

Development Committee

Tuesday, 23rd August, 2011

MEETING OF Development Committee

- Members present: Councillor Maskey (Deputy Chairman) (in the Chair) ;
Aldermen Ekin and Stoker;
Councillors Maskey, Ekin, Stoker, Austin, Keenan, Kelly,
Kyle, Mallon, McVeigh, Mac Giolla Mhín, Ó Muilleoir,
Robinson, Spence and Reynolds
- In attendance: Mr. J McGrillen, Director of Development;
Ms. S. McCay, Head of Economic Initiatives;
Ms. C. Taggart, Community Services Manager;
Mr. J. Hanna, Senior Democratic Services Officer; and
Mr B. Flynn, Democratic Services Officer.

Apologies

Apologies for inability to attend were reported from the Chairman (Alderman Stalford), Aldermen Campbell and Humphrey, together with Councillors Hartley, Hendron and Webb.

Requests for Deputations

It was reported that no requests had been received.

Presentation from Forum for Alternative Belfast

The Committee was reminded that, at its meeting on 10th August, it had agreed to receive a presentation from the Forum for Alternative Belfast in respect of its response to the Road Service's proposals for the upgrade of the York Street Interchange. It was reported that Messrs. D. Hill, M. Hackett and K. Sterritt, were in attendance and they were admitted to the meeting and welcomed by the Deputy Chairman (Councillor Maskey).

Mr. Hill outlined the contents of the Forum's response to the Roads Service's consultation in respect of the York Street Interchange. He indicated that the Forum had suggested that the Roads Service should appoint a multi-disciplinary team to undertake a strategic overview on the impact which the upgrade of the junction would have on local communities. He suggested that the Roads Service should seek to allow for the creation of pedestrian and cycle friendly streets, which would be based on best practice and protect open spaces. In addition, the Forum had suggested that the plans to introduce a 18 metre high flyover would have a detrimental impact upon the visual amenity of the area and could affect local educational and employment opportunities.

He concluded that the Forum was in support of a modified and improved version of 'Option C' as suggested by the Roads Service, which would incorporate a road connection between the Westlink and the main Belfast road to Bangor and which would permit the release of more development land and provide an opportunity for the restoration of Gt. George's Street.

During discussion, a number of Members expressed their support for the proposals as outlined by the Forum. The point was made that any development should be of benefit to adjacent communities and should incorporate urban regeneration and housing development opportunities.

After discussion, during which the Director undertook to clarify a number of issues in respect of the research undertaken thus far by the Roads Service in respect of the cost of delivering the Scheme, the Committee agreed to note the information which had been provided and agreed, if deemed necessary, that consultancy support should be sought to help formulate the Council's response to the consultation which would be presented in due course.

Translink Metro Service - Update

The Committee noted the contents of a report which updated the Members on a number of changes which would be introduced by Translink to its Metro service in Belfast from 1st September. In addition, it was agreed that Council would impress upon Translink and the Roads Service the importance that the twenty minute "drop off and pick up" period for coaches in Donegall Square West be monitored and enforced rigidly.

Rapid Transit Study Visit

The Director reminded the Committee that the Department for Regional Development had in 2007 endorsed, as a preferred option, the introduction to Belfast of a bus rapid transit system. He advised the Committee that the Minister for Regional Development, Mr. D. Kennedy, M.L.A., would be undertaking a study visit to Nantes, France, on 21st and 22nd September to view that city's bus rapid transit system. The Director pointed out that the rapid transit system in Nantes was considered to be one of the best within Europe and, given the plans for the development of such a system in Belfast, he reported that the Minister had requested that representatives from the Council accompany him on the visit.

After discussion, the Committee agreed that the Chairman and the Deputy Chairman, or their nominees, be authorised to undertake the study visit together with the Director of Development and one further officer from the Council. It was noted that the total cost to the Council of this visit would not exceed £2,000.

Support for Independent Traders - Proposed Approach

The Committee considered the undernoted report:

"1 Relevant Background Information

- 1.1** Members will be aware that, at the 15 June meeting of the Development Committee, a range of economic and business growth measures was endorsed. This covered – among other themes – support for sectoral initiatives, including activities to support the independent retail sector in the city.
- 1.2** Since that endorsement, some preliminary discussions and preparatory work have been undertaken with a range of trader groups to clarify their needs and to develop a proposal to support the groups, according to their stage of development, their specific requirements and their capacity to deliver and collaborate with other partners.

