

Document Pack

**Democratic Services Section
Chief Executive's Department
Belfast City Council
City Hall
Belfast
BT1 5GS**



3 November 2011

MEETING OF DEVELOPMENT COMMITTEE

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on Tuesday, 8th November, 2011 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully

PETER McNANEY

Chief Executive

AGENDA:

1. Routine Matters
 - (a) Apologies
 - (b) Minutes
2. Requests for Deputations / Shaping Belfast (Pages 1 - 2)
3. Neighbourhoods, Communities and People
 - (a) Draft Belfast City Council Framework to Tackle Poverty and Reduce Inequalities (Pages 3 - 26)
4. Marketing Belfast
 - (a) World Trade Centre Licence Renewal (Pages 27 - 30)
5. Belfast's Economy

(a) South by Southwest 2012 (Pages 31 - 34)

6. Operational Matters

(a) Staffing – Waterfront Hall, SNAP and Policy and Business Development Unit
(Pages 35 - 40)



Belfast City Council

Report to:	Development Committee
Subject:	Requests to Address the Committee
Date:	Tuesday 8 th November, 2011
Reporting Officer:	Barry Flynn, Democratic Services Officer (ext. 6312)
Contact Officer:	

1	Purpose of Report
1.1	<p>The purpose of this report is two-fold:</p> <ul style="list-style-type: none"> • to update the Committee in respect of its request that representatives from the Belfast Visitor and Convention Bureau attend a meeting to discuss a range of issues; and • to advise the Committee that a request has been received from Mr. Andrew Irvine of Belfast City Centre Management to present a half-yearly update in respect of the work of his organisation.

2	Background
2.1	<p><u>Belfast Visitor and Convention Bureau</u></p> <p>The Committee will recall that, at its meeting on 29th September, concern had been expressed in respect of the extent of the Council's financial contribution to the Belfast Visitor and Convention Bureau. In addition, concern had been expressed that the matter of the permanent re-location of the Belfast Welcome Centre was an issue which needed to be resolved as soon as possible. Given the points raised, it was suggested that it would be advisable for the Committee to invite representatives of the Bureau to attend a future meeting.</p>
2.2	<p>Accordingly, contact was made with Mr. Gerry Lennon of the Bureau who has indicated that he would be prepared to attend the meeting of the Committee scheduled for 22nd November to discuss a range of issues.</p>

2.3	<p><u>Belfast City Centre Management</u></p> <p>Members will recall that, at its meeting on 22nd February, the Committee had acceded to a request for funding in the sum of £190,000 to Belfast City Centre Management for the financial year 2011-2012. This agreement was subject to the organisation meeting a range of targets set out within a service level agreement. In addition, as part of the conditions for the provision of funding, it was agreed that representatives of Belfast City Centre Management would, after a period of six months, provide the Committee with an outline of its achievements in respect of the service level agreement.</p>
2.4	<p>Mr. Andrew Irvine, on behalf of Belfast City Centre Management, has indicated that he is now in a position to provide the Committee with an update on the organisation's work in 2011/2012.</p>

3	Equality and Good Relations Considerations
3.1	<p>There are no equality or good relations considerations associated with these requests.</p>

4	Decision Required
	<p>It is suggested that the Committee either:</p> <p>4.1 Receives the Belfast Visitor and Convention Bureau at its meeting on 22nd November and Belfast City Centre Management at its meeting on 13th December; or</p> <p>4.2 Given the extent of funding which the Council provides to both organisations, a special meeting for the purpose of receiving both organisations be held on Wednesday, 15th November at 5:15 p.m.</p>

5	Decision Tracking
5.1	<p>The Democratic Services Officer will make the appropriate arrangements based upon the Committee's decision.</p>



Belfast City Council

Report to:	Development Committee
Subject:	Draft Belfast City Council Framework to Tackle Poverty and Reduce Inequalities
Date:	8 November 2011
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Jelena Buick, Policy & Business Development Officer, ext 3229

