

Document Pack

**Committee and Members' Services Section
Chief Executive's Department
Belfast City Council
City Hall
Belfast
BT1 5GS**



15TH June, 2010

SPECIAL MEETING OF DEVELOPMENT COMMITTEE

Dear Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on Monday, 21st June, 2010 at 4.30 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully

PETER McNANEY

Chief Executive

AGENDA:

1. Routine Matters
 - (a) Apologies
2. Royal Exchange Regeneration Project - Deramore Property Group (Pages 1 - 4)
3. Culture Night (Pages 5 - 20)

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**Belfast City Council**

Report to:	Special Development Committee
Subject:	Royal Exchange Regeneration Project Deramore Property Group
Date:	21 June 2010
Reporting Officer:	John McGrillen, Director of Development Ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives Ext 3459

Relevant Background Information

Members will be aware that at the meeting of 12 May, it was agreed to receive a presentation from Deramore Property Group (Deramore). Deramore are the owners of 41-51 Royal Avenue and 27-31 Rosemary Street, Belfast.

Deramore have submitted a planning application to Planning Service to redevelop their premises. The application is currently going through the consultation process. The application is to provide 20,000 sq ft of retail floor space over ground and three upper floors. The intention is to provide accommodation for a single multiple operator similar to the New Look operation in Donegall Place were a completely new shop was built behind the original front façade.

The Deramore property has a double frontage on Royal Avenue and Rosemary Street and has been planned to compliment any future Royal Exchange Schemes.

Key Issues

On 2 December 2009 Margaret Ritchie MP, then Minister for Social Development, announced the timetable for submitting the planning application to take forward the Royal Exchange Regeneration Project.

The developer of the project, a consortium known as Royal Exchange (Belfast) Ltd comprising William Ewart Properties Ltd, Snodden's Construction Ltd and ING, are to submit a planning application approved by Department for Social Development (DSD) to the Department of Environment Planning Service by 31 October 2010.

On 25 May 2010 DSD Minister Alex Attwood announced that £11 million allocated to the Royal Exchange Scheme had been surrendered by the Department to the Northern Ireland Assembly Executive. Uncertainty now remains as to when and if this money will be reallocated to the scheme.

Councillor William Humphrey, then Chairman of the Development Committee, received a letter on 26 May 2010 from Nick Reid of Leaside Investments Limited (William Ewart Properties Limited) regarding the press speculation and Ministerial announcement (see appendix 1).

DSD will not at this stage confirm to Deramore that their premises will be excluded from the development scheme for the Royal Exchange Project.

Deramore are seeking confirmation from the developer and DSD that their premises will not be included in the scheme and therefore not at risk from vesting, giving them the security to attract quality tenants to their redeveloped premises.

The leases in their existing premises all terminate by July 2012. Currently their tenants, who include Harry Corry, have all indicated they are unlikely to renew their leases due to the uncertainty surrounding the Royal Exchange development and the ongoing vacancy and dereliction in the area. Many landlords are not carrying out much needed refurbishments to their property and investment is largely deficient in the area.

Deramore have advised BCC officers that they have the funding in place to carry out their development once planning permission is granted. However the scheme can only be commenced once the uncertainty regarding the future of their premises is resolved. Deramore have requested a meeting with the Development Committee to present their development proposals and advise Members of their concerns as to when any redevelopment of the North East Quarter will be advanced.

Members have still not received a date for a meeting with the Minister for DSD to discuss the Royal Exchange Scheme. Two previous meetings were cancelled by the DSD.

Decision Tracking

There is no decision tracking attached to this report as it is for information only.

Key to Abbreviations

Deramore - Deramore Property Group
DSD - Department for Social Development

Documents Attached

Appendix 1 - letter to Chair of Development Committee Councillor William Humphrey

LEASIDE INVESTMENTS LIMITED

The Linenhall
32-38 Linenhall Street
Belfast
BT2 8BG

26 May 2010

Councillor William Humphrey
Chairman, Development Committee
Belfast City Council
The Cecil Ward Building
4-10 Linenhall Street
Belfast, BT2 8BP

Dear Councillor Humphrey

Thank-you for taking our call this week and for your assistance in bringing some clarity and sense to the unhelpful press speculation regarding Royal Exchange.

