as part of a two stage process. The emphasis of the initial activity would be on the evaluation process to support the empirical identification of target areas across the city. The evaluation results would be considered by a future Committee and inform the process of detailed action planning which would be developed for the agreed target areas in consultation with local members and communities.

Research and evidential sources have been refined since the original Brighter Belfast supported initiative through the local area analysis work developed within the Department. An important element of the data supporting the evaluation process is drawn from the range of indicators established by the SNAP (Strategic Neighbourhood Action Programme) Unit, through their localised socio-economic data resources.

The comprehensive quantitative and qualitative evaluation would provide the basis for the prioritisation of target areas for future consideration by Committee. It should be noted that, on the basis previous experience and projected resources (staff / finance), it estimated that between two and three areas per year would be brought forward for the development of the detailed implementation action plans. The action plans would form the basis for phased project delivery in the target areas over an agreed timescale and reflecting the required scoping/consultation activity with local members, communities and partners.

The detailed survey and evaluation activity, if approved, is projected to be completed in late autumn. It is proposed that the results and any potential recommendations would be brought back to Committee for consideration of the potential prioritisation and approval following this first stage of the developmental activity.

Members may wish to note that the approach to the Renewing the Routes activity and evaluation has been developed on the basis of a securing a long-term rolling programme of local regeneration activity across the city.

The suggestion for consideration is a two stage approach to the prioritisation of future activity based on the criteria and methodology and covering nodes along the routes identified. Stage 1 would encompass the detailed survey and assessment of all the identified routes to provide a basis for the comparison of individual areas and potential prioritisation. Stage 2 would comprise the prioritisation which would follow the Committee consideration of the evaluation results; the Strategic Influences and the comparative matrix for the different study areas.

Scope of Future Local Regeneration Activity

The experience from the pilot activity and the IDF has identified the need to consider both the potential to extend the scope of the initiative and introduce a degree of flexibility.

The positive experience of working through the project delivery with the focus on the main arterial routes across the city has highlighted the potential for similar regeneration work to be carried out in other neighbourhood centres. This extension of the potential sphere of operation beyond the existing routes, as identified in Appendix 2, would require further detailed consideration in order to set out the potential parameters for the work.

The recent experience has also demonstrated that it could be beneficial to establish a framework to support the ability of the Council to respond to any individual opportunities for collaborative local regeneration activity that may fall outside of a prioritised implementation programme.

It is suggested that the Committee supports the initiation of work to determine the potential for the establishment of a framework that would enable the consideration of the potential for additional local regeneration activity. This proposed work would explore the potential for a mechanism to enable the Council to consider targeted Renewing the Routes local regeneration activity outside of a prioritisation process and the factors such as the availability of external funding or formal partnerships.

Short Term Implementation

The uncertainty in relation to the resources available to deliver future programmes and the focus on the completion of the current, IDF, works necessitates the consideration of interim or shorter term options for the prioritisation of implementation activity in the current financial year. The Committee as part of the estimates and budget setting process agreed the provision of core budget funding of £300,000 for the delivery of Renewing the Routes local regeneration activity for this financial year which was intended to provide the capacity to carry out work in the areas identified by the prioritisation process outlined above.

The timescale for the completion of the two stage process, as outlined above, will leave insufficient opportunity for the development and implementation of physical projects, in new areas of the city, within the remaining period to March 2011. Committee may wish to consider the potential to defer the implementation activity and carry forward the agreed resource allocation into the next financial year as a specified reserve. The deferment would enable the resources to be fully targeted on the agreed new priority areas in combination with future resource allocations. This approach would, however, require the approval of the Strategic Policy and Resources Committee. It may therefore be appropriate to consider additional options in parallel with this approach. The options outlined below seek to identify the potential for continued regeneration activity in the event that the implementation works cannot be deferred.

In the absence of the new priorities being defined and the deferment of the works not being possible, the options for the utilisation of the approved project resources would be restricted to work within the existing target areas. As the IDF works have been moving towards completion the Renewing the Routes team focused on the review of the previous target areas to determine whether incomplete plan elements could be identified. This review detailed the past levels of activity and sought to identify whether the circumstances that may have limited the earlier scope for implementation had changed and whether or not potential existed for further implementation works. Three options for the completion of activity in the existing target areas, taking account of the potential to balance the levels of previous intervention activity, are outlined below.

Option 1 – implementation projects to be developed with the focus on the areas that only received the original local regeneration seed funding from the Council's Brighter Belfast initiative. This would target activity on Lower Ormeau Road, Mid-Donagall Road and Albertbridge Road.

Option 2 – retain the focus on the three areas identified in Option 1 above and consider the potential for smaller scale interventions on the routes that did not receive the enhanced funding provided by the IDF. This would target activity in the three areas identified in Option 1 and include the potential to carry out more limited works on Antrim Road, York Street/North Queen Street and Lower Newtownards Road.

Option 3 – again retain the focus on the Option 1 area but expand the scope of activity to include all the target areas identified as part of the original prioritisation activity. The scope of activity would be limited to the originally identified nodes and would exclude the additional areas in the Greater West Belfast and Shankill Taskforce area included covered by the IDF funding.

Detail of the package of potential works developed, and/or related Committee decisions under any of the options outlined above, would be brought back to Members with an indication of the proposed budget allocations across any areas agreed by Committee.

Resource Implications

There are no additional implications, the project funding resources are contained within the Departmental estimates.

Recommendations

It is recommended that Committee:

1. Endorses the suggested two stage approach to prioritisation of future activity based on the criteria and methodology as previously circulated;
2. Supports the evaluation focus on the routes identified and the information sources based on the previous prioritisation, as set out within this report and appendices, on the understanding that the results form the basis of a future report to be presented to members for consideration.
3. Consider the options and agree either to defer implementation activity or support an approach for the initiation of short-term implementation activity within the current financial year ; and

4. **Agrees the approach to the establishment of a framework to enable the consideration of the potential for additional local regeneration activity and/or the future extension of the scope of activity to additional targeted areas outside of the arterial routes defined in the appendix previously circulated.**

Decision Tracking

Following ratification:

Recommendation 2 should be brought back to Committee for further consideration

Time line: October 2010 Reporting Officer: Keith Sutherland

Recommendation 4 should be brought back to Committee for further consideration

Time line: October 2010 Reporting Officer: Keith Sutherland

Key to Abbreviations

RTR - Renewing the Routes

dBMAP- Draft Metropolitan Area Plan

VLA - Valuation Land Agency

GIS - Geographic Information Systems

BRO - Belfast Regeneration Office

NIHE- the Northern Ireland Housing Executive

SNAP Strategic Neighbourhood Action Programme Unit

NIMDM - Northern Ireland Multiple Deprivation Measure

IDF – Integrated Development Fund

SOAs – Super Output Areas”

The Committee adopted recommendations 1, 2 and 4 and agreed to defer the implementation activity, with the Strategic Policy and Resources Committee being requested to allow the £300,000 resource allocation to be carried forward into the next financial year as a specified reserve.