1	Relevant Background Information
1.1	Members will be aware that the original proposal for a Poverty and Inequalities Strategy was taken to the Development Committee on 11 November 2009. At that time, the Committee was reminded that in 2008 the Development Department had commissioned a study to assess the level of poverty in Belfast and to recommend anti-poverty initiatives which the council could undertake in the short and medium term. A number of workshops were held with Members which concluded that the Council should develop a framework to tackle poverty and inequalities.
1.2	Three main methods by which the Council could implement the Framework were highlighted at the November 2009 Committee meeting: <ul style="list-style-type: none"> (i) improve access to, and delivery of, council services; (ii) better targeting of the council's existing budgets; and (iii) using the council's statistical and performance management systems to monitor both the levels of poverty at a neighbourhood level and the Council's achievements following the implementation of the strategy.
1.3	The Development Department and its Policy and Business and Development Unit (PBDU) were tasked to lead on the development of a Council framework to tackle poverty and reduce inequalities.
1.4	The Draft Council Framework to Tackle Poverty and Reduce Inequalities was taken to Committee in November 2010. At Committee, following a recent Good Relations seminar under the 'One City' project, where Dr Mike Morrissey had

	presented on the relationship between economic development, good relations and tackling inequalities, Committee requested that Dr Morrissey be asked to give a presentation to Members and address how the issues he raised might be addressed by the new Framework.
1.5	Members also requested party briefings on the Framework. Party briefings were held with the SDLP, Alliance, the UUP and the PUP before Committee in March 2011. The report was agreed at Committee. A party briefing was held with the DUP between Committee and Council. Members requested that the report be sent back from Council for further consideration and so that it might be discussed at an All Members' briefing. A further party briefing with the DUP was held in June 2011. A party briefing with Sinn Fein was held in September 2011.
1.6	An All Member briefing was held on the 11 October 2011. Members raised a wider variety of issues and this report and new draft of the Framework seeks to respond to these issues to ensure that the Framework reflects Members' priorities for the city.

2	Key Issues
2.1	<p>At this briefing Members discussed some key issues including, but not limited to:</p> <ul style="list-style-type: none"> - the importance of ensuring that the Framework addresses the needs of all citizens in Belfast, specifically that it recognise and plan for the needs of citizens in 'hidden' pockets of poverty across the city; - the need to use a quantitative definition of poverty, possible to measure and aligned to the ongoing work of the NI Executive; - that the Framework should focus on what the Council can actually do - improving services for citizens, opening access to services more widely, concrete actions and projects on the ground; - That the Framework should not duplicate the role of other agencies, particularly the key role of Government departments and should focus on using effective collaboration and joined up working to address these issues in Belfast; and - That the issue of poverty and inequality in Belfast is closely linked to the need to increase urban competitiveness and drive economic growth forward.
2.2	<p>The Framework notes the following:</p> <p><u>1. Improving Services for the People of Belfast</u> Belfast City Council cannot eradicate poverty but we can make our services more accessible and use our resources more effectively so that we support people where they are now, facing the long-term effects of the recession.</p>
2.3	<p>Under this Framework the Council will:</p> <ul style="list-style-type: none"> (i) Ensure that our services are more accessible; (ii) Target our resources more effectively; (iii) Work in partnership with other lead government departments to deliver on-the-ground projects that will support citizens; and (iv) Advocate for the people of Belfast who are experiencing poverty and inequalities.

