

Development Committee

Wednesday, 14th September, 2011

MEETING OF DEVELOPMENT COMMITTEE

- Members present: Alderman Stalford (Chairman);
Aldermen Ekin, Humphrey and Stoker;
Councillors Hartley, Hendron, Keenan, Kelly, Kyle,
Maskey, McVeigh, Mac Giolla Mhín, Ó Muilleoir,
Spence and Webb
- In attendance: Mr. J. McGrillen, Director of Development;
Miss S. McCay, Head of Economic Initiatives;
Ms. C. Taggart, Community Services Manager; and
Mr. B. Flynn, Democratic Services Officer.

Apologies

Apologies for inability to attend were reported from Alderman Campbell and Councillors Mallon and Reynolds.

Minutes

The minutes of the meetings of 10th and 23rd August 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 September, subject to:

- (i) the amendment of the minute of the meeting on 23rd August under the heading 'Tall Ships Event – 2015' to provide that the Council's maximum financial contribution towards the event be increased from £1,150,000 to £1,300,000; and
- (ii) the amendment of the minute of the meeting of 23rd August to under the heading 'B-Team' to reflect the fact that two officers from the Council would accompany Elected Members on the Dissemination Event in Ruda Slaske, Poland, on 5th and 6th September.

Briefing Session - Integrated Cultural Strategy

The Democratic Services Officer reminded the Committee that a period of consultation was ongoing in respect of the Council's revised Integrated Cultural Strategy, which was due to be presented to the Committee for formal consideration in due course. He reported that a briefing session in respect of the Strategy was scheduled to take place on Tuesday, 20th September at 5:15 p.m. in the Lavery Room and he requested the Committee's authority to extend an invite to the event to all Members of the Council.

The Committee agreed to extend an invitation to the briefing session to all Members of the Council.

Request to Receive Deputation

The Committee agreed to receive, at its meeting on 25th October, a deputation from the Lisburn Road Traders' Association to discuss matters relating to the regeneration of the Lisburn Road.

Bid to host World Pipe Band Championships

(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 end of July 2010 and 2011 Belfast City Council hosted, in conjunction with the Royal Scottish Pipe Band Association, the European Pipe Band Championships. The venue for these events was NICSSA sports grounds in Stormont Estate. The staging of the championships is part of a three year programme, with final year scheduled for 2012. Other key partners in the planning and delivery of these events were: NICSSA; DFP Stormont Estates, and NITB. On average the events attracted 120 bands and 47 drum majors from across the United Kingdom, Ireland and North America. The events also attracted audiences of approximately 10,000 each year.

1.2 Belfast has now been invited to bid for the World Pipe Band Championships to be held in July 2013, 2014 and 2015. This event annually involves about 230 bands, and attracts over 40,000 spectators. While the event is usually a one day event, the Royal Scottish Pipe Band Association is keen to trial a two day project in 2013. Belfast has previously, unsuccessfully, bid for the World Championships, with Committee approval, back in 2008.

2 Key Issues

2.1 Location

The event would require a space capable of catering for an audience of in excess of 40,000 people. Currently City of Belfast Playing Fields, Ormeau Park and NICSSA are the only city venues capable of holding the scale of the event.

2.2 Economic impact

This is estimated at £10 million based on data from Glasgow City Council in 2010.

2.3 Bed nights

Again these are difficult to quantify but it would be estimated that the event would fill all current bed spaces in the city.

3 Resource Implications

3.1 Cost to stage the event

The bid for the event would have two cost elements. The first is the RSPBA fee; this must be paid directly to the organisation. It is estimated that in order to be successful that the RSPBA fee would be an estimated £120,000 per year. The second element of the cost would be for logistical and site requirements that the event would require, which are now required over a two day event period. This is estimated at £280,000 per year. Therefore in total, annual cost would be £400,000, or £1.2 m over a three year period.

3.2 Belfast City Council Contribution

It is suggested that Belfast City Council contribution would be £200,000 per year. Other sources of public funds would need to be sought to meet the remaining cost. These organisations would include the Department of Culture Arts and Leisure, NITB and the Ulster-Scots Agency.

Members are asked to note that a cheque, payable to the RSPBA, of £1,500 must accompany the bid documentation, and that this a non-refundable administration charge. This money would be used by the RSPBA to undertake a site visit.

3.3 Financial

Members are been asked to agree to a commitment of £200,000 per year from 2013 to 2015 (total over 3 years).

The Council would also be required to pay a non refundable £1,500 administration fee to the RSPBA on submission of the bid.

3.4 Human Resources

No additional resources.

3.5 Asset and Other Implications

Use of Council property at City of Belfast Playing Fields and or Ormeau Park.