2 Key Issues

- 2.1** The retail sector, and in particular the independent retailers, are under considerable pressure in the current economic climate. Retailers have been trying to develop a range of initiatives to increase footfall and spend in their areas and have, increasingly, been working collaboratively under the guise of traders' forums to carry out this work.
- 2.2** At the 15 June 2011 Development Committee, a budget of up to £200,000 was committed to promote the development of the sector through a range of activities including trader group development, local area campaigns, Retail Therapy business development programme, market start-up programme and Independent Retail week (proposed to take place in March 2012).
- 2.3** Under previous retail initiatives, support has been provided to help traders' groups become constituted; to assist them in prioritising areas requiring collaborative support and to deliver some initial activity aligned to this support.
- 2.4** Support has also been provided to a number of existing trader groups including Lisburn Road Business Association; East Belfast Traders (incorporating Ballyhackamore, Belmont Road and Bloomfield Avenue), West Belfast Traders' Association and the Shankill Road Business Association. This support was provided on the basis that

groups were incorporated, had a management structure in place and were committed to a programme of activities to market and promote the areas.

2.5 The Retail Therapy programme has now helped 90 independent traders across the city and is currently open to recruitment for up to 30 participants – the deadline for this programme is 16 September. Retail Therapy focuses on helping individual traders grow their business. It does this through a mystery shop process, after which a tailored development plan is put in place and a small grant element is provided to allow the trader to implement to issues identified as part of the improvement process.

2.6 With regard to retail support activities in the 11/12 financial year, it is proposed that support be provided as follows:

2.7 Trader group development support

Some initial discussions have taken place with a range of new and fledgling traders groups, all of which are at varying stages of development. These include the Antrim Road Business Group, Lower Lisburn Road Traders, Ormeau Road Traders and Bloomfield Road traders.

2.8 It is proposed that work should continue in helping these and other groups link into existing support; identify their priorities for action to address the challenges and help deliver on these. It will be important for the groups to consider becoming constituted if they are to draw down resources or to consider a management structure which might allow them to access and manage funding.

2.9 It is proposed that some seed funding should be made available to work on issues such as collaborative promotion and marketing campaigns, events to increase footfall and customer loyalty initiatives. Experience suggests that the traders may also be concerned with a wider range of issues such as business rates; street cleansing; car parking and environmental improvements. Whilst we can advise on these issues and advocate on their behalf to relevant agencies, through local elected representatives, it is suggested that the focus of this particular support should remain on those marketing-related issues identified above.

- 2.10 Given that these groups are either newly-formed or in the process of being established, it is proposed that funding of up to £3,000 per group maximum be made available for eligible expenditure. The support will be provided against a range of pre-arranged eligible activities and should be incurred in the current financial year.
- 2.11 While a number of groups have made contact directly with officers, members are asked to consider additional groups and areas that may benefit from this type of support. We will engage with a range of new trader groups using a budget of up to £25,000.
- 2.12 Area campaigns
- Under the previous retail support plan, provision had been made for local campaigns to enhance the profile of designated shopping areas through a range of targeted support initiatives. This enabled groups to undertake activities such as producing local trader maps and business directories, creating a website for promotion and online trading and organising local events to increase footfall and trading in specific areas.
- 2.13 A number of established groups have expressed an interest in committing to an agreed programme of support to build on the previous work. In order to allow the groups to implement the ideas, it is proposed that an amount of up to £20,000 is allocated to the designated groups for expenditure against a range of agreed promotional activities, similar to those identified above, within the current financial year.
- 2.14 It is accepted that a number of the traders groups are more advanced than others and that some may be able to bring resources to supplement the council contribution. In recognition of this, it is proposed that, beyond the £20,000 support provided, Belfast City Council can match the trader contribution £ for £, up to a total maximum contribution from council of £40,000. Consideration should be given to the sustainability of the proposed intervention, given that funding levels cannot be guaranteed in future years.
- 2.15 Where this funding is provided, Belfast City Council should ensure that the proposed activity does not duplicate or conflict with the work undertaken by other partners (particularly Belfast Visitor and Convention Bureau and

Belfast City Centre Management) and that additional funding is levered in to support the council and partner contribution, where possible. Trader groups will also be encouraged to collaborate on issues in which they have a common interest.

2.16 In considering the trader group development support and the area campaigns, a number of wider issues should also be taken into account:

- The work should support other council activity, where possible (e.g. Renewing the Routes)
- The work should support additional business and should not lead to displacement i.e. moving business from one area to another or supporting one business or area to the detriment of another
- The trader representatives should be encouraged to take responsibility for the work and should be committed to making the initiative sustainable, when the funding comes to an end
- The trader groups should be acting collectively for the benefit of an area rather than on a business-by-business basis
- We will engage with at least two traders' groups on area campaigns, using a budget of up to £85,000.