2.4	<p><u>2. Responding to the needs of all the citizens of Belfast</u></p>
	<p>Nearly half of Belfast's population live in some of most deprived Super Output Areas in Northern Ireland. Many parts of Belfast have 'hidden' pockets of poverty within more affluent areas. This Framework seeks to ensure that the Council's services are targeted to meet the needs of all citizens.</p>
2.5	<p>A household in poverty is 'one with an (equivalised) income that is 60% or less than that of the median household income in the year'. Under this definition around 20% of Belfast's population live in relative poverty (which is higher than the EU average of 16%). In absolute terms this works out at around £115 per week for a single adult with no dependent children or £195 per week for an adult with two dependent children under 14.</p>
2.6	<p>The Office of the First Minister and Deputy First Minister (OFMDFM) central Anti-Poverty unit states that 'people are considered to be living in poverty if their income and resources are so inadequate as to prevent them from enjoying a standard of living, which would be regarded as acceptable by society generally.'</p>
2.7	<p><u>Causes of poverty</u></p> <p>Poverty is most strongly associated with worklessness. Children's poverty in particular is directly linked to living in households where no adult is employed. Households at the fringes of the labour market are also at substantial risk – the 'working poor'. Households headed by a lone parent with dependent children are also at risk; as are pensioners when they are entirely dependent on state pensions and associated benefits.</p>
2.8	<p>While concentrations of such 'at-risk' households can be mapped to particular parts of Belfast, it is important to note that such households can exist in any part of the city – and can often become 'hidden' in statistical analyses.</p>
2.9	<p>The other significant cause of poverty is ill health and there is available data covering this category of people. Although the council has limited powers to tackle health problems, it is already proactive in partnership working with major health agencies to tackle health problems and inequalities.</p>
2.10	<p><u>3. Actions on the ground</u></p> <p>The Council can address some of the causes of poverty, for example working on job creation, skills development, supporting people back into the labour market all address worklessness. Council can better target its resources to support people in 'hidden' pockets of poverty. Council can also work to support people in terms of the impact of poverty by making services such as parks, leisure centres, community centres and events and venues as accessible as possible.</p>
2.11	<p>This Framework describes some work we are already doing, but people in Belfast may not realise we're doing; and some new work which we think will tackle the causes and impacts of poverty.</p>
2.12	<p>Some examples are:</p> <ul style="list-style-type: none"> - Support for social economy projects – advice and guidance on public sector contracting. - Investigate (expanded) use of social clauses. - Community tourism and outreach – training and advice for local communities on how to develop tourism products. - Raise skills and reduce worklessness - HARTE programme supports long-

	<p>term unemployed people to get jobs in hospitality sector.</p> <ul style="list-style-type: none"> - Support and fund advice provision infrastructure in Belfast. - Reduce fuel poverty – mainstream fuel stamp initiative. - In partnership with the Public Health Agency provide free access to leisure facilities in the most deprived wards in Belfast. - Tackle health inequalities via the new Belfast Health Development unit and the Belfast Strategy Partnership.
2.13	<p><u>4. Building Urban Competitiveness</u></p> <p>The Council's recent research on Belfast's economic competitiveness showed that the inequalities in the city, and the high rates of economic inactivity which did not improve during the boom and have worsened in the recession, continue to be a major drag on economic growth and competitiveness. Directly addressing poverty and inequalities will support people directly and build urban competitiveness. The bottom line is, Belfast cannot be competitive if a large percentage of its population live in poverty.</p>
2.14	<p>The Council's commitment to a Stimulus Investment Package aims to support economic growth and urban competitiveness and address the specific impacts of the recession. This includes the need to address the causes of poverty including job creation, improving employability and skills, supporting social economies and tackling wider health inequalities.</p>
2.15	<p><u>5. Review and Improve</u></p> <p>Progress in terms of implementing the Framework will be reported via the Strategic Policy and Resources Committee. The whole Framework will be reviewed every year to be sure that it remains aligned to ensure that it remains aligned to emerging issues, in line with key initiatives such as the Stimulus Investment Package.</p>
2.16	<p>Members are asked to approve the draft Council Framework to Tackle Poverty and Reduce Inequalities.</p>
2.17	<p>If the draft Framework is approved a public consultation process will be held and the revised Framework, based on feedback from the consultation, will be presented to Committee for approval in March 2012.</p>

3	Resource Implications
3.1	As agreed at Committee in March 2011, the budget for the public consultation on the Framework was reduced from £20,000 to £10,000. The budget of £10,000 is included within the PBDU budget for 2011/12.
3.2	The budgets for each of the actions in the action plan are accounted for within existing service budgets.