Christmas Lights Switch-on 2010

The Committee was reminded that the Council over the previous twenty-five years had developed the annual Christmas Lights Switch-on event. The event had originally involved a number of school choirs and had taken place in the middle of November, with a small audience in attendance. However, it was now an extremely popular event, with last year's audience having been estimated at 8,000, and involved a range of high profile national and local celebrities.

The Head of City Events and Venues reported that correspondence had been received from Belfast City Centre Management, which was supported by the Belfast Chamber of Trade and Commerce, requesting that the Council give consideration to moving the day of the event from a Tuesday evening to a Saturday evening in 2010.

After discussion, the Committee agreed, due to the success experienced by holding the event in mid-week and the potential disruption which could be caused by hosting the event on a Saturday, not to accede to the request and accordingly agreed that the event continue to take place on a Tuesday evening.

**Transfer of Local Arts Funding to the New Councils
under the Review of Public Administration**

The Committee was reminded that, at its meeting on 9th March, it had approved a response to the Department of Culture, Arts and Leisure in relation to its proposals for the transfer of local arts funding to the new Councils under the Review of Public Administration. In addition, the Committee had agreed that the Minister for Culture, Arts and Leisure be requested to attend a future meeting of the Committee to discuss the matter.

The Committee was advised that correspondence had been received from the Departmental Private Secretary to the Minister indicating that, due to diary commitments, he would be unable to attend a meeting. However, it had been suggested that the Head of Arts and Creativity Branch in the Department of Culture, Arts and Leisure could meet the Committee on the Minister's behalf.

After discussion, during which the Members expressed disappointment at the Minister's response, the Committee agreed that a further letter be forwarded to the Minister requesting that he review his decision and accede to the request to meet with the Committee.

**Requests from Third Parties to
hold Markets in Belfast**

(Mr. C. Quigley, Town Solicitor, attended in connection with this item.)

The Committee was advised that the Council held the right to hold and operate markets under legislation which dated back to 1845. The Council exercised those rights principally through the markets operated at St. George's, but hosted also externally contracted market style events such as the Continental Market, which was held a number of times throughout the year in the grounds of the City Hall, and the Maritime Festival.

The Head of Economic Initiatives reported that the Council had received two requests by third parties to hold markets in Belfast. The first application was for a market in the Boucher Road area of which the Committee had been informed and updated over the previous year. The second had been received recently from a community interest company seeking to operate a market in Bank Square. Both applicants were anxious for their applications to be processed at the earliest opportunity, with one applicant hoping to operate a market during August, 2010. Officers had been working closely with the Legal Services Department over the previous number of months to review the applications in the context of the existing legislation and to consider any issues arising.

The Town Solicitor advised that the market rights held by the Council were a valuable corporate asset and that careful consideration should be given on the way to proceed. Fundamentally, in the first instance, the Council would have to consider whether it wished to grant market rights, followed by decisions on which locations and for which types of markets, if appropriate. In order to advance such an area of work, it was recommended that the Council establish a Markets Policy which would take due account of all issues as outlined and form a clear platform from which the Council could take decisions on individual applications in the future.

After discussion, the Committee agreed to the formulation of a Belfast City Council Markets Policy and that the applicants be advised that a decision on their applications could not be made until such a policy was in place but that, in the mean time, officers continue to work with the applicants so that they would be able to submit completed applications once the Policy had been established.

Community Support - Capacity Building Grant

(Councillor Stoker declared an interest in this item in that he was affiliated to organisations which were being recommended for funding and took no part in the discussion on the item.)

The Committee was reminded that, at its meeting on 14th October, 2009, it had agreed that the Capacity Grant should continue as a multi-annual grant for a one year interim period as part of the transition to the final multi-annual programme. The grant would open again to applications for years two and three. The Committee was advised that, following the closing date, a total of nineteen applications had been received. These had been assessed by an external consultant in accordance with the previously agreed assessment criteria, scoring threshold and "banded" funding, with groups having to meet the threshold score of 130 marks (65%) to be recommended for funding. Accordingly, it was recommended that the Committee approve the following recommendations for applications for the Capacity Building Grant 2010/11:

<u>Name of Organisation</u>	<u>Amount Requested</u>	<u>Funding Band</u>	<u>Funding Recommended</u>
Taughmonagh Community Forum	£85,190.00	A	£49,664.44
East Belfast Community Development Association	£50,400.00	A	£49,664.44
Belfast South Resource Centre	£44,950.00	A	£44,950.00
Engage with Age	£5,000	A	£5,000.00
Roden Street Community Dev Group	£38,000.00	A	£38,000.00
Ballynafeigh Comm. Dev. Ass	£80,079.00	A	£49,664.44
Women's Support Network	£11,000.00	A	£11,000.00
Falls Community Council	£52,010.00	A	£49,664.44
Greater Village Regeneration Trust	£30,000.00	A	£30,000.00
Lower North Belfast Comm. Council	£55,000.00	A	£49,664.44
South City Resource Dev. Centre	£35,500.00	A	£35,500.00
Ashton Community Trust	£45,116.00	A	£45,116.00
Greater Shankill Community Council	£47,700.00	B	£33,109.63

<u>Name of Organisation</u>	<u>Amount Requested</u>	<u>Funding Band</u>	<u>Funding Recommended</u>
Ligoniel Improvement Ass	£57,799.00	B	£33,109.63
Short Strand Community Forum	£40,000.00	B	£33,109.63
Upper Springfield Resource Centre	£38,153.67	B	£33,109.63
Falls Partnership Initiative	£30,000.00	B	£30,000.00

Cumulative total £620,326.72

Recommendations for Rejection of Funding

<u>Name of Organisation</u>	<u>Amount Requested</u>	<u>Recommendation</u>
Windsor Women's Centre	£33,348.80	Reject – does not meet minimum threshold
Your Money Garden Financial Education Project	£29,380.00	Reject – does not meet minimum threshold

The Committee adopted the recommendations.

Revenue Grants for Community Buildings

The Committee was reminded that, at its meeting on 10th February, it had agreed to extend the Community Services Revenue Grant for one year, with no less than 90% of the budget being allocated to the groups which were currently funded and up to 10% being held for new groups who wished to access the funds. The Committee was advised that twenty applications for funding had been received by the closing date of 15th April. The cumulative total amount which had been requested was £202,728, however, the total budget available was £81,858. It was pointed out that, if the previous funding bands were applied to the groups which were recommended for grant-aid, there would be overspend of £57,176. Therefore, in order to meet the required budget it was proposed to award an equal amount of £7,231.20 to the higher graded applicants and under £5,000 to the lower graded applicants. It was pointed out also that applicants which had their applications rejected would be offered the right to appeal the decision, although no budget had been withheld to address the outcome of any potential appeals.