2.17 Market start-up programme

This programme will support potential entrepreneurs and new start businesses to explore market trading as a possible business model, in advance of progression to a retail outlet. Participants will complete the National Market Traders' Federation's NMTF First programme. They will be supported by specialist mentors and will have an opportunity to test trade at St. George's Market. This programme will get under way in September 2011 and a budget for the programme has already been approved by this committee. We will involve at least 10 new traders in the programme, at a budget of up to £13,500.

2.18 Retail Therapy programme and master-classes

This tailored support programme will help independent traders to assess their business and will provide mentoring and financial assistance to move their business forward. The programme is currently open to recruitment for 30 independent traders. The Retail master-classes will focus on a number of topics of particular interest to independent

traders including visual merchandising and customer service. The budgets for these activities have already been approved by this committee. Thirty independent retailers will take part in the programme at a budget of up to £42,000. Up to 30 traders will attend each master class.

2.19 Independent Retail Week

It is proposed that a range of events and activities will take place in early March 2012 to draw attention to the range of independent traders and the services they offer. Traders will be encouraged to organise local events and to present offers and packages to increase footfall within their area. The budget for this initiative has already been approved by this committee, and will be a maximum £35,000.

3 Recommendations

Members are asked to:

- Note the proposals to provide business development and promotion support to local independent retailers, alongside wider council initiatives
- Endorse the proposed payment thresholds and approach for supporting the trader group development and area campaigns work.
- Note the proposed funding allocation for each of the elements of the programme.”

During discussion in the matter, a Member made the point that the Council should seek to identify those retailers who might be willing to play a leading role in the establishment of trader associations within their local areas. He added that the Council could also examine the issue of vacant properties and encourage, perhaps, local art groups, in agreement with landlords, to seek to utilise such properties to enhance the visual amenity of thoroughfares.

During further discussion regarding the issue of the potential for the Council to provide rates relief to retailers, the Director of Development pointed out that a consultation document in respect of a proposed rates levy had been issued and would be considered by the Strategic Policy and Resources Committee.

The Committee adopted the recommendations.

World Police and Fire Games - New York

(Mr. G. Copeland, Events Manager, attended in connection with this item.)

The Committee was reminded that, at its meeting on 27th June, it had authorised the attendance at the 2011 World Police and Fire Games of the Lord Mayor and one officer from the Department and agreed to the payment of the costs of flights, accommodation and subsistence in connection thereto. The Events Manager reported that the officer authorised originally to accompany the Lord Mayor would be unable to stay for the duration of the visit and, accordingly, he sought the Committee's authority to authorise an additional officer to attend the second part of the event from 2nd till 5th September.

The Committee agreed to this course of action.

Tall Ships Event - 2015

(Mr. G. Copeland, City Events Manager, attended in connection with this item.)

The Committee considered the undernoted report:

"1 Relevant Background Information

- 1.1 **At the meeting on Wednesday, 9th December, 2009, Members noted the success of the Belfast Tall Ships 2009, an event which generated huge positive profile for the City and an economic return of over £16m to the local economy.**
- 1.2 **They further agreed, in principle, and subject to a detailed report and appropriate approvals, that Belfast enters the bidding to host the Tall Ships Race in the future.**
- 1.3 **Belfast has now been invited by Sail Training International (STI), the Race Organisers, to bid to host the 2015 Tall Ships Race. The deadline for submissions is 14th September 2011.**

2. Key Issues

- 2.1 **Members are being provided with the Belfast Tall Ships 2009 Ltd Company Report which provides a detailed analysis of the 200 event and will form the benchmark for the 2015 event.**

The report highlights the very substantial benefits which the Tall Ships event brought to the city including:

- £400,000 visitors to the city**
- £16m generated for the Belfast Economy**
- the creation of 90 jobs**
- £1m of infrastructural development**

2.2 Members are also asked to note that two other reviews were conducted on the project. A GATE review was carried out by Property and Projects Department, with the event being given the highest score under each of the set criteria. BCC's Audit, Governance and Risk Services have almost completed a 'Lessons Learned' document to highlight the success of the event in terms of managing risk and good governance. These documents will be used to plan for the future.

2.3 **Management and Delivery**

In advance of the 2009 event the 'Belfast Tall Ships 2009' Company was set up as a special purpose vehicle to deliver the event. This Company is still in existence albeit in a dormant state and could potentially be resurrected should the bid be successful, and be tasked with the delivery of the 2015 event.

A separate report will be brought to Committee outlining options for a vehicle should the bid be successful.