4	Equality and Good Relations Considerations
4.1	This framework aims to contribute to reduction in equality and thus it has positive equality considerations. The initial screening showed the positive impact the

	framework would make to many of the Section 75 groupings. However, the document will be fully screened again during the consultation period.
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5	Recommendations
5.1	Members are asked to approve the draft Council Framework to Tackle Poverty and Reduce Inequalities.

6	Decision Tracking
Timeline: March 2012	Reporting Officer: John McGrillen

7	Key to Abbreviations
PBDU – Policy and Business Development Unit OFMDFM – Office of the First Minister and Deputy First Minister HARTE – Hospitality and Retail Training for Employment Programme	

8	Documents Attached
Appendix 1 - Draft Belfast City Council Framework to Tackle Poverty and Reduce Inequalities.	

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Belfast City Council

(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast



Council framework to Reduce Poverty and Tackle Inequalities in Belfast

Draft for Development Committee, October 2011

Belfast City Council
(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

Contents

1. Improving Services for the People of Belfast	3
2. Responding to the Needs of All the Citizens of Belfast	3
Causes of poverty	3
3. Actions on the Ground	4
4. Building Urban Competitiveness	4
5. Review and Improve	5
4. Action plan 2012 to 2017	6
Appendix 1: How can we measure our impact?	15
Appendix 2: Who have we engaged with to date?	16
Internal council stakeholders	16
External stakeholders	16
Development Committee	17

Belfast City Council

(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

1. Improving Services for the People of Belfast

Belfast City Council cannot eradicate poverty but we can make our services more accessible and use our resources more effectively so that we support people where they are now, facing the long-term effects of the recession.

Under this Framework the Council will:

1. Ensure that our services are more accessible;
2. Target our resources more effectively;
3. Work in partnership with other lead government departments to deliver on-the-ground projects that will support citizens; and
4. Advocate for the people of Belfast who are experiencing poverty and inequalities.

Council plays a crucial role as the advocate for the city. As advocates Members can influence debate and lead action to improve the quality of life of its citizens.

2. Responding to the Needs of All the Citizens of Belfast

Nearly half of Belfast's population live in some of most deprived Super Output Areas in Northern Ireland¹. Many parts of Belfast have 'hidden' pockets of poverty within more affluent areas. This Framework seeks to ensure that the Council's services are targeted to meet the needs of all citizens.

A household in poverty is 'one with an (equivalised) income that is 60% or less than that of the median household income in the year'. Under this definition around 20% of Belfast's population live in relative poverty (which is higher than the EU average of 16%).² In absolute terms this works out at around £115 per week for a single adult with no dependent children or £195 per week for an adult with two dependent children under 14.

The OFMDFM Central Anti-Poverty unit states that 'people are considered to be living in poverty if their income and resources are so inadequate as to prevent them from enjoying a standard of living, which would be regarded as acceptable by society generally.'³

Causes of poverty

Poverty is most strongly associated with worklessness. Children's poverty in particular is directly linked to living in households where no adult is employed. Households at the fringes of the labour market are also at substantial risk – the

¹ <http://www.ninis.nisra.gov.uk>

² 'Poverty in Belfast', M. Morrissey (2008)

³ OFMDFM Central Anti-Poverty unit <http://www.ofmdfmi.gov.uk/index/equality/central-anti-poverty-unit.htm> (accessed 11 October 2011)

Belfast City Council**(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast**

'working poor'. Households headed by a lone parent with dependent children are also at risk; as are pensioners when they are entirely dependent on state pensions and associated benefits.⁴

While concentrations of such 'at-risk' households can be mapped to particular parts of Belfast, it is important to note that such households can exist in any part of the city – and can often become 'hidden' in statistical analyses.

The council can address some of the causes of poverty, for example working on job creation, skills development, supporting people back into the labour market all address worklessness. Council can better target its resources to support people in 'hidden' pockets of poverty. Council can also work to support people in terms of the impact of poverty by making services such as parks, leisure centres, community centres and events and venues as accessible as possible.