Accordingly, it was recommended that the Committee adopt the recommendations set out hereunder for revenue grants:

BCC Revenue Grants May 2010

Table 1: Recommendation for Grant Approval

Name Of Group	Application Number	Requested Amount	Recommendation
NORTH			
Cancer Lifeline	1710	£7,638	£7231.20
First Step Drop in Centre	1712	£12,632	£7231.20
Hubb Community Resource Centre	1724	£8,200	£7231.20
Ligoniel Family Centre	1711	£8,651	£7231.20
Sailortown Regeneration Group	1714	£4,500	£4,500
SOUTH			
Annadale and Haywood Residents Association	1729	£2,245	£2,245
Chinese Welfare Association	1725	£34,950	£7231.20
Cara Friend	1728	£43,890	£7231.20
Sandy Row Residents Association	1721	£2,801	£2,801
WEST			
Forthspring Community Group	1713	£12,250	£7231.20
Hannahstown Community Association	1718	£11,275	£7231.20
Holy Trinity Centre	1717	£28,096	£7231.20
Stadium Projects	1723	£25,600	£7231.20
Total Cost		£202,728	£81,858.00

Table 2: Recommendations for Rejection

Name of Group	Application Number	Requested Amount	Reason for Rejection
NORTH			
New Life Counselling	1719	£60,164	Not a broad based programme. Not open and accountable.
174 Trust	1716	£75,100	No election of committee or consideration of accounts at AGM. No AGM clause in Governance documents
SOUTH			
The Rain Bow Project	1727	£27,558	Application withdrawn
Polish Saturday School in Belfast	1715	£5,170	Not a broad based programme.
EAST			
East Belfast Mission	1726	£25,870	Not open and locally accountable
Walkway Community Association	1722	£5,500	Not a new group and currently Revenue funded.
Tra Ghearr Ex Prisoners Group	1720	£19,100	Application Incomplete.

The Committee adopted the recommendations.

Community Revenue Grants - Options Paper

The Committee was reminded that the Community Revenue grant was available to eligible organisations which delivered wide-ranging community development programmes at neighbourhood and area level. While the assessment process focused on the range and content of the local service, the grants specifically assisted groups with general building costs, for example, utilities, insurance, administration and equipment. At its meeting on 10th February, the Committee, as part of the departmental grants review, had agreed to extend the Community Revenue grants stream for one year to enable it to be synchronised with the Capacity-Building and Advice grant streams. The Committee had agreed also that an options paper, which would consider the provision of the grant on either an annual or multi-annual basis, be submitted to the Committee within two months. That had been in response to feedback on consultation as to whether or not to move the stream to annual funding.

Following consultation with representatives of community organisations who had direct experience of the grants scheme, the broad consensus was that it would be appropriate for the Council to move to multi-annual funding for the Revenue grants. It had been agreed also that the necessary policy work was not yet in place in order to support such a move and therefore there was a high level of risk in moving to that approach without substantial preparatory work. Accordingly, the Committee was being requested to consider two options:

- (i) re-designate the Revenue grant as multi-annual from 2011/12 onwards. Whilst moving quickly to the desired final outcome that option had a high degree of risk as it left little or no time to put in place a necessary policy framework. There was a concern also that the higher evaluation and monitoring requirements of multi-annual funding might mean that some groups could potentially be unsuccessful in their application for funding; or
- (ii) continue the Revenue grant as an annual stream for 2011/12 and thus allow the necessary time for the supporting policy development and risk management framework to be put in place. Following the policy work, there would then be a carefully co-ordinated move to multi-annual funding after 2012.

The Committee agreed to adopt option (ii).

Community Development Project Grants

The Committee was reminded that Community Development Project Grants were awarded to organisations which initiated small-scale community projects that contributed to the overarching aim of building the capacity of local people. The maximum amount which could be awarded to any one group under the scheme was £500. It was pointed out also that the maximum amount which could be awarded to a Community group under the authority delegated currently to the Director of Development in any one financial year was £500. In order to permit applications received under the Christmas Community Chest, which enabled organisations to hold events during the Christmas period for local residents, to be processed using that delegated authority, it was necessary to submit the Community Development Project grants to the Committee for approval.

It was reported that eighty-five applications had been received, seventy-six of which had been recommended for grant-aid, with a total amount of £37,975 being allocated in this regard.

The Committee considered the applications which had been received and agreed to adopt the recommendations as set out below:

Appendix 1: Recommendation for Grant Approval

GROUP NAME	App No	Requested	Recommended
<i>NORTH</i>			
174 Older Peoples Group	1643	£500	£500
Ardoyne Association	1645	£500	£500
Ardoyne Fleadh Cheoil	1646	£500	£500
Ben Madigan Historical Society	1652	£500	£500
Carrickhill Residents Association	1549	£500	£500
Club Oige Mhachaire Bothain	1552	£500	£500
Dean Clarke Foundation	1662	£500	£500
Dolphin Women's Group	1663	£500	£500
Donegall Park Avenue Community Assoc.	1664	£500	£500
Eglinton Senior Citizens	1665	£500	£500
Embrace Ballysillan	1666	£500	£500
Friends of The Grove Park	1668	£500	£500
Glenbank Community Association	1669	£500	£500
Gort Na Mona Historical Society	1671	£500	£500
Harbour Lights Senior Womens Group	1672	£500	£500
The Hubb Community Resource Centre	1673	£500	£500
Lower Oldpark Community Association	1682	£500	£500
Lower Oldpark Friendship Club	1683	£500	£500
Ligoniel Family Centre	1566	£500	£500
Jennymount Craft Circle	1678	£500	£500
Jennymount Community Association	1677	£500	£500
Indian Senior Citizens Club	1676	£500	£500
Manor Street/Cliftonville Community Group	1686	£750	£500
Marrowbone Community Association	1551	£500	£500
Marrowbone Residents Association	1687	£500	£500
Midland Art Club	1547	£500	£500
Midland Senior Citizens	1548	£500	£500
Mountainview Pensioners Association	1537	£500	£500
New Lodge Senior Citizen Club	1690	£500	£500
North Belfast Women's Initiative & Support Project	1555	£500	£500
Shore Crescent 50+ Club	1695	£500	£500
Silver Threads	1696	£500	£500
Small Steps Adult Education Group	1697	£500	£500
St. Silas Senior Citizens Club	1698	£500	£500
St. Kevins Senior Citizens Forum	1699	£500	£500
Time 4 U	1702	£500	£500
Vine Community & Advice Centre	1703	£500	£500
Whitecity Over 50's Group	1573	£500	£500
Whitecity Community Development Association	1574	£500	£500