2.4 **Logistics and Operations**

The City Events Unit, in partnership with other organisations in the City, but primarily the Belfast Harbour Commissioners, would deliver the event with oversight from the Board. The Council will not only draw on the experiences of 2009, but also on the delivery of the City's annual Maritime Festival.

2.5 **Finance**

Should the bid be successful, Council officers will initially engage with other public sector bodies involved in 2009 (NITB, DCAL, DSD) to secure the base funding for 2015.

3 **Resource Implications**

3.1 **Finance**

Members are reminded that the 2009 event cost a total of £2.4m, of which the Council contributed £1.1m. Members are also reminded that a considerable portion of the £2.4m was used to upgrade the physical infrastructure within the Harbour in order to be fit for purpose. The overall budget for this project in 2015 is likely to be in the region of £2.3 to £2.5m.

- 3.2 It is anticipated that Belfast City Council will be asked to contribute a maximum of £1.3m to the staging of the event. It is anticipated that additional funds will also be sourced from NITB, DCAL, DSD and BHC to the sum of £1m.
- 3.3 If the bid were successful, £380,000 would be sourced from existing City Events Unit resources. This would be found from the annual maritime and Titanic events budget. It would then be expected that the Council's remaining £980,000 would be built into its medium term financial plan at no additional cost to ratepayers. This would be similar to the approach taken with regard to the funding of the Tall Ships 2009 where a fund was built up over the 4 year period prior to the event taking place.
- 3.4 As part of any successful bid, Belfast would be required to sign and return a contract, and make the first host port payment within 30 days of notification. This initial instalment would amount to £31,000 and would be part of the Council's overall contribution.

4 Equality and Good Relations Considerations

As with all major civic events, public events like this have the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.

5 Recommendations

5.1 Members are asked to:

- agree the content of the report and
- provide approval to bid for a 2015 Tall Ships event.

And if the bid is successful:

- authorise the first installment of £31,000.
- allow the Council to enter into contract negotiations with STI."

A prolonged discussion ensued during which concern was expressed that the Council might be left financially exposed in its bid to host the event since the other bodies and agencies had not, as yet, agreed to contribute towards the anticipated costs. The City Events Manager pointed out that the bid did not contractually commit

the Council and any contract would be subject to support of other funders. In response to a Member's question in relation to the frequency of the visits to the City of the Tall Ships, the City Events Manager pointed out that the City of Waterford had hosted the Tall Ships in 2005 and 2011, and that the visitor numbers had increased on the second occasion.

After discussion, during which it was agreed that a bid to host the Tall Ships in 2015 should be formulated and submitted, the Committee agreed to adopt the recommendations, subject to the total amount which the Council would contribute financially towards the event being capped at no more than £1,150,000.

Christmas Lights Switch-On 2011

(Mr. G. Copeland, City Events Manager, attended in connection with this item.)

The City Events Manager reminded that Committee that, at its meeting on 15th February, it had agreed that the Christmas Lights Switch-on Event would take place at the City Hall on Saturday, 19th November, from 6.00 p.m. till 7.00 p.m. He provided the Committee with an overview of the arrangements which had been put in place to host the event and outlined a proposed programme of entertainment. He pointed out that the event would coincide with the opening of the Christmas Continental Market, together with a range of activities organised by the Belfast Chamber of Trade and Commerce and Belfast City Centre Management.

After discussion, the Committee agreed to note the information which had been provided and agreed to authorise expenditure in the sum of £138,000 towards the Christmas Lights Switch-On. In addition, it was noted that consideration of the hosting of a pre and post Christmas lights switch-on event in the City Hall would be considered at a future meeting.

B-Team

The Committee was reminded that the Council was the Lead Partner in the European Regional Development Fund INTERREG IVC project B-Team which sought to bring together practitioners and experts from different countries to address the problems associated with the regeneration of Brownfield sites. As part of the project, the Partnership would seek to improve regional policies and bring forward the development of vacant sites in each partner location. The practical exchange of knowledge would take place during "Brownfield Days" in each partner location, with the experience and lessons learned being collated to inform practice across the partnership at "European Dissemination Events". The dissemination events, which were projected to occur five times during the three year lifespan of the project, would seek to both test and disseminate the results to a wider audience.

It was reported that the next dissemination event would take place in Ruda Slaske, Poland, on 5th and 6th September. The Director pointed out that the event would present the Council's deputation with an opportunity to discuss issues pertinent to the regeneration of redundant Brownfield sites in Belfast. The event programme would allow for a significant level of political engagement with other local authorities and

support the development of partnerships. The Director added that the event would also present the opportunity for the Council to contribute both at a political and officer level and, whilst there were no financial resources associated with attendance, it was anticipated that travel and accommodation costs would be in the region of £500 per delegate.