We were surprised and disappointed with the way the press interpreted Minister Attwood's response to an Assembly question on Tuesday evening. If the press had checked with us prior to going to print, they would have found that the project is very much alive and as regards next steps we are actually slightly ahead of the timetable set out in the Development Agreement finalised between us and DSD last year.

Notwithstanding that, we do understand the deep concern that your Committee will have felt in relation to the unhelpful press coverage. Hopefully, statements from Royal Exchange and DSD which set the record straight (copies attached) and the positive articles today in the Irish News and Newsletter, confirm the correct status of the project.

On a wider note we view our most recent meetings with the Council on Royal Exchange as extremely positive. We hope that through those meetings we have demonstrated the financial and personal commitment we continue to make to Royal Exchange and also to Belfast during very challenging economic times. We want to continue to work closely with the City Council and its Development Committee and would be pleased to come and discuss this or any other matter at your convenience.

In the meantime, our professional team is working hard to pull all of the strands of the planning application together and continues to engage and consult with a range of stakeholders across the city - including a presentation to the Ministerial Advisory Group within the Department of Culture Arts and Leisure next week.

We look forward to continuing our engagement with you and your Committee in the months ahead.

Yours sincerely



Nick Reid
Chief Executive

Encs

cc: Shirley McCay, Belfast City Council

A DSD spokesperson said: "The Department has signed a Development Agreement with the developer consortium for this project, Royal Exchange (Belfast) Ltd, which sets out the legal and contractual context for the Department promoting the project. "The Agreement provides, amongst other matters, that the developer must submit a planning application, approved by the Department, to the Department of the Environment's Planning Service by 31 October 2010. "The scheme is therefore not on hold and will be ready to take advantage of the upturn in the retail sector when this arrives. By moving the scheme through statutory planning we will ensure that Belfast is ready to compete for a share of the future retail market rather than lagging behind other city centres. "Yesterday at Question Time in the Assembly the Minister was explaining that the Department needs the lion's share of the budget allocated to Royal Exchange this financial year transferred to fund other vital regeneration projects across the North. "This was a historic budget allocation and the Department is simply following established public expenditure procedures in bidding to have this money reallocated. These regeneration projects will renew our urban centres, increase confidence in our neighbourhoods and provide much needed jobs in the construction sector."

A spokesman for Royal Exchange (Belfast) Limited said: "The Royal Exchange project is not on hold. The timetable has been agreed with DSD and we continue to undertake the detailed work that will allow us to submit our planning application later this year." "We are pleased that DSD has today confirmed its commitment to the scheme. It is important to note that Royal Exchange is a private sector project with the Developer underwriting the costs of the project 100%. Should land assembly be required that will be a matter for DSD but costs incurred would be refunded by the Developer at a nil overall cost to the public purse. "Land assembly is the final stage prior to starting construction on site. Given the other matters that need to be undertaken prior to that it is realistic to anticipate that if required, land assembly would not take place in the short term. We therefore understand that other government spending priorities may take precedence in the intervening period but that does not impact our current activity in continuing with our plans, nor does it cause us concern in relation to future support for the scheme from government."

**Belfast City Council**

Report to:	Special Development Committee
Subject:	Culture Night Presentation
Date:	21 June 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

Relevant Background Information

Members will be aware that at a meeting of the Development Committee on 12 May 2010, Committee agreed to defer the consideration of a report in relation to Culture Night 2010 to enable a special meeting to be held. Culture Night organisers have been invited to provide details of how they intend to deliver the 2010 programme, particularly along the city's arterial routes.

Members will also be aware that at the Development Committee meeting on 13 May 2009, approval was given to provide match funding of £25,000 to support a pilot Belfast Culture Night 2009.

Culture Night 2009 far surpassed expectations, with 100 galleries, artists studios, venues, cultural organisations, historic buildings, churches and creative businesses providing over 100 performances, talks, tours, presentations, films, exhibitions and workshops for audiences of all ages. This promoted the Cathedral Quarter as a thriving cultural hub, giving the public the opportunity to meet artists and learn about what cultural organisations have to offer throughout the year.

To complement the core activities programmed by participating organisations and businesses, and to create a warm and welcoming atmosphere, the Culture Night organisers animated the streets and public spaces of Cathedral Quarter with live music, walk-about performers, exhibitions, circus performances, giant puppets and more. An estimated 15,000 people attended. Please see attached a full evaluation at appendix 1.