4 Recommendations

It is recommended that Members consider the following:

- Members are requested to consider that Belfast City Council bids to stage the 2013-2015 World Scottish Pipe Band Championships
- Give approval to pay the bid fee of £1,500
- Give approval to pay the RSPBA fee of £120,000 (fully refundable if the bid is unsuccessful). If the bid is successful, a total Council contribution of £200,000 annually to the hosting this event in 2013, 2014 and 2015.
- Approval to seek funding from the Department of Culture Arts and Leisure, NITB and the Ulster-Scots Agency.

4 Decision Tracking

Further to the completion of the bid process in late 2011, an update will be brought to Committee regarding the outcome and further decisions required.”

The City Events Manager outlined the principal aspects of the report and answered a number of questions which were put to him by the Members.

After discussion, the Committee agreed to adopt the recommendations as set out within the report.

International Linkages - Marketing Belfast

The Committee considered the undernoted report:

“1 Relevant Background Information

1.1 Members will be aware that the Committee has recently identified the need to focus its work around a number of key themes. These include the Belfast Economy, Marketing the City and Shaping Belfast.

1.2 As part of the work associated with Marketing the City, there are a number of upcoming opportunities to establish and develop linkages between Belfast and the United States for the promotion of tourism and economic development. These include three visits to the city by education and business groups as well as participation in an invitation-only event in New York hosted by Mayor Bloomberg, focusing on exploring opportunities to encourage innovation and create new employment opportunities in an increasingly competitive global environment.

2 Key Issues

**2.1 Visit by New York state legislators delegation –
18 October 2011**

A delegation comprising over 20 New York state legislators will visit Northern Ireland and Republic of Ireland in mid-October 2011. The representatives will arrive in Belfast on the morning of 18 October and will attend a lunch organised by Invest NI and the Law Society of Northern Ireland. In the afternoon, they will attend a seminar on legal issues in Northern Ireland. In the evening, they will be hosted at Stormont and will return to Dublin in the early morning of 19 October.

2.2 There may be an opportunity for a number of Belfast City Council representatives to meet the delegation late morning on 18 October. If this fits with their schedule, it may be appropriate to make a presentation on the regeneration opportunities and challenges within the city and to draw attention to the growing business services sector, particularly the recent investments by international legal businesses and the opportunities that this presents for further development.

**2.3 Irish Technology Leadership Group visit –
4th– 6th November 2011**

The Irish Technology Leadership Group (ITLG) is a group of Irish and Irish American senior executives based in Silicon Valley who are active in the global technology industry. They work to promote industry linkages between USA and Ireland through a range of collaborative initiatives including trade visits, award ceremonies and events in both USA and Ireland. The next event will take place in Hollywood USA in mid-September. Entitled “Innovation in Entertainment”, it will bring together international media groups and business leaders from multinational businesses. The First and Deputy First Ministers will make a presentation at the event, outlining the opportunities and business potential in Belfast and Northern Ireland in this area of business.

2.4 ITLG leaders are proposing a visit to Belfast in early November 2011. The delegation is likely to comprise up to 10 key business contacts who will come to the city to explore opportunities for business and investment and present their technology showcase. Their visit is scheduled to coincide with the MTV Awards and to capitalise on the increased media presence in the city at that time.

- 2.5 Delegates have been in contact with Invest NI with a view to organising a visit programme and meetings schedule. This programme is currently being finalised. Once the business meetings have been agreed, there is potentially an opportunity for engagement with elected representatives from Belfast City Council and key officials to present the business opportunities within the city and to underline Belfast City Council's commitment to encouraging additional investment and promoting collaboration between local businesses and their US counterparts.
- 2.6 Updates on this programme will be provided as they become available. However, it is proposed that a meeting be organised between ITLG representatives and selected key local contacts – including representatives from the Development Committee – to explore the opportunities for building on the ITLG link as a means of supporting the development and growth of this sector.
- 2.7 Visit to Belfast by delegation from Nashville - 24-26 October 2011

Members will be aware that the Belfast Nashville Sister City Action Plan has been expanded to include not only culture and tourism, but education, economic development, genealogy, international exhibitions, international marketing and creative industries. In recent years Queen's University has been developing strong global links with the US and is rapidly developing international research and business partnerships that work for the benefit of the city and its citizens. Belfast and Nashville Sister City relationship has undoubtedly assisted in building the healthy and mutually-beneficial relationship between Queen's and Vanderbilt University, and the relationship has been endorsed by Mayor Dean's Office in Nashville.

- 2.8 A delegation of four high-level academics from Vanderbilt University (Dr. Richard McCarty – Provost and VP for Academic Affairs, Dr. Tim MacNamara – Vice-Provost for International, Dr. Carolyn Dever – Dean, College of Arts and Sciences and Dr. Mona Frederick – Director, Robert Penn Warren Center for Humanities) will visit Belfast in October. The inward visit from Vanderbilt will signify the signing of a formal agreement between the two Sister City Universities. The Vanderbilt link offers a broad-based programme of research partnerships and possibilities for staff/student mobility and exchange on an annual basis. Building upon successful collaborations in Astrophysics, Maths and Physics, and between Schools in the Arts and

Humanities at Queen's and the Robert Penn Warren Center for the Humanities in Vanderbilt, other research interests include a range of areas in which Queen's leads the way, including pharma-coepidemiology, medical chemistry, Paediatric medicine, Information Systems and Environmental Engineering. There will also be collaborations in Education (where the Peabody Institute of Education in Vanderbilt is currently ranked number 1 in North America).