<u>GROUP NAME</u>	<u>App No</u>	<u>Requested</u>	<u>Recommended</u>
Womens Arts & Crafts	1706	£500	£500
York Road Civil Defence Association	1707	£500	£500
<i>North Sub Total</i>		<i>£20750</i>	<i>£20500</i>
<i>SOUTH</i>			
Bridge Community Association	1654	£500	£500
Elgin Court Residents Group	1577	£500	£500
L.O.R.A.G.	1550	£500	£500
Organisation of Malayis in Northern Ireland	1693	£500	£500
<i>South Sub Total</i>		<i>£2000</i>	<i>£2000</i>
<i>EAST</i>			
Ardcarn Womens Group	1644	£500	£500
Connswater Women's Group	1658	£500	£500
Orangefield Community Association	1694	£500	£500
<i>East Sub Total</i>		<i>£1500</i>	<i>£1500</i>
<i>WEST</i>			
An Munia Tober	1648	£500	£500
Ardmonagh Family & Community Group	1649	£500	£500
Blackie Community Groups Association	1653	£500	£500
Brookvale Seniors Group	1655	£500	£500
Cairde Naomh Pol	1657	£600	£500
Conway Youth Centre	1543	£750	£500
Clonard Senior Citizens Group	1659	£500	£500
Cullingtree Seniors Group	1660	£500	£500
Cumann Chluain Árd	1661	£850	£500
Conway Pensioners Group	1557	£500	£500
Forthspring Inter Community Group	1667	£475	£475
Friends of Shankill House	1567	£500	£500
Glencolin Residents Association	1558	£500	£500
Greater Andersonstown Safer Neighbourhood Project	1561	£500	£500
Greater Turf Lodge Residents Association	1670	£500	£500
Hannahstown Community Association	1571	£500	£500
Highfield Residents Association	1674	£500	£500
Highfield 50+	1675	£500	£500
Link Women's Group	1684	£500	£500
Link Youth & Young Adult Group	1685	£500	£500
Lower Shankill Group Welfare Committee	1681	£500	£500
Lower Andersonstown Mothers Support Group	1578	£500	£500
Middle Andersonstown Festival Committee	1688	£500	£500
Newhill Youth & Community Association	1689	£500	£500

<u>GROUP NAME</u>	<u>App No</u>	<u>Requested</u>	<u>Recommended</u>
St. Peters Senior Group	1564	£500	£500
Tar Anall	1700	£500	£500
Tar Anall	1701	£500	£500
Townsend Street Presbyterian Church Lunch Club	1556	£500	£500
<i>West Sub Total</i>		<i>£14675</i>	<i>£13975</i>
<i>Total</i>		<i>£38,925</i>	<i>£37,975</i>

Appendix 2: Recommendation for Grant Refusal

<u>Area</u>	<u>Application Number</u>	<u>Requested</u>	<u>Reason for Refusal</u>
North			
Atlanta Swimming Club	1647	£500	Not a community development programme. No evidence of an AG.M.
Lower North Belfast Community Council	1680	£500	Application Withdrawn
North Belfast History Project	1692	£750	Applicant group based in a directly managed community centre
Woodvale Young At Heart 50+ Group	1705	£500	Application withdrawn
East			
The Wednesday Club	1704	£500	Application withdrawn
South			
Nigerian Women's Forum	1691	£500	No bank account
West			
Early Years Toybox Traveller Young Parents Group	1576	£500	Regional pre school organisation
Irish Guards Association	1708	£750	Not a community development organisation/ programme

Shaftesbury Community and Recreation Centre

The Committee was advised that a sports and health facility at Shaftesbury Community and Recreation Centre had been completed in January, 2010. The Lower Ormeau Residents' Action Group had opened the facility to the public and a programme of activities was now being delivered. The Group were now planning an official opening of the facility and had issued an invitation to the members of the Development Committee to visit the venue prior to the official opening.

The Committee agreed to accept the invitation from the Lower Ormeau Residents Action Group to visit the new sports and health facility at the Shaftesbury Community and Recreation Centre on a date to be determined in conjunction with the Chairman.

Supplemental Advice Services Funding

The Committee was reminded that the Council was a major funder of Advice and Information Services through a consortium approach to funding and advice delivery which had been established in 2005/2006. At its meeting on 10th February, the Committee had approved the 2010/2011 allocation of £366,400 to the consortiums as follows:

North Belfast:	27.33%
South Belfast:	13.51%
East Belfast:	16.82%
West Belfast:	32.34%
City Centre:	10%

In addition, the Council administered a programme for supplementary Advice Funding to enable the consortiums to expand the advice services in their areas. That programme was agreed annually with the Department for Social Development, subject to the Council providing a level of additional match funding. The grant offer by the Department for Social Development for 2010/2011 had been maintained at £469,902 and the Committee had agreed previously to allocate that funding to the consortium at the same percentages as the Council's standard grant.

The Committee noted the level of supplementary advice funding provided by the Department for Social Development.

Benview Community Centre: Pre-school Provision

The Committee considered the undernoted report:

"Relevant Background Information

Benview Community Centre is an independently owned and managed centre located in the Ballysillan area. Currently, Council's Play Service operates both pre-school and after-school programmes in the centre. The pre-school programme is scheduled to end in June as the final part of Council's withdrawal from pre-school provision following the adoption by Council of the recommendations of the Play Review in March 2009.

A local Councillor has been approached by users of the centre and the centre committee to seek from the Development Committee an extension to the pre-school programme for a further year, that is, until June 2011.

Previously, following Committee's determination in March 2009 to exit from pre-school provision, officers had agreed the continuation of the programme on a time limited basis until 30 June 2010 as part of an exit strategy in Benview. This extended time line for the locality took cognisance of the level of community capacity in the area. It was therefore considered necessary in order to balance the imperative of encouraging local residents and centre users to take greater responsibility in regard to future provision, while at the same time offering support and practical assistance through the immediate transitional period.

For several reasons – some valid, others less convincing – demand for wider capacity building measures failed to materialise until recently when the reality of withdrawal of the pre-school programme was fully realised. Since then, the centre committee and users have mobilised impressively and would appear to offer, albeit belatedly, an appropriate platform for such supportive capacity building measures as were originally proposed.

The current appeal to extend the period of the exit strategy is based on the continued demand for the programme in the area and the recognition that its continuation would offer a focal point around which a much-needed, wider developmental and capacity building approach could be introduced in a planned manner.

This broader strategic and business planning support has been offered through the community development team and is available as soon as the group commit to a programme of support.

Key Issues

The Play Service is in the early stages of implementing a planned programme of change in line with the Development Committee's reaffirmation (February 2010) of the direction of that change. Two salient issues apply.

Firstly, the move from a static facility-based approach to more flexible and needs-led approaches. Early pilot programmes are showing encouraging outputs, with such programmes extending the geographic scope of the service, targeting new groups and introducing innovative play methodologies. Secondly, it was agreed that Council should withdraw from pre-school provision on the basis of other bodies being better placed to lead on and resource such provision. That analysis continues to hold.

However, in seeking to devise an area-appropriate exit strategy in the Ballysillan area, there may be merit in exercising a degree of flexibility in regard to a different form of council led provision.