The concept of Culture Night fits well within Belfast City Council's current strategies. Under the theme of Good Relations, the one-night event promotes a unique opportunity of shared cultural space within the city centre, attracting a broad mix of audiences (in 2009, the event attracted a large number of families with young children). The final

draft Integrated Strategic Tourism Framework for Belfast 2010–2014 identifies culture and arts as the ‘essence of Belfast’ and one of the main priorities is to explore ways in which to engage with the sector and develop greater visitor access to culture and arts activities. Culture Night provides a unique opportunity to showcase Belfast’s culture and arts product not only to local citizens, but to visitors. The current Integrated Cultural Strategy for Belfast, produced in partnership with the Arts Council for Northern Ireland, identifies that the culture and arts sector can often be fragmented. However, key events such as Culture Night develop partnerships across the sector, promoting cross-selling and strengthening its overall capacity to deliver. Culture Night also contributes to the general development of the City’s Evening Economy.

Culture Night 2010 will promote Belfast as a vibrant cultural space, welcoming and accessible to all. The event will coincide with a series of Culture Nights taking place in other European cities.

Key Issues

Culture Night brings together arts and cultural organisations, the hospitality industry and local businesses to provide a free, family-focused arts and cultural event. The Cathedral Quarter will host the core of activities, with satellite events taking place throughout the city.

Following discussions with Councillors, Council officers and key stakeholders, Culture Night organisers have recruited partner organisations in the Shankill and in North, South, East and West Belfast who will showcase the rich cultural diversity of these areas and the city as a whole. Culture Night organisers will also continue to seek additional arterial partners in the run up to the event. Further information on these proposals is available at appendix 2.

Events in these areas will be programmed so that they will not compete with each other or dilute the impact of the city’s cultural offering. The organisers will also ensure that audiences from the widest geographical area of Belfast have every opportunity to access core activities by brokering new relationships with transport providers such as Translink.

Should the Committee agree to provide funding towards Culture Night, the Council’s Tourism, Culture and Arts Unit will work with Culture Night organisers to ensure that the Council’s objectives to deliver on arterial routes are met as a condition of funding.

As in 2009, the Arts Council of Northern Ireland has been approached to match the request of £25,000 to Belfast City Council.

Resource Implications

Financial

Match funding of £25,000 has been included and approved within the Departmental budget for 2010–11.

Human Resources

This will be covered within the work programme of the Tourism, Culture and Arts Unit.

Recommendations

It is recommended that the Committee consider match funding of no more than £25,000 towards Culture Night 2010.

Decision Tracking

Further to Council ratification, payment will be made towards the cost of Culture Night 2010.

Time line: July 2010 Reporting Officer: Kerry Sweeney

Documents Attached

Appendix 1 - Evaluation of Culture Night 2009
Appendix 2 - Culture Night 2010 proposal

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Culture Night Belfast 2009 End of Project Report

29 September 2009

Culture Night Belfast 2009 End of Project Report

Culture Night Belfast 2009 took place on Friday 25th of September in Cathedral Quarter. Galleries, artists studios, venues, cultural organisations, historic buildings, churches and creative businesses offered over 100 performances, talks, tours, presentations, films, exhibitions and workshops for audiences of all ages, highlighting Cathedral Quarter as a thriving cultural hub and giving the public the opportunity to meet the artists and learn about what they have to offer throughout the year.

To complement the core activities programmed by participating organisations and businesses and to create a warm and welcoming atmosphere, the Culture Night organisers animated the streets and public spaces of Cathedral Quarter with live music, walk about performers, exhibitions, circus performances, giant puppets and more. An estimated 15,000 people attended.

Background

Over the past several years, Kieran Gilmore, Open House Festival and Sean Kelly, Cathedral Quarter Arts Festival had been exploring, with BCC officers and others, the possibility of initiating a Culture Night event in Belfast. In November 2008, the Cathedral Quarter Steering Group, working in partnership with Belfast City Council and the Arts Council, invited arts organisations and local funders to a meeting at Belfast Circus School to hear the Culture Night team from Temple Bar Cultural Trust in Dublin describe their highly successful event. A Culture Night Committee (CNBC) was formed to pursue the matter which includes: Kieran Gilmore, Sean Kelly, and Conor Shields, New Belfast Community Arts Initiative and Patricia Freedman, Cathedral Quarter Development Manager representing the Cathedral Quarter Steering Group.