2.9 Queen's University has requested civic engagement and there will be an opportunity for a number of Belfast City Council representatives to meet with the delegation. An update on the programme will be circulated as it becomes available.

2.10 NYC Global Partners Summit: Business Innovation and Entrepreneurship – City Strategies; 2-4 November 2011

The New York City Office of the Mayor manages its international connections through its "Global Partners" programme. Through this initiative, the city works with 55 cities worldwide identified as key strategic development partners by the Mayor of New York. Belfast is one of the 55 cities that form part of the NYC Global Partners initiative.

2.11 Each year, the city of New York organises an international summit to which its partner cities are invited. The 2011 summit will take place on 2-4 November 2011. The theme is 'Business Innovation and Entrepreneurship: City Strategies.'

2.12 The programme is being finalised at present. It has been developed in cooperation with the NYC Economic Development Corporation and Columbia University with the aim of bringing together cities using creative approaches to spur innovation and create new employment opportunities in response to an increasingly competitive global environment.

2.13 Key speakers at the event will include Mayor Michael Bloomberg and Jeffrey R. Immelt, CEO of General Electric and Chair of President Obama's Council on Jobs and Competitiveness. The programme will include a series of panels and workshops on issues such as:

- Developing cost-effective space to support business innovation in industry clusters
- Promoting entrepreneurship by providing access to capital and lowering costs for start-up companies

- Facilitating business creation by reducing government red tape
- Creating public-private partnerships for workforce training and development.

2.14 The invitation from Mayor Bloomberg's office is to be issued within the coming weeks. It is proposed that the Lord Mayor and Chair of Development Committee plus two officers accept the invitation to attend the NYC Global Partners event.

3 Resource Implications

3.1 Financial

- New York Legislators event – costs not to exceed £2,500
- ITLG event – costs not to exceed £1,000
- Nashville/Vanderbilt visit – costs not to exceed £500
- Participation in NYC Global Partners event – travel and accommodation costs not to exceed £1500 for each participant at the event. Total costs not to exceed £6000, based on four participants.

4 Recommendations

4.1 Members are asked to:

- Note the proposed visits to Belfast by US Legislators group; Industry Technology Leaders group and Nashville sister city delegations as well as the invitation to attend the NYC Global Partners summit on Business Innovation and Entrepreneurship
- Approve engagement in each of the events along with the indicative budgets for each event, as outlined above.”

After discussion, it was

Moved by Councillor Kelly,
Seconded by Councillor Keenan,

That the Committee agrees to adopt the recommendations as set out in the report, subject to the amendment that only one officer and one Elected Member undertake the trip to the New York City Global Partners Summit in November.

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

Further Proposal

Moved by Alderman Stoker,
Seconded by Councillor Kyle,

That the Committee agrees to adopt the recommendations as set out within the report, subject to the amendment that both the Chairman and the Deputy Chairman, or their nominees, would represent the Committee at the New York City Global Partners Summit and that the Lord Mayor's costs in attending the event would be met from the within the appropriate budget allocated for visits by the Council's civic dignitaries.

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

After further discussion, the Committee agreed to adopt the recommendations as set out, subject to the undernoted course of action:

- (i) that the matter of future strategic linkages with other cities and regions be re-examined subsequent to the consideration of a report in respect of the benefits accrued by the Council by attending the New York City Global Partners Summit; and
- (ii) that an invitation be extended to the the United States Consul General in Belfast, Ms. Kamala S. Lakhdir, to attend a future meeting to outline the benefits to Belfast of extending its linkages to a range of cities in the United States.

Maritime and Titanic Signage Project

The Committee agreed to defer, until its meeting on 27th September, consideration of the aforementioned report to enable detailed maps regarding the placement of the signs to be circulated to the Members for information.

State of the City: Development Debates

The Committee considered the undernoted report:

“1 Relevant Background Information

- 1.1 **A paper noting the positive impact of the first three State of the City: Development Debates in 2010/2011 was presented to Development Committee in June 2011. Participants agreed or strongly agreed that the content was interesting and all and agreed or strongly agreed that that the content was relevant.**

- 1.2 The fourth State of the City: Development Debate was held on the 28th June 2011. Neil Gibson from Oxford Economics presented research commissioned by Belfast City Council (and presented to Committee in June 2011) on Belfast's competitiveness. The event was extremely well attended and has supported Members' later deliberations on the strategic direction of the Development Committee and the wider corporate planning debates, particularly in terms of economic development.
- 1.3 The State of the City: Development Debates are there to support and move forward the wider work of the council. During the recent workshops with Members the need for city leadership, a focus on city marketing and tourism and the need to sell and strong brand to international partners were all raised as key challenges for the council. To this end it is proposed that the next three State of the City: Development Debates focus on city marketing.