3. Actions on the Ground

The council can address some of the causes of poverty, for example working on job creation, skills development, supporting people back into the labour market all address worklessness. Council can better target its resources to support people in 'hidden' pockets of poverty. Council can also work to support people in terms of the impact of poverty by making services such as parks, leisure centres, community centres and events and venues as accessible as possible.

This Framework describes some work we're already doing but people in Belfast may not realise we're doing, and some new work which we think will tackle the causes and impacts of poverty.

Some examples are:

- Support for social economy projects – advice and guidance on public sector contracting
- Investigate (expanded) use of social clauses
- Community tourism and outreach – training and advice for local communities on how to develop tourism products
- Raise skills and reduce worklessness - HARTE programme supports long-term unemployed people to get jobs in hospitality sector
- Support and fund advice provision infrastructure in Belfast
- Reduce fuel poverty – mainstream fuel stamp initiative
- In partnership with the Public Health Agency provide free access to leisure facilities in the most deprived wards in Belfast
- Tackle health inequalities via the new Belfast Health Development unit and the Belfast Strategy Partnership

4. Building Urban Competitiveness

⁴ 'Poverty in Belfast', M. Morrissey (2008)

Belfast City Council**(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast**

The Council's recent research on Belfast's economic competitiveness showed that the inequalities in the city, and the high rates of economic inactivity which did not improve during the boom and have worsened in the recession, continue to be a major drag on economic growth and competitiveness.⁵ Directly addressing poverty and inequalities will support people directly and build urban competitiveness. The bottom line is, Belfast cannot be competitive if a large percentage of its population live in poverty.

The Council's commitment to a Stimulus Investment Package aims to support economic growth and urban competitiveness and address the specific impacts of the recession. This includes the need to address the causes of poverty including job creation, improving employability and skills, supporting social economies, tackling wider health inequalities and exploring the possibilities around the green new deal.

5. Review and Improve

Progress in terms of implementing the Framework will be reported via the Strategic Policy and Resources Committee. The whole Framework will be reviewed every year to ensure it remains aligned to emerging issues, in line with key initiatives such as the Stimulus Investment Package.

⁵ Research into the competitiveness of Belfast, 2011, Oxford Economic, presented by Neil Gibson, State of the City: Development Debate, June 2011

4. Action plan 2012 to 2017

Key

New Initiatives	
Existing Initiatives	

Theme	Initiative	Council lead	Potential partners	Year 1	Year 2	Year 3	Year 4	Year 5
City leadership	Develop an online resource for sharing information on poverty and social exclusion for all partners	Development (PBDU)	Community and Voluntary sector, Academia					
	<ul style="list-style-type: none"> Set up website and gather information Administer the portal Monitor its success 			✓	✓	✓		
	Integrate the new equality framework in corporate planning	Good relations	Equality Commission					
	<ul style="list-style-type: none"> Work closely with Good Relations Unit to develop a new Equality Screening Tool Undertake an audit of inequalities in the council 	Good relations		✓				
	<ul style="list-style-type: none"> Prepare interim action plans Prepare action plans in line with new corporate plan 	Good relations/PBDU Good relations		✓	✓			
	Ensure up to date poverty & inequalities data included in CityStats info	Development	NISRA					
	<ul style="list-style-type: none"> Include poverty & inequalities related indicators in profiles Share profiles with external partners Use the information to influence decision making 	SNAP SNAP SNAP		✓	✓	✓	✓	✓