CNBC's aims were to:

- raise public awareness of the Cathedral Quarter as a thriving cultural hub
- attract positive media coverage
- drive footfall into Cathedral Quarter and Laganside area
- raise the profile of individual arts and cultural organisations, and give them a platform to showcase their work to new audiences
- encourage partnerships between cultural organisations, hospitality sector and other local businesses
- encourage arts organisations to look at new ways of engaging with audiences which could be included in new and on-going tourism initiatives
- generate spin-off economic activity for local businesses.

In May 2009, with agreed funding from Belfast City Council and the Arts Council, CNBC engaged a Culture Night Manager to:

- create a programme of interior and exterior events for 25.09.09
- promote the event to Cathedral Quarter organisations to encourage participation
- broker partnerships between the hospitality industry, businesses and local practitioners – pairing venues with artistic product
- develop and carry out a marketing campaign including an event launch, website, posters, programmes and maps
- execute budgets, calling down income from all external bodies and approving expenditure
- oversee project management (to include health & safety, necessary signage, approval from relevant statutory agencies, contractual issues and legal matters) ensuring the event is within budget, on schedule and achieves the key objectives

- source, coordinate and manage necessary volunteers.

Implementation of the Programme

The CNB Committee and CN Manager met weekly. The Culture Night Manager's key responsibilities included:

- Working closely with the Culture Night Belfast committee to programme the event.
- Liaising with organisations in Cathedral Quarter to coordinate and facilitate participation.
- Liaising with Belfast City Council on the licensing, planning and public safety of the event, including risk assessment and event manual.
- Ensuring council-approved health and safety requirements are met
- Engaging and managing a team of volunteers.
- Liaising with contractors and suppliers
- Finding and booking suitable venues
- Arranging other facilities, e.g. catering, toilets, entertainment, and insurance cover/production
- Developing a marketing strategy for the event
- Securing print material and managing distribution.
- Arranging advertising and other publicity.
- Managing the event budget and ensuring value-for-money
- Preparing financial and artistic reports for the Culture Night Belfast committee
- Dealing with the public and participants in person and by telephone
- Organising additional facilities, e.g. hospitality/press areas, first aid, car parking or police traffic control
- Reporting to key stakeholders post event

Working closely with the Cathedral Quarter Development Manager, the Culture Night Manager re-convened arts organisations to inform them of the plans and processes for Culture Night and encourage participation. CN Manager continued to liaise with organisations and businesses throughout the planning process to assist them with their events.

The CNBC proposal submitted in March 2008 to Belfast City Council projected a minimum of 50 participating organisations and 15,000 attendees. Between June and the August brochure deadline, the CN Manager succeeded in engaging over 100 participating businesses and organisations to programme activities for the 25th of September. It is estimated that 15,000 people attended over the course of the evening in varying densities throughout the Cathedral Quarter - including Custom House Square - and Waterfront Hall areas.

The following businesses, venues and organisations participated in events:

1 Giant Leap	Maiden Voyage
Acitore Artezione	Marcus Music
Adapt NI	The Merchant Hotel
Adhoc	Motion2Music Ltd / Beyond Skin
Aisling Ghear	New Belfast Community Arts Initiative
Artery NI	New Lodge Arts
Arts and Disability Forum	NI Environment Agency
Arts Ekta	NI War Memorial
Bbeyond	Nick's Warehouse
The Beat Initiative	North Belfast Interface Network
Belfast Book Festival	Northern Ireland Music Industry Commission
Belfast Cathedral	Northern Visions
Belfast Childrens Festival	Oh Yeah Music Centre
Belfast Community Circus	Open House Festival
Belfast Exposed	Open House Festival - Chilli Fest
Belfast Film Festival	Opera Theatre Company
Belfast Pride Festival	Orbit Dance
Belfast Print Workshop	Paperjam Design Ltd
The Black Box	Potthouse, The
The Black Box Cafe	Premier Inn
Brown and Bri	Prime Cut Productions
Cahoots NI	PS2 Gallery
Catalyst Arts	Ramada Encore Belfast
Cathedral Quarter Arts Festival	Ransom Productions
Cathedral Quarter Steering Group	RAOB (Head Office)
Celina Balderas Gusman	RBA arts group
Clements - Rosemary Street	Replay Productions
Clements - Royal Avenue	Safehouse Artspace Gallery
The Cloth Ear	SHAC Residence
Committee on the Administration of Justice	Source N.I
Community Arts Forum	The Spaniard
Craft NI	St. Georges Parish Church
Cusp Ltd, St Anne's Square	St. Patrick's
Dance Resource Base	Start Together
Dance United Northern Ireland	Streetmonkey, Ltd.
Deer's Head	Tinderbox Theatre Company
Duke of York	Todd Architects & Planners
ESC	Trans Festival
Factotum	Truth Unit
Flax Art Studios	Ulster Architectural Historical Society
Forum For Alternative Belfast	Ultach Trust
Friends Of The Earth	Unite Against Hate Campaign
Gathering Drum	University of Ulster, Cultural Events & Dev.
GBL Productions	Waterfront Hall
Golden Thread Gallery	Westland Supergirls
Green Shoot Productions	WWF
Homely Planet	
Joanna Karolina	
John Hewitt	
Kabosh	
Kev Largey	
Lagan Boat Company	
Live Music Now	
M - Productions	
Mac, The	

Programming:

Street animation activities programmed by the CN Manager included:

- The Literary Walking tour, The Late Night Art Tour, Terri Hooley's Music Tour, Historic Monuments Tour, Belfast City of Sin (provided by Open House), Lagan Boat tours with live music culminating in a Guerrilla Lighting Tour highlighting some of the historic and modern buildings in the Cathedral Quarter.
- CNB facilitated a stage in Writer's Square which provided a space for groups to present work, including the Indian Community Centre, Orbit Dance, Boomwhackers Drum Circle and the Beat Carnival band. Compere's Grimes and McKee ensured the smooth running of proceedings and the night culminated with a set from Irish Rock band Breagg (supported by Foras Na Gaeilge)
- 'A Chorus of Choirs' – featured a programme of three unique choirs – Open Arts Community Choir, Feile Women's Choir and Cor Loch Laoi. Each choir performed 30 minute sets in three locations: The Foyer of the University of Ulster, Cotton Court and Lower Garfield Street.
- Rosemary Street was the home of live music and interactive dancing featuring some of the best of the local acoustic musicians including Geoff Gatt, Flamenco Brothers, Louisiana Joyride and participatory dancing including Salsa, African, Flamenco and Swing.
- Cotton Court was alive with the 'Chorus of Choirs', the Barren Carousel Family Slideshow and the Armagh Rhymers.
- From Donegall Quay to Canal Quay and throughout the streets of the Cathedral Quarter stilt walkers, jugglers, hula hoop artists, giant puppets, small puppets, Black King and White Queen and a variety of other walk about performers entertained people as they passed. Note: All street performers work on contracts of two hours. All were engaged and on a rota of two hours. However, on the night they all discarded their contract and performed for the duration of CN. This cannot be guaranteed in future years and it is suggested that an increase in budget for walk about performers would need to be considered.

Event Management

- CN Manager met with and maintained regular communication with PSNI, DRD, BCC Building Control and G4S Security regarding public health and safety and the planning of crowd management of the event. An Event Management plan was prepared in conjunction with BCC Building Control and the PSNI. (See attached)
- CN Manager worked with a volunteer coordinator to recruit and train volunteer CN Guides.

PR and Marketing

- CN Manager oversaw all aspects of marketing and media. The Press and Media were slow at picking up on the breadth and scale of the event to begin with. A series of press releases was then released highlighting the varied elements and news stories of Culture Night including: cultural and community events; Irish language events; participation of businesses and churches and politicians. The media coverage soon increased. Full media report included in the Marketing report (attached)
- A team of 5 were employed to distribute 50,000 CN programmes and 500 posters throughout Greater Belfast, and in arts, cultural and tourist's organisations throughout Northern Ireland. .
- CN Manager worked closely with BCC Cultural Tourism Officer and representatives of Belfast Welcome Centre and NITB to promote the event through existing tourism information vehicles.