The Committee approved the attendance of the Chairman and the Deputy Chairman (or their nominees) at the dissemination event on the 5th and 6th September.

Belfast International Airport - Consultative Forum

The Committee was advised that correspondence had been received from Belfast International Airport requesting that the Council agree to nominate the Head of Economic Initiatives to represent it on the Airport's Consultative Forum. The Director outlined the work of the Forum and provided an overview of its membership. He pointed out that it was anticipated that the Forum would meet on a quarterly basis.

The Committee agreed that the Head of Economic Initiatives, or her nominee, be authorised to represent the Council on the Forum.

Cities of the Isles Conference - Cardiff

The Director reminded the Committee that the City of the Isles Partnership was a small network of six City Councils in the United Kingdom and Ireland, namely Belfast, Cardiff, Dublin, Edinburgh, Glasgow and Liverpool. Since 2000, these Cities had met annually to share urban regeneration experiences, develop joint projects and establish a co-ordinated approach to issues of strategic importance. It was reported that the next scheduled meeting of the organisation would take place in Cardiff on 11th and 12th October at a cost of £200 per delegate.

The Director then provided an overview of the programme of events, discussions and study visits which Cardiff had formulated for the Conference and he suggested that attendance thereat would provide direct benefit to the Members of the Committee. He pointed out that he had consulted with the Council's Democratic Services Manager who had indicated, given the content of the programme and its relevance to the Members' Development Plans, that attendance at the meeting would be of direct benefit also to the Party Group Leaders and, particularly, those Members who had been elected to the Council for the first time in May and that the cost of such attendance would be met out of the Members' Development Budget.

After discussion, the Committee authorised the attendance at the Conference of the Chairman and the Deputy Chairman, or their nominees. It was noted also that two Council officers would be authorised to attend the Conference.

Health and Social Care Board and Public Health Agency - Community Development Strategy Consultation

The Committee endorsed the undernoted response to the above-mentioned consultation:

“Overall comments

Belfast City Council warmly welcomes the HSCB/PHA community development strategy and believes it will play an important contribution in delivering better health and wellbeing outcomes across the Health Service in Northern Ireland.

We support the strategy’s case for the mainstream integration of community development approaches within health and social care organisations and the role community development can play in ensuring the needs and views of communities are expressed in public service design and delivery. We are supportive of the needs and assets-based approach that the strategy has adopted and welcome the planned performance management framework.

The development of the strategy is timely as Belfast City Council is beginning a public consultation on its own community development strategy (and would welcome continued input from the health sector). There are a number of connecting and mutually re-enforcing ideas and approaches in both organisations’ strategies.

We note that action plans for the HSC strategy are to be developed early in 2012. The council would like to be consulted on the design of the Health and Social Care Board’s and the Belfast Trust’s action plans as we believe there may well be areas of mutual benefit for both organisations in terms of enhancing our approaches to community development in the city.

The council’s own draft community development strategy proposes a broad outcomes-based model for community development activity in Belfast. The model describes four supporting strands of activity and the likely outcomes to which they could contribute.

The strands include support for core community development skills (such as volunteering, group capacity building, etc); support for effective community engagement; effective partnership working; and, ultimately, support for shared service design and delivery with communities.

The purpose of the model is to encourage organisations to adopt mutually re-enforcing community development approaches that jointly contribute to shared outcomes. We wish to work with partner organisations, including the HSC and PHA, to explore how this might be achieved.

Responses to the specific questions

1. Do you think that the strategy will be helpful in your area of interest or work?

There are a number of areas in which the strategy would be helpful to the council and we would welcome further engagement with the HSC and PHA on exploring this. Areas might include:

- 1.1 Learning from the development of your strategy, and the design and implementation of its actions plan, can inform the council's own strategy and implementation plan. We would wish to share information on this.
- 1.2 Approaches to community consultation and engagement. The council is currently developing a framework for consultation and engagement and would welcome ideas on developing approaches to engagement.
- 1.3 Ensuring the council's service contributions to health outcomes have community development approaches embedded with them. This might include activities associated with our corporate Healthier City plan (which includes contributions from Parks and Leisure, Community Services, Health and Environment Services, etc) and our contribution to the Belfast Joint Health Development unit.
- 1.4 Working with our Community Services team to explore opportunities for joint working on projects that could involve our community centres and community development workers across Belfast's neighbourhoods.
- 1.5 Contributing to our growing city and neighbourhood evidence base. Our Strategic Neighbourhood Action Programme (SNAP) team have gathered a substantial resource on community assets and needs. There may be opportunities to share learning with the HSC on better utilising this information in community development approaches.
- 1.6 Measuring impact – the council is keen that its community development strategy has the capacity to measure the impact of our activities. There may be opportunities to develop joint measures with our partners.
- 1.7 Aspects of your performance management framework might prove useful for the council in measuring the successful implementation of its own strategy.