Belfast City Council
 (Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

Maximise investment and funding streams to support Council work on poverty & inequalities	Development	Other local authorities, COMET, EU						
• Undertake the BIG lottery Community Planning project	HES/Belfast Health Development Unit		✓					
• Through the Eurocities Social Affairs Forum explore the funding opportunities for the council	Development		✓	✓				
• Actively engage in the post 2013 lobby for future structural funds	Development		✓					
• Explore for the opportunities under the new Eurocities Lifelong Learning Working Group	Development		✓	✓				
• Complete (and undertake) two sports bids to tackle violence in sports and better use parks	Development		✓					
• Continue influencing at a European level for funding streams to tackle inequalities	Development		✓	✓	✓	✓	✓	✓
Exchange best practise with European and national partners	Development/HES	Eurocities, Urbact			✓	✓		
• Engage with partners at events, seminars and meetings			✓	✓	✓	✓	✓	✓
• Continue engagement in the Eurocities Task Force on Roma and the 'I am Roma' project through the Belfast Health Trust			✓	✓	✓			
• Deliver actions under the Open Cities migrant project			✓	✓	✓			
• Commemorate the EU Year of Active Ageing and Solidarity between the generations			✓					
• Actively participate at relevant events, seminars and meetings	Support from EU Unit		✓	✓	✓	✓	✓	✓
• Continue participation in Belfast in Europe group and contribute to joint projects			✓	✓	✓	✓	✓	✓

Belfast City Council
(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

	<ul style="list-style-type: none"> Showcase Belfast case studies through portals and newsletters Use the relevant best practise examples in the poverty Framework delivery Undertake one lead project at a European level 			✓	✓	✓	✓
	<p>Undertake any necessary research with external partners – aim is to monitor social impact of policy environment</p> <ul style="list-style-type: none"> Contribute to and support research on inequalities and overcoming barriers to participation 	Development				✓	✓
		HES/PBDU		✓			
	<p>Develop partnerships and build political legacy</p> <ul style="list-style-type: none"> Contribute to development of NI Child Poverty Framework Annual inequalities briefing for Members 	Chief Executive's	All	✓	✓	✓	✓
		PBDU/HES			✓		
Better opportunities for success	<p>Utilising council assets and facilities to reach marginalised groups (community, open spaces and leisure venues)</p> <ul style="list-style-type: none"> Support delivery of employability and skills programmes 	Development (EDU & Com Services), Parks and Leisure	DEL			✓	✓
	<p>Raising skills and reducing worklessness</p> <ul style="list-style-type: none"> Completion of Year 3 of the HARTE programme Maximise opportunities through Titanic Quarter partnerships (10 HARTE programme recruits have already gained jobs). 	Development (EDU)	DEL	✓			
			DEL	✓	✓	✓	

Belfast City Council
(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

<ul style="list-style-type: none"> Through Titanic Quarter partnership ensure that long-term unemployed gain jobs in Titanic Belfast and extend apprenticeships to other companies in TQ 			✓	✓			
<ul style="list-style-type: none"> Identify joint initiatives with Belfast Employment and Skills Board to address employment challenges of target groups 		BESB		✓	✓	✓	
<ul style="list-style-type: none"> Roll-out of the 'Step Up to Work' initiative 							
<ul style="list-style-type: none"> Actively support development of social economy projects 	Development (EDU)/ Property and Projects						
<ul style="list-style-type: none"> Provide advice and guidance to social economy enterprises who wish to apply for Council tenders 				✓	✓	✓	✓
<ul style="list-style-type: none"> Continue delivery of 'Meet the Buyer' events 				✓			
<ul style="list-style-type: none"> Set up a social economy enterprise database 				✓			
<ul style="list-style-type: none"> Assign a dedicated member of council staff as first point of contact for social enterprises 				✓			
<ul style="list-style-type: none"> Develop community tourism enterprises 	Development (CA&T)	NITB		✓			
<ul style="list-style-type: none"> Evaluate current tourism infrastructure along the relevant tourism corridors (via Integrated Tourism Framework) 							
<ul style="list-style-type: none"> Engage communities in relevant areas to raise awareness and the potential of social economy enterprises 					✓		
<ul style="list-style-type: none"> Arrange necessary training and advice provision 						✓	
<ul style="list-style-type: none"> Contribute in setting up at least one social economy enterprise per tourism hub in the city 						✓	✓
<ul style="list-style-type: none"> Ensure full inclusion of marginalised people through the council's employment programmes 	Finance and Resources	DEL					