Changes in the Nature and Scale of the Programme

Between March 2008 when application was made to Belfast City Council, and June 2008 when operations began, CNBC realised the need and opportunity for additional revenue from advertising, sponsorship and in-kind services to supplement the marketing and programming lines in the budget. CNBC also felt additional assistance would be required to handle the media and volunteers. Media and volunteer coordination services were contracted on an ad hoc basis.

The following revised budget was submitted to the Arts Council in June 2008:

Item or Activity	Total Cost
Event Manager, fixed price contract, mid-May to mid-October	10,000
Overheads inc. insurance and accountancy costs	2,500
Marketing & Publicity, print costs	20,000
Distribution	2,500
Equipment: lighting, projection	5,000
Programming, outdoor events, street animation	17,500
Materials, volunteer costs	2,500
Totals	60,000

In the course of liaising with businesses in Cathedral Quarter and programming the street animation features CN Manager succeeded in attracting approximately 7K in additional support through sponsorship, in-kind support and advertising from the following:

- Foras Na Gaielge – Irish language events
- Saint Annes Square – sponsors of Culture Night Belfast guides
- Marcus Music – provided backline for Writer's Square and equipment for the press launch
- Univeristy of Ulster provided space, wine, tea and coffee for the press launch
- Ultach supported Cor Loch Laoi (Gaelic Choir)
- Loftsound provided PA, staging and lights for Writer's Square
- Third Source provided screen, projector and PA for Paris Church of St. George

Outputs, Impacts and Expenditures

Figures below represent actual Culture Night spend to date. Remaining invoices will be paid upon final draw-down of funding.

Culture Night Belfast 2009						
	Budget	subtotal	Rev. Sept	subtotal	Actual	subtotal
REVENUE						
Arts Council Development Fund	15,000		15,000		13,500.00	
Arts Council Small Grants Programme	10,000		10,000		10,000.00	
Belfast City Council	25,000		25,000		22,500.00	
Sponsorship and In-Kind Support	10,000		5,250		2,750.00	
Advertising	0		1,650		1,500.00	
Revenue Total		60,000		56,900		50,250.00

EXPENSE						
Project Management						
<i>Event Manager</i>	10,000		10,000.00		9,400.00	
<i>Overheads</i>	2,500		3,445.00		2,393.33	
<i>Materials/signage</i>	500		500.00		100.00	
<i>Security</i>	0		855.00		822.60	
<i>Volunteer costs</i>	2,000		2,433.65		1,388.65	
Project Management Sub Total		15,000		17,234		14,104.58
Marketing						
<i>Print costs</i>	19,500		10,000.00		9,309.50	
<i>Other marketing</i>	0		7,000.00		5,902.85	
<i>Distribution</i>	2,500		3,000.00		2,327.00	
<i>Website</i>	500		800.00		900.00	
Marketing Sub Total		22,500		20,800		18,439.35
Programming	17,500	17,500	13,702.00	13,702	13,490.28	13,490.28
Equipment	5,000	5,000	3,000.00	3,000	1,547.00	1,547.00
Other Costs	0	0	2,000.00	2,000	0.00	0.00
Expense Total		60,000		56,736		47,581.21
Profit/Loss		0		164		2,668.79

- The inaugural Culture Night Belfast event was extremely well-received by both participants and by the attending public. The event demonstrated a tremendous appetite for cultural exploration and experimentation, as well as the potential of Cathedral Quarter to function as a thriving cultural hub.
- The event included over 100 activities programmed by local arts organisations and businesses and attracted 15,000 people.

'For the first time Belfast felt like a European city' Paperjam

- In addition to the core events programmed by participating organisations, the streets and public spaces in Cathedral Quarter were brought to life through extensive programming of outdoor and street activities.
- The profile of Cathedral Quarter as a thriving cultural hub was enhanced through identification with a successful Culture Night.
- Many new and relationships were forged amongst participating organisations and businesses through joint programming and sponsorship.

Evaluation

Two surveys were carried out to evaluate Culture Night, a participant survey and an audience survey (see attached Survey Report). The returns for both surveys demonstrate great enthusiasm for this style of event and the hope that it will be repeated. The participant survey demonstrates a high level of overall satisfaction with this year's event but also flags up the importance of meeting the needs and expectations of contributing partners. Results from the audience survey, which we can compare with similar surveys conducted in Dublin over several years, tell us that Belfast's event succeeded in attracting a higher percentage of families with children and that navigation through signage and volunteers is something that can be improved. A more detailed analysis of the results is contained in the Survey Report.