2. In your opinion is the strategy clear in what it intends to do?

Yes. The underlying premise of Belfast City Council's draft community development strategy is that by supporting and engaging directly with communities it becomes much easier for the council and its partners to design and deliver effective and appropriate services that make the best use of the city's assets.

This chimes well with the HSC premise that community development approaches enable local people to address their own health and social wellbeing needs and develop and improve co-operation with health and social care agencies, leading to better and more sustainable outcomes.

3. Is the Performance Management section clear and understandable?

Yes.

4. Do you agree with the Conclusions and Recommendations in the Summary Document?

Yes.

5. Are you satisfied with the outcomes of the screening exercise?

Yes.

6. Are there any other issues in relation to equality and human rights that you think should be highlighted?

None.

7. In your opinion has any major issue been omitted?

There are three issues which the HSC might want to consider:

1. Supporting a joint outcomes model for community development. One of the drivers for the council in developing our CD strategy was the absence of any model in Belfast against which we (and our partners) could shape and measure our own community development activity. We would encourage the HSC to champion its community development work with other partners and highlight the benefits that would accrue for establishing shared community development outcomes across partner organisations.

2. While there is currently no Community Planning legislation in Northern Ireland, there is a trend towards utilising Community Planning approaches. Community Planning principles are something that Belfast City Council has endorsed – and we have noted the importance of community development activity in underpinning this approach. This is also likely to be relevant to the health sector over the medium to longer term.
3. The fourth strand of Belfast City Council's community development strategy is about support for the co-design and co-delivery of services with community, mutuals, co-operatives and other social economy partners. We would note that there is a growing national government policy trend in this direction and it may be something which you would wish to address in your strategy, given that community development underpins such approaches.

8. Do you or your organisation want to be involved in taking forward this strategy? If so, please tell us how?

There are a number of mutually beneficial opportunities in the joint development and delivery of both the HSC and Belfast City Council strategies. They might include:

- Supporting the cohort of skilled community development staff in Belfast.
- Developing shared community development outcomes against which partners can design interventions and measure performance and impact.
- Enhancing the role of the community and voluntary sectors in the co-design and co-production of local services.
- Developing better joint understanding of neighbourhood assets to support integrated approaches to their use.
- Developing shared knowledge systems to identify both need and assets.
- Sharing best practice in community development work including approaches to community engagement

9. Please provide any other comments, evidence or information that you wish to share.

We would encourage the HSC and PHA to contribute to the public consultation on Belfast City Council's community development strategy."

Health and Social Care Board - Personal and Public Involvement Strategy Consultation

The Committee endorsed the undernoted response to the above-mentioned consultation:

“1.1 Overall comments

- 1.1.1** The Council is supportive of the draft strategy. The Council is developing its own Community Development Strategy and frameworks on consultation and engagement and these will have many areas in common with this strategy and HSCNI's own Community Development Strategy. Consequently we will be watching your progress with interest and would be keen to continue to share learning as the strategies progress.

1.2 Responses to the specific questions

- 1.2.1** *1. Have we made it clear what Personal and Public Involvement is, what benefits it can bring and why we think it is important?*
- 1.2.2** Generally yes and we think the simplified 'Easy to Read' guide is a useful product that also demonstrates your commitment to some of the principles of public involvement. We do wonder though if some reference to the Community Development strategy you are developing should also be made. We assume that any community development work will also involve personal and public involvement.
- 1.2.3** *2. We identified six priority areas to take PPI forward. Are there other areas that you think we should consider?*
- 1.2.4** No the list seems to cover all the necessary areas to incorporate the approach.
- 1.2.5** *3. The detailed recommendations under each key area will form the basis of the actions we need to take to deliver on these areas. Do you think that they will help us do that? Are there other things we need to do?*
- 1.2.6** *Cultural integration* – there does not appear to be anything at the individual level to encourage this other than the inclusion in job descriptions. We are not convinced that including it in the job description will have much effect especially on existing staff. It may be worth considering other mechanisms such as including it in staff personal

development reviews (PDR), highlighting good examples internally, or having an award each year for the person who most embodies the approach. It would also be worth reviewing existing KPIs to make sure they do not discourage PPI behaviour, for example, avoiding the mistake organisations make when they introduce new customer service or quality commitments but still measure staff performance against indicators that demand fast throughput.