2 Key Issues

- 2.1 The suggested dates for the next three SOTC seminars have been revised to October/November (this depends entirely on speaker availability – we would hope for October but may need to go with November) and December 2011/January 2012 and March 2012. Typically the speakers for these events need considerable notice to ensure availability.
- 2.2 October 2011
- European wide example
Dr John Heely, Chief Executive of European Cities Marketing. He also runs his own company, Best Destination Marketing.
- 2.3 European Cities Marketing provides a platform on a pan-European basis for cities to perform better in their convention and tourism activities through the exchange of knowledge and best practice within a city marketing framework. European Cities Marketing is promoting and linking the interests of more than 120 members from more than 100 major cities in 32 countries.
- 2.4 'Dr. John Heeley is an excellent lecturer and I am happy that he is one of our regular speakers on city marketing. His academic background combined with his 20 years experience in leading destination marketing organisations makes him one of the highest rated lecturers by the students in our international postgraduate MSc in Urban Management' Dr Erik Braun, Lecturer, Erasmus University Rotterdam, The Netherlands.

2.5 December 2011

Manchester

Andrew Stokes, Chief Executive, Marketing Manchester

- 2.6 Andrew joined Marketing Manchester in 1999 as director of destination marketing and became chief executive in November 2001. Originally from London, Andrew studied in Liverpool and began his career in the theatre sector, at The Liverpool Playhouse and the Royal Liverpool Philharmonic Society. This was followed by a move back to London to the Royal Albert Hall and later appointment as director of sales and marketing for the Royal Opera House, Covent Garden. Andrew is chairman of Manchester Pride and a board member of Manchester International Festival, CityCo Ltd, Manchester Central (the City's international convention and exhibition centre) and Piccadilly Partnership. Andrew was chairman of Cultureshock, the award-winning multi-arts festival that surrounded the XVII Commonwealth Games in 2002. Andrew lives in Chorlton, Manchester and enjoys spending time at the cottage he restored on the west coast of Ireland.

2.7 March 2012

Edinburgh

Kenneth Wardrop, Head of Destination Edinburgh Marketing Alliance.

Kenneth Wardrop is an economic development and tourism professional with twenty five years experience working in Economic Development. Kenneth took up the post of Head of Destination Edinburgh Marketing Alliance in May 2008, seconded by the City of Edinburgh Council to deliver this new city promotion project.

- 2.8 From October 2006 until May 2008 Kenneth was the Interim Head of Economic Development with the City of Edinburgh Council responsible for Economic Policy and Strategy, Regeneration, Tourism, Edinburgh's Winter Festivals, and Access to Training and Employment. His experience has primarily been in the development and implementation of evidenced based economic and tourism strategy and policy, destination promotion and marketing, the provision of tourism infrastructure, visitor facilities and attractions, and the delivery of high profile events previously in Stirling and district and most recently in the City of Edinburgh.

2.9 Major projects have included Edinburgh's Winter Festivals (including Edinburgh's Hogmanay and Christmas), the refurbishment of the National Wallace Monument in Stirling, the redevelopment of the Old Town Jail and Stirling Youth Hostel, regeneration of Stirling's old town, the Rob Roy, Trossachs, Aberfoyle and Breadalbane Visitor Centres in the Loch Lomond and Trossachs National Park, the 700th Anniversary Celebrations for the Battle of Stirling Bridge in 1997, and the MTV European Music Awards 2003. Kenneth is a Director of the Edinburgh Convention Bureau Limited.

3 Resource Implications

3.1 The budget for State of the City is £35,000 and is included in the PBDU budget for 2011/2012.

4 Recommendations

4.1 Members are asked to approve the three proposed speakers for the next phase of State of the City."

After discussion, during which the Director undertook to investigate the feasibility of identifying a suitable speaker from the Irish Technology Leadership Group to provide an address to the Council as part of the State of the City debate series during their visit, the Committee agreed to adopt the recommendations.

Retail Northern Ireland Conference 2011

The Committee was informed that Belfast City Centre Management, on behalf of the Belfast Chamber of Trade and Commerce, would be organising the above-mentioned conference at the Stormont Hotel on 5th October. The conference programme would address a range of topics including high street retailing and digital marketing to improve business opportunities within a trading environment. The Director pointed out that the conference would be attended by independent traders, multi-national retailers and representatives from various shopping centres, together with representatives from the private and public sector. He added that the keynote speakers at the event would include Mr. Sammy Wilson, M.P., M.L.A., Minister for Finance and Mr. Alex Attwood, M.L.A., Minister for the Environment.