Council's objective, from a wider community development perspective, is to work with the committee of this locally owned and managed centre and with local residents to create an effective and functional community based group capable of maintaining a range of programmes that meet local needs.

While there is continuing demand in the area for pre-school provision, other bodies offer a range of programmes albeit out with the immediate catchment area of the centre. Council's decision to withdraw from pre-school provision therefore remains valid. However, on the basis of the wider community development process potential, the Play Service could offer to deliver a 'Play Club', in the first instance, as a means of engaging and working on a capacity building basis with local residents and centre users, as originally envisaged.

Such a 'Play Club' would be introduced from September 2010 and operate with Council support. This would be run by 2 Belfast City Council Play staff but encourage community involvement and ownership. Initially, for a 4 month period, the play staff would run the programme for 4 mornings per week, and with community development support, would offer advice and training to local volunteers. In January 2011, a phased withdrawal would occur, reducing to 3 mornings per week with ongoing support until June 2011, at which point the centre would assume responsibility for the programme.

This concept offers several advantages:

- The focus of the club will be on children's play needs.
- It would create a fun environment that is about play rather than education as required within the pre-school curriculum.
- There exist more opportunities to promote community involvement and capacity building.
- It should lead to reduced community dependence.
- The programme would be more manageable locally in terms of obtaining volunteer commitment.
- It should release eventually play service resources to develop further projects elsewhere.

Should Members be supportive, the proposed compromise offers a reasonable alternative to the existing pre-school programme in the form of a pilot 'play club' while at the same time, offering a conduit through which community development

processes can be introduced in a planned manner. Ultimately, Council's objective remains that of a functional community based group capable of maintaining a range of programmes that meet local needs.

Resource Implications

1. The provision of a Play Club programme until June 2011 would incur direct costs in the region of £19,000 for staffing (although it can be argued that this represents an opportunity cost ie the staff will be employed anyway) and an estimated £5,000 for supplies, services and equipment. Provision within revenue estimates has been made for this financial year.
2. The deployment of two play staff at any centre for a given period by definition limits the opportunity to deploy those same staff elsewhere. However, in this particular instance, any such a limitation has to be offset against the wider developmental benefits that should be derived for the area from the associated process of capacity building.
3. Council currently support Benview through several financial means:
 - £13,475 through revenue grant to support costs associated with the provision of the community building
 - £4,200 rental for the after-schools and pre-school rooms
 - £1,800 summer scheme grant.

Recommendations

The Committee is asked to:

1. Agree to the introduction of a pilot Play Club in Benview to operate in the Benview Community Centre for the period September 2010 to June 2011.
2. From January 2011, the programme would reduce from 4 mornings per week to 3 mornings.
3. If at any point, community engagement with the programme or the wider capacity building process diminishes, Council should reserve the right to withdraw from the Play Club provision at the discretion of the Director of Development."

Several Members expressed the view that the Community Centre was located in an area of deprivation and high social need and pointed out that the pilot Play Club which was being proposed was consistent with the Council's policy in relation to service provision, community capacity building measures and the exit strategy for pre-school and after school programmes.

A Member pointed out that the same argument could have been used for the Olympia and Whiterock Play Centres, both of which had had their provision reduced, with Whiterock having subsequently been closed. He made the point that the proposals to introduce a Play Club in Benview should be extended to include both those centres.

The Children and Young People's Manager explained that the Department did not have currently the staffing resources to allow the proposed scheme to be extended to both the Olympia and Whiterock Play Centres. However, if the Committee was minded to adopt the recommendations then, from January, 2011 when the programme at Benview was reduced from four till three mornings per week, the scheme could be rotated and the extra capacity could be used to pilot a Play Club at other centres.

After further discussion it was,

Moved by Councillor Crozier,
Seconded by Councillor Humphrey,

That the Committee agrees to adopt the recommendations in relation to the introduction of a pilot Play Club in Benview Community Centre.

Amendment

Moved by Councillor Stoker,
Seconded by Councillor Rodgers,

That the Committee agrees to the introduction of a pilot Play Club in Benview Community Centre and that the scheme be extended during the same period to the Olympia and Whiterock Play Centres.

On a vote by show of hands five Members voted for the amendment and six against and it was accordingly declared lost.

The original proposal standing in the name of Councillor Crozier and seconded by Councillor Humphrey was thereupon put to the meeting when four Members voted for and seven against and it was accordingly declared lost.

The Committee noted that, in accordance with its previous decision, the pre-school provision would be withdrawn from Benview Community Centre from 30th June, 2010.

European Unit Progress

The Committee considered the undernoted report:

“Relevant Background Information

Members receive regular updates with respect to work within the EU unit. The following report will provide detail relating to

1. Quartiers En Crise
2. Dublin civic study visit to Belfast/Comet region

Key Issues

1. Quartiers En Crise:

Members will be aware that the city of Belfast has been a member of the Brussels based network Quartiers En Crise (QEC) since it was formed in 1989. The name of the network means ‘Neighbourhoods in Crisis’ and exists to bring European opportunities closer to cities by way of delivering European (EU) funded projects at a neighbourhood level. The network is formed on a three pillar basis ensuring that elected members, citizens and statutory professionals work together on EU driven projects and policy, particularly around urban regeneration. From 1989 to 2008, the city of Belfast was involved in the organisation as Treasurer through the Belfast Health Trust (formally North and West Health Trust). Traditionally cities are members of the network through their municipalities.

Belfast City Council (BCC) was involved through the Development Department and attendance by the Director of Development and later the European Manager. The network can be credited for playing a key role in securing the Urban pilot, the Urban programmes for Northern Ireland and over 30 projects for neighbourhoods in Belfast

Members will recall that BCC took over the responsibility of chairing the QEC network membership and the local branch of stakeholders in June 2008. The local QEC grouping involves the Belfast Health Trust, BAPs, NIHE, DSD, Belfast Metropolitan College, DEL, DETI, BRO and Healthy Cities.

On 18 September 2009, QEC and its local partners re-launched the network local branch as ‘Belfast in Europe – QEC’, giving the group a more meaningful title. The cost of engaging as a member of QEC is €7800 per annum for each city partnership. The cost for BCC has

been £2500 per year, which is also contributed by each of the local partners. The balance of this partner contribution provides funding for engagement in EU events in Brussels and also to match fund local projects that secure EU funding through QEC.

BCC also contributes a significant amount of staff time to QEC centrally in the role as Treasurer on the Executive Bureau and also as local coordinator ensuring meetings are facilitated, information shared and project opportunities are followed up.

In February 2010, The Internal Local Government Auditors undertook an audit of the European Unit. One of the recommendations was to examine the current level of EU network engagement and in particular the “current level of commitment to QEC and the feasibility issues associated with acting as Treasurer to an organisation based in Brussels.