- 1.2.7 *Training* – we would be very keen to hear about your approach to training the general public and wonder if there may be opportunities to share experiences and even offer joint sessions once we are in a position to roll out our Community Development Strategy. We also wonder if there may be opportunities for staff exchanges, job shadowing or similar once both strategies are established. Our only query about this section is whether the strategy needs to spell out the time and resource that will be needed to ensure proper training can be given. A lack of training in a new approach is one of the most common causes of failure.
- 1.2.8 *Impact Measurement* – see previous comments about including PPI in staff PDRs.
- 1.2.9 *Stakeholder support and Communications* – see previous comments about sharing experiences in this area.
- 1.2.10 *Action Plan* – The Action plan appears to be incorporating two stages into one. That is the first implementation stage (2011/12) and then the ongoing cementing of the approach (beyond 2011/12). We wonder if it may be sensible to split these two stages in the plan. The first stage would have specific deliverables list for 2011/12 and target dates. It would not need any other KPIs (the review of progress column) other than these target dates. The resources section of the first stage could also be more detailed with specific budgets allocated.
- 1.2.11 The plan may also benefit from a communication strategy appended to it. This would identify key audiences, key messages and the methods to be used to ensure the latter are understood by the former. Though we appreciate that, as communications was one of your six themes, it may have been your attention to have these communication actions included in the main part of the Action Plan. Finally

an outline risk assessment of what may cause the programme to fail may be considered. Though we would recommend that this only be used to helpfully check the robustness of the plan and not be allowed to become another plan in its own right.

- 1.2.12 *4. Can you identify any outcomes that will demonstrate how PPI has made a difference in health and social care?*
- 1.2.13 The new Belfast Health and Development Unit, on which the Council partners with the Public Health Agency and the Belfast Trust has a core focus on using community engagement as part of its work. The unit is relatively new, but we would expect that it will soon be able to demonstrate how engagement/PPI has made a difference to the impact of its work.
- 1.2.14 *5. Have you any examples of good practice in PPI at any level that you would be willing to share with us for possible inclusion in the strategy?*
- 1.2.15 <http://www.localinnovation.idea.gov.uk/idk/core/page.do?pagelD=17449367>
- 1.2.16 <http://www.localinnovation.idea.gov.uk/idk/core/page.do?pagelD=17451914>
- 1.2.17 <http://www.localinnovation.idea.gov.uk/idk/core/page.do?pagelD=17449452>
- 1.2.18 <http://www.localinnovation.idea.gov.uk/idk/core/page.do?pagelD=17632232>
- 1.2.19 <http://www.idea.gov.uk/idk/core/page.do?pagelD=16639499>
- 1.2.20 <http://www.idea.gov.uk/idk/core/page.do?pagelD=11215972>
- 1.2.21 *6. Is there any area of the strategy that could be improved/needs further explanation? If so, please tell us about it.*
- 1.2.22 Nothing other than the points already mentioned.
- 1.2.23 *7. The PPI strategy has been equality screened. The results of the screening are available for you to consider. We have concluded that the strategy promotes equality and human rights. What do you think? Are there other actions we should consider including?*
- 1.2.24 No comment.”

Play Service Play Clubs

The Committee considered the undernoted amended report, which, at the request of Councillor Reynolds, had been deferred at its meeting on 10th August:

"1 Relevant Background Information

- 1.1 The purpose of this report is to update Members, as previously agreed, in regard to the evaluation of the 'Play Clubs' which were introduced on a pilot basis in September last year to be provided through to the end of June 2011.**
- 1.2 Members will recall that the Play Clubs were developed as part of the recommendations of the Play Review. This included the recommendation for Service Delivery to be flexible and to involve outreach delivery of the play service making it available in communities where there is limited existing provision for children and young people (up to age 16) and where there are concentrations of children and young people.**
- 1.3 A comprehensive report of the activities undertaken by the Play Service throughout 2010 was provided to Council at their meeting on 3rd May 2011. The report included information on the progress of the Play Club project.**

2 Key Issues

- 2.1 The Play Club model was developed to provide play opportunities for children aged 2-4 years old in areas of need and through a partnership approach, with local volunteers and parents being offered developmental and skills support coupled to a phased increase in their assumption of organisational responsibility and autonomy, in other words, a community development approach through play.**
- 2.2 As agreed by Council, three Play Clubs were to be established in three areas (Ballysillan, Olympia and Whiterock) for four mornings per week. In addition, the Play Service established a Play Club one morning a week in partnership with the Toy Box project for Traveller children.**
- 2.3 The implementation of the model on a trial basis has allowed the identification of key variables that appear critical to the success, or otherwise, of the model. For example, the Play Club based within the Traveller project has been extremely successful and is run in a partnership with the Toy Box**

project, which works with Traveller families. Assistance has also been provided through the Travellers' Liaison Officer and Community Development Officer. The project has had an average daily attendance of 6.5 (65% of available places).