The Committee was advised that the Belfast Chamber of Trade and Commerce had requested that the Council consider providing sponsorship towards the event in the sum of £5,000. It was reported that in return for its contribution the Council would be provided with a number of promotional opportunities, prominent corporate branding on all the Conference literature, together with a range of networking and speaking opportunities. Accordingly, the Director requested that the Committee provide sponsorship in the sum on £5,000 towards the event.

After discussion, the Committee agreed to provide sponsorship towards the conference in the sum of £5,000 and agreed that the Chairman and the Deputy Chairman, or their nominees, be authorised to attend the conference, together with two officers from the Council.

Northern Ireland Economic Conference

The Committee was advised that the 16th Annual Northern Ireland Economic Conference would be taking place in the Culloden Hotel, Cultra, on 4th October. It was reported that the main theme for the conference would be 'Rebuilding and Rebalancing' and would consider a range of issues relating to economy in Northern Ireland. It was pointed out that a range of prominent speakers, including Neil Gibson, Oxford Economics and Mr. Mike Smyth, University of Ulster, would be delivering keynote speeches on the latest economic initiatives within Northern Ireland. The Director reported that the cost per delegate of attending the conference was £165 and it was recommended that the Chairman and the Deputy Chairman, or their nominees, together with two officers from the Council be authorised to attend the event.

The Committee adopted the recommendation.

Markets Update - St. George's Market Usage

The Committee Considered the undernoted report:

"1 Relevant Background Information

- 1.1 St George's Market currently operates three very successful markets each week, Friday, Saturday and the new Sunday. The three markets vary greatly from the traditional variety market on Friday, with the assorted mix that attracts thousands of visitors each week. The award winning Saturday Food and Garden market has a fusion of tempting speciality foods from around the world as well as high quality handmade crafts, flowers, plants and local artwork. The Sunday Market, which is relatively new and started in July 2010 has a special emphasis on local arts and crafts, offering more local crafts people the opportunity to show off and sell their talents.**
- 1.2 The three market days support around 350 small independent businesses, which create approx 500 jobs each week and welcome an estimated 600,000 shoppers every year. St George's has an estimated annual income from trader stallage to Council of £360,000, and an estimated economic benefit to Belfast City of over £15m.**
- 1.3 The markets are also a base to promote local musicians, artists and crafts. They are also a regular meeting place for thousands of customers and visitors each week from various generations, cultures and backgrounds.**

2 Key Issues

- 2.1 Since the renovation of St George's Market in 1999 it has also been used as a venue for a variety of events.**

- 2.2 Currently no bookings have ever been taken for Friday or Saturday as regular market days preference was always being given to these days over any event, nor have bookings been taken for a Thursday due to the Friday Market having to get set up and be ready for the early start on Friday morning which opens its doors at 5.30 a.m.
- 2.3 The Sunday market is relatively new, starting 4 July 2010, and as such any pre-booked and confirmed event bookings for 2010/2011 were honoured.
- 2.4 Officers though are aware that requests for events to be held on St George's market days, especially a Sunday may increase; and there could be the potential for such requests to also include a Friday and/or Saturday market days. Therefore going forward it is felt there is a need for Council to articulate a clear policy on the usage of St George's Market.
- 2.5 Officers are conscious that offering any of the markets days out as hire are very contentious with both the traders and their representatives. Regular meetings take place with traders representatives and they, along with the traders regularly voice their concerns. One of their main concerns is that the inconsistency of any market day may lead to loss of regular income and traders may then prefer to leave the Market, (especially Sunday), if there is not the consistency of the regular weekly market, as there currently has been for Friday and Saturday.
- 2.6 St George's Market currently has 350 traders over the three days with the Sunday market accounting for 120 traders and with employees the total employed for Sunday market is approx 150. Approximately 50% of the Sunday traders are new start businesses and some started on a Sunday as it was the only day they could attend due to other commitments. It also gave some others who were on the waiting lists for Friday and/or Saturday the opportunity to start trading at the Market.
- 2.7 Average weekly stallage income is just under £7000, below outlines stallage income for the Markets over a three week period from 17.06.11 to 01.07.11:
- Friday: -17.06.11 = £2875; 24.06.11 = £2846; 01.07.11 = £2803
 - total = £8524