A cost benefit analysis with respect to BCC’s involvement in QEC is attached as Appendix 1 of this report.

Since taking on the role of chair of the local QEC network in June 2008 and attending the Executive Bureau meetings and AGMs, BCC staff are querying the internal structure of the organisation in Brussels. Information has repeatedly been sought regarding more detailed accounts and staff contracts and to date responses have been unsatisfactory. To this end a final attempt was made by the EU Manager on the advice of BCC Legal Services to explore the inner workings of the organisation at an Executive Bureau Meeting in January and March 2010. The manager expressed concerns around Bureau member liability with regard to staff and other issues.

At a recent meeting of the QEC/Belfast in Europe Partnership, a unanimous decision was taken by members to withdraw entirely from the QEC network both in terms of standing down as Treasurer and as a member. This decision was taken based on concerns regarding the internal operations of the organisation and in the context

of scrutinising EU networking and outputs in the context of the recession. The organisational statutes require six months notice of withdrawal as member before the end of the calendar year and non re-nomination on the Executive Bureau before the AGM to be held on 15 June 2010.

Members are asked to consider the proposal to withdraw entirely from the QEC network and continue to support the local re-energised Belfast in Europe.

2. Dublin Civic Study Visit to Belfast/Comet region:

Members will be aware that BCC's EU unit provides the secretariat for the Comet Interreg partnership. This partnership was set up in April 2005 and comprises two elected members and an economic development officer for each of the Comet councils, namely Belfast, Lisburn, Castlereagh, Carrickfergus, North Down and Newtownabbey.

In September 2006, the Comet Interreg Partnership was invited by Dublin City Council and The North South Ministerial Council (NSMC) to a civic and study visit to the city of Dublin and its surrounding areas to undertake site visits and share and discuss approaches to urban regeneration and metropolitan partnership. The visit was endorsed and welcomed by the Department of Foreign Affairs and the Department of the Taoiseach.

A return visit from the Dublin authorities and the NSMC has been agreed by the Comet Interreg Partnership. This will take place on 9 November 2010. The aim is to showcase urban regeneration within the Greater Belfast metropolitan area and to explore future potential areas of collaboration particularly in the area of economic development. The detail of the one day study visit programme will be determined over the summer period but will entail a political briefing in Armagh by the NSMC, a welcome at Stormont or BCC, followed by site visits (yet to be determined within the Comet area) and a civic dinner offered by Newtownabbey Council.

On the second day of the Dublin visit to Greater Belfast, the Comet Interreg Partnership will be formally launching its Interreg IVA cross border projects at an event to be held in Belfast City Hall. This will be attended by the EU Commission and NI Assembly representatives, as well as stakeholders involved in cross border project development and delivery.

In connection with the formal launch, the Comet partnership will also hold a half day thematic conference which will showcase Comet's transnational activity in recent years. This will be an opportunity to showcase projects such as the Brownfield Europe and OPENCities projects led by BCC.

The conference will also be a platform to promote current and future opportunities for interregional and transnational working. Members are asked to note the events of 9-10 November 2010 and give approval of the participation of the Lord Mayor, the Chair and Deputy Chair of Development and the Chief Executive, or their nominees.

Resource Implications

1. Withdrawal from membership of the QEC network will result in a £2,500 annual saving to Belfast City Council.
2. There is no direct financial cost to BCC as all costs are already accounted for in the current Comet service level agreement

Recommendations

The Committee is asked to approve the following:

1. That BCC withdraws entirely from the Brussels based Quartiers En Crise network; and
2. The participation of the Lord Mayor, the Chair and Deputy Chair of the Development Committee and the Chief Executive (or their nominees) in the Dublin study visit to Greater Belfast and the Comet Interreg Launch Conference.

Decision Tracking

Further to ratification the European Manager will:

1. Withdraw from the Brussels QEC network and continue facilitating the Belfast in Europe stakeholders group without connecting it to the QEC network.
Time line: September 2010
Reporting Officer: Laura Leonard
2. Develop a programme for the Dublin Study Visit to Belfast
Time line: September 2010
Reporting Officer: Laura Leonard

Key to Abbreviations

QEC – Quartiers En Crise
BAP – Belfast Area Partnerships
NIHE – NI Housing Executive
DSD – Department of Social Development
DEL – Department of Employment and Learning
DETI – Department of Enterprise, Trade and Investment
BRO – Belfast Regeneration Office
AGMs – Annual General Meetings
NSMC – North South Ministerial Council.”

During discussion, a Member suggested that, if the Northern Ireland Assembly was not making a contribution to the Comet Interreg Partnership event, it might be more appropriate for the “welcome” to be held on a Council-owned property.

The Head of Economic Initiatives explained that the event was being funded by Comet Interreg and that no financial contribution was required from either the Council or the Assembly.

After further discussion, the Committee granted the approvals sought.

Support for Sport - Event Funding

The Committee considered the following requests for assistance which had been received under the Support for Sport Scheme:

<u>ORGANISER/EVENT</u>	<u>SUMMARY</u>	<u>RECOMMENDATION</u>
Belfast Tropics Basketball Club/Belfast Tropics Invitational Basketball Tournament	This is the 5 th year of the tournament, held at Queens PEC. It will involve teams from America, Cyprus, France, London and Republic of Ireland and anticipates between 3000 and 4000 spectators generating 175 bed nights for the City.	£1764.00
Northern Ireland Fire and Rescue Service Sports and Athletics Association/The Ultimate Firefighter Competition	The event will be held at Customs House Square and will invite serving or retired fire-fighters to compete in tests of endurance, strength and speed to profile the World Police and Fire-fighter Games in 2013. The event anticipates 50 participants from Great Britain, Europe and Republic of Ireland, generating 450 bed nights for the City.	£3,410.75

<u>ORGANISER/EVENT</u>	<u>SUMMARY</u>	<u>RECOMMENDATION</u>
Legends XI Ltd/Legends XI Belfast Cup 2010	The Legends XI Belfast Cup will be hosted by Crusaders FC featuring past players from Liverpool, Manchester United, Glentoran and Crusaders. This is the third year of the competition anticipating 5500 spectators, generating 574 bed-nights for the City.	£6,300.00
Run Run Run Ltd/Belfast Telegraph Runher 5K and 10K	This is a bi-annual event which aims to have 3000 female participants in 2010. The event will take place at the grounds of Stormont and anticipates runners from England and Republic of Ireland. The event aims to generate 554 bednights for the City.	£5,600.00
Pioneer Promotions/Belfast Off-Road Duathlon	Pioneer Promotions aim to deliver Belfast's first off-road Duathlon (run, bike, run) at Sir Thomas and Lady Dixon Park. The event aims to attract 50 participants from the Province and Republic of Ireland generating 125 bednights for the City.	£3,185.00
St Pauls GAC/Northern Bank Ulster Minor Club Football Tournament	This will be the 29 th year of the tournament which involves gaelic football players, aged 16-18 years, competing at County level. It is the only competition held in Ulster whose participants must be County winners. The event will be held at St Pauls GAC, attracting 5000 spectators.	£2,450.00
Athletics Northern Ireland/International Indoor Athletics	This event was introduced in 2003 and has grown to attract 4000 spectators and 320 participants generating 540 bed-nights for the City. The event will be broadcast on RTE and as it will be the penultimate year for the Olympics, the event has guaranteed media appeal.	£5,600.00

The Committee adopted the recommendations.