- 2.4 The projects were unable to be developed at the Olympia and Whiterock Centres due to insufficient demand and were eventually withdrawn. Staff were re-deployed to other community based projects where demonstrable demand existed coupled to local organisational commitment. The project at Ballysillan has met with minimal success as the demand has been low with an average attendance of 4.7 children (29% of available places). There has also been difficulty in obtaining engagement with the project from within the local community despite the best efforts of the Play Development and Community Development Officers.
- 2.5 On the basis of the trial experience, the Play Service would seek to develop this model with services based on demonstrable need and an identified partnership with another organisation or local community group. The service would also be restricted to a maximum of two mornings to enable more communities to benefit and to promote longer term sustainability.
- 2.6 The implications of this would involve discontinuation of the Play Club based at Ballysillan Playcentre. The Traveller Play Club would continue to be provided within the partnership framework and based on there being sufficient demand.

3 Resource Implications

- 3.1 The resources are within existing resources.

4 Equality and Good Relations Considerations

- 4.1 Changes to the Play Service are likely to have made a positive contribution to the principles and practice of Equality and Good Relations through their impact on greater numbers of children from communities experiencing a range of socio-economic disadvantage.

5 Recommendations

5.1 Members are asked:

- **To note the report of the Play Clubs;**
- **To agree on the future development of the Playclub model based on a partnership approach and targeted at more areas based on identified need.”**

The Committee adopted the recommendations.

Community and Play Centre Committees

The Democratic Services Officer reminded the Committee that, at its meeting on 15th June, it had agreed to re-appoint a number of Elected Members to the Management Committees of the Council's various Community and Playcentres. He pointed out that he had undertook to write to all Members of the Council seeking expressions of interest in order to update the list for the period of the current Council term. Accordingly, the Committee endorsed the undernoted list of Aldermen and Councillors as members of the Community and Playcentre Committees for the period of the current Council term:

Appointments to Management Committees of Community and Play Centres

Ardoyne Community Centre

Councillor Lavery
Councillor Mallon
Councillor McCabe

Knocknagoney Community Centre

Alderman R. Newton
Alderman Rodgers
Councillor Jones
Councillor McNamee
Councillor Haire
Councillor Hussey

Avoniel Play Centre

Alderman M. Campbell
Alderman R. Newton
Alderman Rodgers
Councillor Hendron
Councillor Hussey
Councillor Kyle

Ligoniel Community Centre

Councillor Lavery
Councillor Mallon
Councillor McCabe

Concorde Community Centre

Councillor McKee

Morton Community Centre

Alderman Ekin
Alderman Stoker
Councillor Kelly
Councillor Hanna

Dee Street Community Centre

Alderman R. Newton
Alderman M. Campbell
Alderman Rodgers
Councillor Jones
Councillor Kyle
Councillor Haire
Councillor Hussey

North Queen St. Community Centre

Councillor Convery
Councillor Lavery
Councillor Maskey
Councillor Mallon

Donegall Pass Community Centre

Alderman Stalford
Alderman Stoker
Councillor McCarthy
Alderman R. Patterson

Olympia Community Centre

Alderman Ekin
Alderman R. Patterson
Alderman Stoker

Duncairn Community Centre

Alderman Browne
Councillor Spence

Sandy Row Community Centre

Alderman Stalford
Alderman Stoker
Councillor Kelly
Councillor McCarthy

Finaghy Community Centre

Alderman Ekin
Alderman R. Patterson
Alderman Stalford
Alderman Stoker
Councillor Kelly
Councillor Hanna

Inverary Community Centre

Alderman R. Newton
Alderman Rodgers
Councillor Jones
Councillor Hussey

Glen Road Community Centre

Councillor Attwood
Councillor O'Neill

Suffolk Community Centre

Alderman R. Patterson
Alderman Stoker
Councillor Kingston
Councillor Garrett

Hammer Community Centre

Alderman Stoker
Councillor Kingston

Whiterock Community Centre

Councillor Tim Attwood
Councillor Austin
Councillor Corr

Highfield Community Centre

Alderman McCoubrey
Alderman Smyth
Councillor Kingston

Woodvale Community Centre

Alderman Humphrey
Alderman Smyth

Horn Drive Community Centre

Councillor Attwood

Councillor O'Neill

Chairman