- Saturday:- 17.06.11 = £2275; 24.06.11 = £2283; 01.07.11 = £2401
total = £6959
 - Sunday: - 17.06.11 = £1704; 24.06.11 = £1697; 01.07.11 = £1909
total = £5310
- 2.8 Market stallage income to council is estimated at £360,000 per annum, with Sunday Market income to council estimated at £90,000 per annum.
- 2.9 The traders and their representative's state the Friday and Saturday markets have built their reputation and customer base on the consistency of being regular weekly markets and not closing or changing for other events.
- 2.10 A survey carried out in 2010 also indicated that visitors to the Friday and Saturday markets were more likely to be weekly attendees, with inclines in weekly visits since 2008.
- 2.11 The survey also indicated that:
- 75% of Friday market visitors were from Greater Belfast, 22% were from rest of NI, while both rest of GB and out of state visitors made up 5%.
 - 61% of visitors to the Saturday market were from Greater Belfast, 31% were from rest of NI, while both rest of GB and out of state visitors made up 7%.
 - Sunday market visitors were more likely to visit the market on a monthly basis.
- 2.12 The survey results indicate that consistency of market days assists in the building of a regular customer base and increase in customer visits to the Market.
- 2.13 There have been four cultural organisations which have used St George's Market in the past on a Sunday to host their events. These are, Chinese Welfare Association, ArtsEtka, Indian Community and POBAL. The Polish Community also used St George's Market as a venue in the past but they have since used other venues such as Council parks, as do other cultural groups such as ArtsEkta for other events. Whilst the 4 of these organisations have declared they would be keen to continue hosting their events in St George's on a Sunday, Councils Good Relations Unit have advised that if Council were to allow only these 4 organisations, Council could be deemed as being discriminatory against any others who may also wish to use the facility.

- 2.14 Only three cultural events took place during 2010/2011 due to one of the organisations double booking their agreed date and because of this they used an alternative venue. The Indian Community held their rescheduled event in Custom House Square on Sunday 7 August 2011.
- 2.15 Estimated visitor numbers attending the four cultural events in St George's are estimated to be in the region of 18,000 over the 4 events.
- 2.16 Council spends a large amount of money advertising the three market days, promoting they are open every Friday, Saturday and Sunday. Concerns regularly raised from traders and their representatives are;
- 2.17 Changing from market day to event causes confusion with visitors and customers who come to the market. When these other events are on instead of market days extra money has to be spent to try and notify people that the market will be closed for that day due to an event. (It has been noted that people still arrive to the market when another event is on and we have advertised as such, especially tourists). And as the organisations who hire the market charge an entrance fee we have had complaints from people expecting free entry to the Market.

Therefore Members are asked to consider primacy of access to markets on Friday, Saturday and Sundays.

3 Resource Implications

- 3.1 Loss of approx £12,650 in revenue if four Sundays events continue instead of the four Sunday Markets, with possible loss of approx £90k income in trader fees to Council if Sunday Market fails.

4 Equality and Good Relations Considerations

- 4.1 To allow only a select number of agencies to access the Market could be perceived as discriminatory – the Council would either have to allow none or allow all.

5 Recommendations

It is recommended that Members consider giving primacy to markets for Friday, Saturday and Sundays.”

The Head of Economic Initiatives outlined the principal aspects of the report and answered a number of Members' questions in relation thereto.

The Chairman stated his concern at the impact which the holding of a market each Sunday would have on a range of ethnic communities within Belfast, particularly the Chinese community. However, further Members pointed out that the Council had offered alternative facilities for use by such communities and, given the current economic climate and the request from traders to be permitted to build up trade on Sundays over an uninterrupted period, the Council was obliged to make the facility available every Sunday for purely commercial purposes.

After discussion, it was

Moved by Councillor Spence,
Seconded by Councillor Robinson,

That the Committee agrees to adopt the recommendations as set out within the report, subject to the condition that eight Sundays per year are set aside for the exclusive use of St. George's Market by community groups on a first come first served basis.

On a vote by show of hands four Members voted for the proposal and twelve against and it was accordingly declared lost.

After further discussion, the Committee adopted the recommendations.

City Dressing Campaign - Cow Parade

The Committee considered the undernoted report:

“1 Relevant Background Information

- 1.1 The Belfast City dressing campaign which is a key output of the Belfast Integrated Strategic Framework Action Plan was launched in July 2011. This campaign has animated the city centre with 400 banners decorated with patterns inspired by objects and locations unique to Belfast. The campaign to date has attracted very positive press and support.**
- 1.2 Communities across the city have participated in the campaign by suggesting what places and objects in the city they would like to see developed into the colourful designs. This has been progressed by a competition promotion in City Matters for Christmas inspired banners.**
- 1.3 The City Dressing Presentation campaign is a 2 to 3 year campaign initially to maximise opportunities arising and animate the city for 2012,/2013 in partnership with Northern Ireland Tourist Board (NITB), Belfast City Centre Management (BCCM), Belfast Visitor & Convention Bureau (BVCB), Department of Regional Development (DRD), Department of Social Development (DSD), Festivals Forum and other stakeholders.**

2 Key Issues

2.1 To add to this and build on the concepts of the patterns of the city campaign for 2012 and encourage even more participation from local neighbourhoods as has been maximised in other cities (see appendix 1) an opportunity has been presented by Asitis Consulting who have secured to the license to bring a major public art event called ‘Cow Parade’ to Northern Ireland in 2012. Full details of the initiative are attached to this report as appendix 2 and 3.