How will Culture Night be developed in the future?

CNBC proposes a gradual and careful expansion of Culture Night Belfast in years 2 and 3. In initial conversations with BCC Development officers in March 2008, concern was expressed that Cathedral Quarter may not have the capacity to accommodate the large crowds we were projecting. In retrospect, the most successful aspect of this year's event was the density and intensity of activity in and around the narrow back streets of Cathedral Quarter while some of the outlying areas were under-populated.

In order to more fully establish the identity of the event, CNBC proposes that:

- Culture Night 2010 maintain the same geographic footprint as the 2009 event;
- Expanded participation from other organisations and parts of the city be accomplished through imaginative joint-programming in Cathedral Quarter;
- Geographic expansion of Culture Night to areas outside Cathedral Quarter take place in year 3 and beyond.

Culture Night Belfast

Report to: Development Committee

Subject: Culture Night Belfast
Friday 24 September 2010
Participation of the Arterial Routes

Date: 21 June 2010

Relevant background Information:

The Culture Night Belfast team have been working towards developing a network of partners from Belfast's key arterial routes who are committed to supporting a concentrated core event in the Cathedral Quarter as well as showcasing the rich cultural output from other areas of the City.

Titanic Quarter

Ann Harty – Development Manager, Titanic Quarter Limited

CNB met with Anne Harty, Development Manager of Titanic Quarter Limited to look at how the developing Titanic quarter could participate in Culture Night Belfast. Historical and cultural buildings such as the Titanic Drawing Office, the Pump House Visitor Centre and Cafe and the Painthall Studios offer locations which could potentially facilitate early evening activities such as children's drawing workshops, film screenings, tours and talks.

Ann Harty is liaising with relevant key personnel within the area to gauge interest and encourage ideas for participation in Culture Night Belfast. This includes the Titanic drawing office, Painthall Studios, NI Film Commission, NI Science Park, the Nomadic, Belfast Metropolitan College campus, Lagan Boat Company and W5.

Shankill Road

Ros Small – Greater Shankill Partnership

Julie Andrews – General Manager, Spectrum Centre

Bobby Foster – Events and Programming Manager

CNB met with Ros Small (Greater Shankill Partnership), Julie Andrews (General Manager, Spectrum Centre) and Bobby Foster (Events and Programming Manager, Spectrum Centre) to discuss how the Greater Shankill area can input to the Culture Night Belfast event. The staff have extremely enthusiastic ideas about how the arts and cultural, multipurpose

Spectrum Centre could host events and workshops to showcase the cultural activities in the area.

Within the Spectrum Centre alone the managers suggested utilising the Information Room, the Interpretative Centre, dance studio, main hall and minor hall. The staff within the centre are very keen that Culture Night be used as a platform to showcase the numerous dance classes already happening at the Spectrum Centre including salsa and hip hop.

Theatre groups who use the Spectrum Centre including the Talent Tribe are being approached in relation to developing taster sessions to encourage participation with the group and increase awareness of their productions. The kitchen facility within the building would allow the centre to provide a catering facility for families attending Culture Night events and staff suggested creative workshops such as sweet making to engage with and encourage young people to the Centre and what it has to offer.

North Belfast

John McCorry – Development Programmes Manager, North Belfast Partnership Board

Katrina Newell – New Lodge Arts

Jo Jordan – Clifton House

Ashok Sharma – Indian Community Centre

Leslie Quinn – Arts for All

CNB met with John McCorry, Development Programmes Manager for the North Belfast Partnership Board to begin initial conversations about North Belfast's participation in the Culture Night programme and look at the most effective way of connecting North Belfast and the Cathedral Quarter. Potential participants include organisations and venues such as the Indian Community Centre, Crumlin Rd Goal, New Lodge Arts, Clifton Street Orange Hall, Clifton House, and Arts for All which contribute to the culture corridor of North Belfast.