Belfast International Basketball Classic

The Committee considered the undernoted report:

“Relevant Background Information

In the last ten years, Belfast has built a strong reputation for hosting major events. Prior to 1999, the visit of the Tall Ships was perhaps the one stand out major event to be hosted by the City. However, with the changes in the political climate, the City has had a renaissance in major event management. It began with the World Cross Country Championships in 1999 and gradually bids for major events became more ambitious. The next eight years saw Belfast host many significant major events such as the World Irish Dancing Championships, the World Amateur Boxing Championships, the U19 European football Championships, the Special Olympics Ireland Games, the U-19 Rugby World Cup and the return of the Tall Ships in 2009 – arguably the largest ever event on the island, with an estimated economic impact of £16m to the City

An approach has now been made by USNI Sport, in mid May 2010, to request that Belfast City Council assist with the staging of a major basketball event with input from significant United States, Australian and English teams. These would include the following: Pittsburgh University, Melbourne Tigers, Georgia Tech University and the English National Team with tournament being staged 5–6 August 2010, at the Odyssey Arena.

Background of USNI Sport

USNI is an organisation that strives to grow the sport potential within Belfast and beyond by promoting the city in a progressive and positive manner. USNI Sport hope to achieve this through a long-term strategy that utilizes its connections with the US collegiate system to develop a variety of initiatives.

USNI Sport has developed a USNI Sport Foundation providing a Graduate Development Scholarship Programme to create international educational opportunities for both student-athletes and students with an interest in the management and development of sport. This programme called Victory Scholarships assists the very best US students in obtaining a scholarship package to study a Masters level programme in Belfast universities. These graduates are seen as ‘future leaders of corporate America’ and will hopefully be influenced by their time in Belfast’s universities. USNI Sport works through the US collegiate network and NCAA Athletic Departments to market the opportunity to travel to Belfast and study. This in turn allows USNI Sport to reach out to alumni within the collegiate network thereby opening Belfast to an impressive network of businesses, which supports the NCAA sporting system.

Key Issues

Format for the Belfast Tournament

USNI Sport proposes organising a basketball showcase called the 'Belfast International Basketball Classic' for high performance teams from USA, Melbourne, and Europe. This will involve the following:

- using the Odyssey Arena, rather than a smaller venue, with the view of attracting 2500 spectators to the event and showcasing the Arena as a high performance sports facility.
- hosting the event on 5 & 6 August 2010.
- hosting a Belfast International Basketball Coaching Clinic at the Odyssey involving the respective Head Coaches from each of the teams in order to exploit opportunities for knowledge and expertise transfer to indigenous coaches and teams.
- organising opportunities for players from participating teams to complete a number of communities visits (e.g. RVH, Children's Hospice, BCC Leisure & Community Centres during the Council's summer scheme programme) to immerse visitors in the local community
- organising some cultural visits for the visiting teams to showcase world-class landmarks e.g. City Hall, Ulster Museum, Giants Causeway, etc.
- the event would be delivered via interagency partnership support from Belfast City Council, Sport NI, DCAL, the University of Ulster, Tourism Ireland and the Northern Ireland Tourist Board

The core benefits of supporting this event would be:

- Significant return on investment in the form of economic impact for the city. It is estimated that 122 players, from both the UK, Australia and USA will stay in Belfast. The estimated economic return on this is £252,000 due an estimated 500 bed nights.
- Further develop sporting, tourism and trade links with the US via the US collegiate circuit.
- In partnership with the BVCB & NITB, raise the profile of the city through major sports events within the media and visitor economy, particularly to the North American market.

- Increase the profile of Belfast as a first class venue for international sporting events.
- Assist with the longer term goal of hosting a UK professional basketball franchise to play in the British Basketball League (BBL) and other European competitions.
- To develop potential future US collegiate visits that have potential to attract US based television coverage
- To develop the expertise and capacity required to host major international and world class events in Belfast, particularly with the World Police and Firefighter Games in mind.
- To position Belfast as a potential training camp venue for teams in the lead up to the 2012 Olympics and to capitalise on the political benefits both nationally and internationally from hosting a major sports event, particularly in the lead up to 2012.

The attached business case provides details on the sporting event and the wide range of potential benefits. This information has been provided by USNI Sport.

This two day event will undoubtedly bring significant benefits to the city in terms of tourism, economic impact and developing future relations, particularly in North America. The local organisers are confident that the event is financially feasible with the right support and could have returns in future years.

Resource Implications

The working budget for the event stands at £55,740, with projected income being in the region of £29,400. These figures have been determined based on previous similar events.

The deficit would be met by a cocktail of public and private sector funding. The Northern Ireland Tourist Board, Odyssey Trust, Sport NI and Tourism Ireland.

Therefore, Belfast City Council has been approached to support the event to the sum of £10,000. This maximum figure is available within current budgets, due to the cancellation of another annually funded event which the Events Unit has now been informed will not happen in the current financial year.

Recommendations

The Committee is asked to approve funding of a maximum of £10,000 towards the hosting of the USNI Sport basketball in August 2010.

Decision Tracking

Officers will monitor funding and evaluate outcomes post-project delivery. These outcomes will be presented to Members as part of the City Events Unit key performance indicators.

Timeframe: Post August 2010
Reporting Officer: Tim Husbands

Key Abbreviations

NCAA – National Collegiate Athletics Association
USNI – United States Northern Ireland Foundation”

The Committee agreed to provide a maximum contribution of up to £10,000 on the basis of a guarantee against loss.

Business Improvement Through Environmental Solutions (BITES) Programme

The Committee was reminded that the Business Improvement Through Environmental Solutions Programme had been piloted in 2007 by the Economic Development Unit, in conjunction with the Waste Management Unit. It had been designed to promote business sustainability and competitiveness by helping participating companies introduce environmental management policies, reduce environmental liabilities and enhance compliance with environmental regulations. The cost savings which had been identified for the participating businesses averaged 1% of their turnover, with a maximum of £22,000 for one of the participating organisations.

The Committee, at its meeting on 13th May, 2009, had approved the second phase of the Programme and the initiation of a competitive tendering process for its delivery. Following that process, Mabbett and Associates Environmental Consultants had been commissioned to deliver one programme, with an option for an additional two phases, subject to satisfactory performance. The Head of Economic Initiatives reported that, whilst the current programme was still at the delivery stage, initial feedback from the participants had been extremely positive. They had confirmed that they had achieved significant benefit in their environmental performance and had identified cost savings which they were in the process of implementing. The mentoring phase of the programme would conclude in August and final reports on the intermediate and longer-term outcome targets for each company on the programme would be presented to the Committee.