2.2 The Cow Parade public art event is:

- The largest and most successful public art event in the world
- Over 10 years, over 50 cities with global audience
- Raising over £25 million for charity partners in the process
- Alongside a £5+ million contribution to arts communities
- Tried and tested and the original model

2.3 The economic and tourism benefits for Belfast

- Increase tourism visitation – estimating 200,000 unique visitors throughout Northern Ireland
- With increased visitors comes increased expenditure – spread throughout the region
- Edinburgh attributed 28% revenue increase to hosting Cow Parade
- Margaret River Australia, a small event with huge impact – 65,000 trail maps sold first weekend
- Enhance cultural tourism experience that already draws visitors to Northern Ireland
- Bring communities across the city together for an all-inclusive fun experience
- Gain international media exposure through existing Cow Parade network
- Highlight strength of both arts and agriculture throughout the region

2.4 This will be the first time that Cow Parade will take over an entire region rather than just one city.

2.5 Participation is an opportunity to enforce Belfast’s role as the gateway to Northern Ireland, to strengthen the Council’s community engagement role as well as an opportunity to work in partnership with Derry City Council.

- 2.6 Derry City Council is keen to progress and participate and have had a number of meetings with Belfast City Council to explore maximizing opportunities and economic benefits as a result of investment into the project. Derry City Council have also sought Members support and agreement.

3 Resource Implications

- 3.1 Investment of £35,000 for 10 cows, 4 mini moos. This investment is substantially reduced as contributions will support the venture from various councils throughout Northern Ireland as well as private sector sponsorship.

4 Recommendations

It is recommended that:

Members agree to consider the merits of the proposal and advise on whether to support the proposal and commit £35,000 towards the project;

Consider whether they wish to support this as another element of the City Dressing Campaign project 2011-2013.”

After discussion, the Committee agreed to support, as part of the City Dressing Campaign, the 2012 ‘Cow Parade’ initiative and agreed to provide funding in the sum of £35,000 towards the project.

Management Arrangements for Ballymacarrett Recreational Centre

The Committee considered the undernoted report:

“1 Relevant Background Information

- 1.1 The purpose of this report is to further update members on progress against actions agreed at the January and March meetings of Development Committee relating to Connswater Community and Leisure Services Limited (CC&LS) and the future management arrangements for the BCC owned Ballymacarrett Recreation Centre.
- 1.2 During the interim period to September 2011 committee had agreed that:
- No lease or contract would be offered to CCLS
 - BCC Community Services officer support would remain in place

- CCLS to produce a proposed programme of activities, itemised and costed
 - BCC will release funds on a monthly basis based on a schedule of expected transactions and satisfactory verification of expenditure
- 1.3 Members will recall that concerns had been raised regarding certain historical transactions at CCLS. Officers within Community Services and Audit, Governance and Risk Services have now compiled the relevant information for the Legal Services Manager to recommend appropriate action in relation to these probity issues.
- 1.4 During this period to September 2011, officers would also work collaboratively with CCLS to address identified strategic and operational management challenges in the following areas:
1. monitoring and financial control arrangements and
 2. organisational capacity.

2 Key Issues

- 2.1 During the review period, CCLS have continued to work in a voluntary capacity alongside BCC to provide a full service from the Ballymacarrett Recreation Centre. In the absence of a formal tenancy agreement or lease and without independent grant support this has shown a high level of commitment.
- 2.2 Dedicated staff support has been provided via a Community Development Officer (CDO) with further monitoring and support maintained by direct involvement of the CSUM. In addition, and in line with council having assumed interim management control, a supervisory staff presence has been maintained.

This level of facilities management and developmental support has allowed the committee and volunteers to develop an increasing proficiency in doing the work.

2.3 Monitoring and Financial Control Arrangements

In response to a number of concerns regarding probity issues, the Council's Audit Governance and Risk Services (AGRS) section undertook further work to review three specific areas, namely:

- the purchase of a minibus in 2008;
- capital asset acquisitions during 2008/2009 and 2009/2010; and
- the payment of volunteer expenses during 2008/2009 and 2009/2010.