Interest from Clifton House, originally Belfast's Poor House was very positive with managers beginning to brain storm how they could best utilise the opportunity of Culture Night to encourage visitors to the venue. Arts organisations working within the communities in North Belfast such as Arts for All and New Lodge Arts have been in regular contact with the Culture Night Belfast team with plans and ideas for participations and performances. Ashok Sharma, manager of the Indian Community Centre in Clifton Street has been contacted and is beginning to consider participation opportunities.

A 'pitch session' for potential participants in Culture Night was held in the North Belfast Partnership where guests were invited along to learn more about the background and vision of Culture Night and discuss how best to incorporate the area into the event. Arts organisations including New Lodge Arts and Arts for All are very keen that their groups have the opportunity to showcase their ongoing projects within the Cathedral Quarter and really feel about of the 'buzz' and excitement associated with the Culture Night experience.

Representatives from Clifton Street Orange Hall and Crumlin Road Gaol could not attend the pitch session however opportunities for cultural tours or theatre are being explored.

East Belfast**Sammy Douglas – East Belfast Partnership Board****Jim Patton – Artist****Sandy Smith – CS Lewis Tours****Engine Room Gallery**

CNB met with Sammy Douglas from the East Belfast Partnership who suggested numerous possible ways how arts and cultural organisations, individuals and venues in East Belfast could participate in Culture Night.

Within a walk able radius in East Belfast lie the Creative Artists Exchange at Portview Trade Centre, the Holywood Arches Library and Art Centre, the Engine Room Gallery, the CS Lewis Memorial and Westbourne Presbyterian Church. Local artists, tour guides, writers and performers were suggested as possible participants, these included water colour painter and historian Jim Patton, local artist Ross Wilson and Dan Gordon, local actor and director amongst other performers, singers and community groups.

Following an early meeting, CNB had discussions with Sandy Smith, tour guide of Belfast's CS Lewis tours in relation to potentially hosting 'taster' style tours for Culture Night on 24th September.

Further discussions and planning is scheduled to take place following the next meeting of the East Belfast Partnership Board.

Gealtacht Quarter/West Belfast**Eimear Ní Mhathúna – Director, Cultúrlann****Frainc MacCionnaith – Events Manager, Culturlann****Sean Paul O'Hare – Director, Féile an Phobail****Brid O'Gallchoir - Aisling Ghear Theatre Company**

Representatives from Belfast's Gealtacht Quarter are extremely excited about participation in Culture Night Belfast 2010 and have been forthcoming with creative ideas to include the arts and cultural activities from the West Belfast area. A tandem event linking St Peter's Church and St. Anne's Cathedral has been suggested. In September Cultúrlann will be in the process of having some construction work, the external hoardings have been proposed for a Culture Night related mural and pavements used for graffiti art, participants and artists could then move down to the Cathedral Quarter to perform and present to spaces within the Cathedral Quarter. The cafe in Cultúrlann presents an ideal family dining facility, a much needed contribution to Culture Night based on feedback from the 2009 event. Contacts in West Belfast also suggested animating or decorating black taxis with some forms of local artwork and information.

South Belfast**Anne McAleese – Chief Executive, South Belfast Partnership****Sarah Hughes – Press and Marketing Officer, Queens Film Theatre****Graeme Farrow – Festival Director, Belfast Festival at Queens****Ulster Museum****Naughton Gallery**

CNB have made contact with Anne McAleese from the South Belfast Partnership board as an initial point of contact for the South Belfast area. Participation from venues and organisations including the Naughton Gallery, Belfast Festival at Queens, Queens Film Theatre, the Ulster Museum, the Chinese Welfare Association and the Ulster Orchestra is being looked at and meetings have been scheduled with relevant personnel. Possible contributions to Culture Night include free screenings in the Queens Film Theatre as well as projection of QFT films within the Cathedral Quarter. The galleries and museum are being encouraged to programme free, late afternoon/early evening events to engage and encourage families and young people in the cultural activities. Belfast Festival have suggested programming performances within the Cathedral Quarter area to engage with new audiences ahead of their annual festival in November.

Translink, Belfast

CNB have had discussions with Carol Marsden, Brand Manager for Translink to look at how the organisation can support Culture Night Belfast both as a potential sponsor for the entire event and at ways of linking the arterial routes with one another and the City Centre. The nature and scale of this partnership is being confirmed in the coming weeks.