She explained that there had already been a number of enquiries regarding a future phase of the programme. Accordingly, it was proposed that, following a complete evaluation and subject to satisfactory performance, a further phase of the programme be undertaken. The cost for each phase of the delivery of the programme was £40,000, with the Waste Management Unit providing a contribution of £10,000 per phase, whilst participant contributions in the last phase had amounted to approximately £3,000. An application had also been made to the Department for Enterprise, Trade and Investment's European Programmes Branch for up to 55% match funding for the programme.

The Committee agreed to allocate funding of up to a maximum of £27,000 towards a further phase of the Business Improvement Through Environmental Solutions Programme.

Food Tourism Product Development

The Committee considered the undernoted report:

“Relevant Background Information

Food Tourism is identified as a key area to be developed in the Belfast Integrated Strategic Tourism Framework and Northern Ireland's Draft Tourism Strategy to 2020. In 2008, the Northern Ireland Passenger Survey (NIPS) indicated that, of the £540 million spent by overseas and domestic tourists, 33% of this was spent on food and drink, equalling £178.2 million. This was the largest spend category– revealing the importance of food and drink to the visitor.

BCC's Tourism Monitor (2008) also highlights the importance of food as a key tourism experience and was identified as one of the most popular activities for both overnight visitors and day trippers with 41% and 28% respectively stating that they enjoyed dining in one of Belfast's eateries/restaurants.

These statistics highlight the need to focus on developing the quality of our food tourism product, promote authentic food experiences and develop products that will communicate our rich food stories and heritage. At the Development Committee on Wednesday, 9 December 2009 Members were made aware that BCC had been awarded £26,000 through the Northern Ireland Regional Food Development Programme administered by DARD. This supported BCC to secure an additional £57,610 through NITB's Tourism Innovation Fund and £10,000 from the private sector helping to deliver projects specifically aimed at developing our food tourism product.

The support from DARD helped to fast track this development. The 2009-10 funding delivered a widely celebrated and extremely successful programme comprising:

1. The Great Belfast Food Week 24 March–27 March 2010
2. Launch of new food section in partnership with BVCB – www.gotobelfast.com
3. Belfast Bred Walking Tour, 17 tours running every Friday and Saturday from 16 April 2010 to 12 June 2010 (see Appendix 1 for more detail)

BCC have forged a robust partnership with DARD and have subsequently been successful in applying for financial assistance under the NIRFP 2010-2011.

Our proposal under this years NIRFP is to deliver “The Great Belfast Food Programme 2010-2011” which will be a continuation and further development of the previous project outlined above. The programme benefits will be:

- To raise the platform of Belfast’s food tourism product
- Improve knowledge of NI regional food and bring to life with unique stories
- Increase profits of our agri-food sector, bars & restaurants, food retail outlets
- Help to maximise visitor spend through promoting artisan producers
- Encourage more restaurants and food outlets to source local produce and promote in their venues through menus etc
- Enhance our visitor experience
- Attract more visitors
- Drive improvement of skills and standards of the Northern Ireland food sector
- Increase the attractiveness and visitor perceptions of the city

DARD has offered a maximum grant of £21,630 on condition that BCC provide match funding of £54,075.

Key Issues

To draw down the full grant, Members are asked to approve a BCC contribution of £54,075 from existing departmental budgets.

Tourism, Culture & Arts Unit, Events Unit and the Markets Unit all have food related projects within their 2010/11 Business Plans. The DARD funding will supplement these budgets.

Resource Implications

Match funding of £54,075 to be allocated from existing Tourism, Culture & Arts, Markets and Events budgets already aligned to food related projects.

Recommendations

It is recommended that the Committee:

1. notes the contents of the report;
2. accepts letter of offer from DARD and agree match funding of £54,075 from existing Departmental budgets and
3. agrees that the Great Belfast Food Development Programme proceed.

Decision Tracking

Members will be updated on any changes to the project and if financial partners have been secured.

Time Frame: September 2010
Reporting Officer: Shirley McCay

Key to Abbreviations

BCC - Belfast City Council
DARD - Department of Agriculture and Rural Development
NITB - Northern Ireland Tourist Board
NIRFP - Northern Ireland Regional Food Programme
BVCB – Belfast Visitor and Convention Bureau.”

The Committee adopted the recommendations.

Titanic Anchor

The Committee was reminded that, at its meeting on 14th April, it had agreed to provide £6,000 towards the purchase of the replica Titanic Anchor from Twenty Twenty Television. Subsequent to that decision, officers had been advised that the Titanic Anchor had been purchased by Dudley Metropolitan Borough Council. However, Twenty Twenty Television had extended its offer to Belfast to use the mould for the anchor to produce an additional copy, the cost of which might increase to between £20,000 and £40,000.

The Committee noted the information which had been provided.

**Belfast Integrated Strategic Tourism Framework and
Local Economic Development Plan**

The Committee agreed that a special meeting be held, on a date to be determined on conjunction with the Chairman, to consider reports on the Belfast Integrated Strategic Tourism Framework and the Local Economic Development Plan.

MIPIM 2011

The Head of Economic Initiatives reminded the Committee that the Council had participated in MIPIM, which was the largest real estate exhibition in Europe, since 2000. The 2010 event had been the first time that a Northern Ireland stand had been used as opposed to a Belfast only exhibit, with the Council as the lead partner in association with Derry and Lisburn City Councils, ILEX and the Department for Social Development. The introduction of the broader Northern Ireland Partnership had been in response to reduced resources and a recognition that a different financial environment existed. The private sector partners needed to showcase their developments across the Northern Ireland region and the emerging trend at MIPIM was that local authorities were working collaboratively and more efficiently. For the 2010 event the Council had contributed £20,000, with the other remaining partners having provided £10,000 each.

The Head of Economic Initiatives reported that in 2010 the Council had, for the first time, received the support of the Strategic Investment Board. She explained that the Board was proposing that substantially more investment should be put into the 2011 stand, similar to the hi-tec quality stand which had been built to showcase Manchester. She pointed out that at MIPIM 2011 the United Kingdom was the Country of Honour, which would give it unprecedented opportunities to market across the regions. The Strategic Investment Board had indicated formally that they were willing to lead on the arrangements for the 2011 event and would be requesting funding from its Investment Committee. In addition, the Board was seeking a letter from the Council requesting formally that the Strategic Investment Board lead and support MIPIM 2011.

The Committee:

- (i) approved the request from the Strategic Investment Board that they be formally supported by the Council to lead on MIPIM 2011; and
- (ii) approved the contribution of £20,000 towards the event.

The Committee agreed further that officers investigate the financial implications of a Belfast-only stand at MIPIM 2011.

Chairman