- 2.4 The audit review concluded that the control arrangements at the Centre during the period 2008/2009 and 2009/2010 had been weak. This had created the conditions that could lead to fraud or financial mismanagement taking place. However, the auditors found that the lack of robust financial procedures, poor quality of written evidence and changes at the Centre Manager level, meant that there was a weak audit trail and clear explanations around the three areas highlighted above. This would make it potentially very difficult for authorities to successfully investigate the probity issues further and take any additional action. AGRS have consulted with Legal Services on this review.
- 2.5 Further to the requirements listed in para 1.2 BCC community services officers have continued to work with and support CC&LS who have in turn produced monthly programmes and budgets that have, following a period when BCC directly paid all invoices and costs, enabled the group to control on a month by month basis their own expenditure
- 2.6 The group has also undergone a full monitoring process for 2010/2011 which they have completed, albeit during a period when they have not had primary control of the centre and have not been in receipt of grant aid.
1. The monitoring covered the following areas:
 2. Items required on an Annual basis – this relates to the functions of the group including committee/board structure and members, accounts, evidence of AGM.
 3. Good Governance Practice – this area looks at local service provision, partnerships, monitoring/evaluating systems, constitution, Business plans
 4. Meeting Belfast City Council's Corporate Strategic Objectives
 5. Output measures – opening times, numbers attending, volunteers involved etc.
 6. Accounting for funding from BCC – no funding received in 2010/2011
- 2.7 During this interim period, CC&LS has been subject to a high level of monitoring and financial control with significant involvement from community services officers in regards to reviewing and authorizing expenditure.
- 2.8 AGRS have also examined and worked with the group in terms of its previous expenditure relating to the 2009/2010 accounts: submitted to BCC in November 2010 – see section 2.3 and 2.4 It can be noted that due to CCLS inability to satisfactorily complete the monitoring for 2010/2011 no grant was paid in that financial year.

- 2.9 Subsequent to the recent reorganisation of the service, the monitoring and related organisational support of our independently managed community centres sits within our Community Facilities Unit with a named responsible CDO. The provision of dedicated resources in this area will therefore support the achievement of best practice via a more robust and consistent business planning framework together with effective implementation of sound performance management systems across all our independently managed community centres.

AGRS are currently reviewing service monitoring systems and will report on recommendations in relation to improved practice.

2.10 Organisational Capacity

CCLS have been supported to strengthen their organisational capacity.

2.11 Development Plan

The East Belfast Community Development Agency receives financial support from BCC to provide capacity support for community groups in East Belfast. As part of this contract, they were asked to undertake a programme of support and training with the CCLS board.

- 2.12 The training concentrated upon Governance, Financial and Programme Planning, Board structures and responsibility. This training was linked to the needs analysis that had been undertaken at the start of the process which formed the base line from which to measure improvement. At the end of the training to date, EBCDA have assessed their progress. This will support consideration of CCLS capacity to again control the physical and financial management of the building and organisation.

2.13 Review of Constitution

CCLS have formally reviewed their Constitution to ensure best practice in relation to their governance arrangements and clarify the roles and responsibilities of directors. The revised Constitution will be presented at their next AGM.

- 2.14 Related training support to build understanding and competence in meeting obligations set down in the new constitution has formed part of the EBCDA support and is ongoing.

2.15 EGM

Following a needs analysis of the Board it was decided that, in addition to the development support, the Board of CCLS needed to expand to both strengthen its portfolio of skills and to develop formal strategic links to the broader area and to the city. An EGM was organized for the 5 July 2011. At this meeting 3 new nominations (Michael Briggs, EBCDA; Rachel Davison, Walkway Community Association; and Mark Sweeney, East Belfast Mission) were accepted onto the board. These additions add considerable skills and community development experience to the CCLS board.

2.16 Business Plan

EBCDA have been supported the board to develop a strategic direction and related Business Plan for the period from October 2011 to March 2013.

This work is continuing and the Board hope to be in a position to submit for formal consideration by 30th September.

2.17 Assessment of Groups Progress

Officers in both community services and AGRS believe that CCLS have undertaken considerable developmental work and that the Board have made sustained progress in understanding the processes involved and their capacity to undertake the running of the Ballymacarrett centre. They have worked closely with both BCC and EBCDA and have examined in detail both their policies and procedures in order that their practice meets the required standard. Whilst there are still areas of work to be undertaken, a timescale for their completion is in place.

2.18 Officers will continue to work with Property and Projects in order to be advised of any related medium to long term plans for the site in line with the broader development agenda for the east of the city.

2.19 In the interim, members are asked to consider the most appropriate management arrangements for the centre in order to maintain services for the local community. If we continue under the interim arrangement with BCC directly managing the centre, we will continue to incur costs over budget. It should be noted that this option is predicated upon sustaining a collaborative working relationship with CCLS and a body of volunteers.

2.20 Alternatively, committee may wish to explore, pending the submission of a formal Business Plan, whether it should re enter a time limited lease agreement for the site and a related grant package. Any such arrangement would be subject to the BCC monitoring requirements informed by an assessment of risk.

3 **Resource Implications**

The annual grant allocation for Ballymacarrett Recreation Centre has been historically set as £55,183. In the absence of a current grant contract, all costs associated with BCC direct management are being allocated against this budget.

4 **Recommendations**

4.1 Based on the progress to date and the substantial strengthening of the board we recommend entering into an 18 month lease with a further option to extend; we also recommend that the group be allowed to manage the Grant aid and all expenditure relating to the centre, subject to enhanced monitoring arrangements.”

After discussion, during which a number of Members paid tribute to the officers who had worked to address the situation within the Ballymacarrett Recreational Centre, the Committee agreed to adopt the recommendation.

Chairman