Belfast City Council
 (Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

	<ul style="list-style-type: none"> Through Disability Framework ensure people with disability have full access to employment opportunities 		✓	✓				
	<ul style="list-style-type: none"> Provide at least 30 work experience placements for people with disabilities 		✓	✓				
	<ul style="list-style-type: none"> Evaluate success of placements 			✓				
	<ul style="list-style-type: none"> Continue engagement with Government's new Workable programme 		✓	✓	✓	✓	✓	✓
	<ul style="list-style-type: none"> Continue monitoring reasonable adjustments for disabled applicants and employees with disabilities 		✓	✓	✓	✓	✓	✓
	<ul style="list-style-type: none"> Extend the partnership and expand the initiative of resettlement of ex-offenders 			✓				
	<p>Provide support to older people who seek employment opportunities</p>							
	<ul style="list-style-type: none"> Monitor and enhance volunteering opportunities for older people 	HES/Community Services	✓	✓	✓	✓	✓	✓
	<p>Extend a cultural and arts skills development programme for marginalised within the emerging Integrated Cultural Strategy</p>	Development (CA&T)						
	<ul style="list-style-type: none"> Extend development and outreach of the culture and arts programmes 			✓	✓			
<i>Better care for Belfast's environment</i>	<p>Assist in development of a regional food scheme to provide people in poverty with healthy food</p>	HES/ Dev PBDU support						
	<ul style="list-style-type: none"> Assess the extent of possible support 		✓					
	<ul style="list-style-type: none"> Prepare a business case for the council 			✓				
	<ul style="list-style-type: none"> Disseminate information about the project and processes internally and externally 			✓				

Belfast City Council
(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

	<ul style="list-style-type: none"> Commence project delivery (if feasible) 								✓
	Fuel poverty	HES/Dev PBDU support							
	<ul style="list-style-type: none"> Investigate the possibility of piloting a warm zones approach in two socially deprived areas of the city which would aim to demonstrate a proof of concept to reducing fuel poverty and carbon emissions 							✓	
	<ul style="list-style-type: none"> Explore funding opportunities for delivery of new energy efficiency powers 							✓	✓
	Participation in Smart Cities								
	<ul style="list-style-type: none"> Submit a Smart Cities bid to create an energy plan for Belfast and reduce energy costs 							✓	
	<ul style="list-style-type: none"> If bid is successful, deliver a project 								✓
	Continue fuel stamp initiative and aim to extend it to all households in need	HES	DSD						
	<ul style="list-style-type: none"> Ensure that the most vulnerable access the scheme 								✓
	<ul style="list-style-type: none"> Mainstream the fuel stamp initiative with existing internal resources 								✓
<i>Better support for people and communities</i>	Ensure maximum delivery of NR commitments	Development (SNAP)	All relevant agencies						
	<ul style="list-style-type: none"> Continue coordination and monitoring of the council's delivery of NR commitments 							✓	✓
	Increase access to cultural development and outreach initiatives across the city (via the emerging Integrated Cultural Strategy)	Development (CA&T)	Arts Council						✓

Belfast City Council
(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

	<ul style="list-style-type: none"> Through Creative Legacies funding increase access to Section 75 categories and other marginalised groups 			✓	✓	✓		
	<ul style="list-style-type: none"> Through City of Festivals project remove barriers to access of marginalised groups 			✓	✓			
	Develop community gardens in the areas of need	Parks and Leisure						
	<ul style="list-style-type: none"> Evaluate the scheme of four delivered projects Develop new initiatives 			✓				
	Support & fund advice provision infrastructure in Belfast	Development (Com Services)	CAB, Advice NI & Law Centre			✓		
	<ul style="list-style-type: none"> Continue investing £800,000 a year in funding Build capacity of the advice providers Maximise the uptake of the rate relief (esp. by older people) 			✓	✓	✓	✓	✓
	<ul style="list-style-type: none"> Support extended outreach activity of the advice providers 					✓	✓	✓
	Community Support Development Programme with our partners	Parks and Leisure	Sport NI, DSD, Public Health Agency					
	<ul style="list-style-type: none"> Develop Active Communities programme across the city Deliver of the programme by community network (Belfast Community Sports Development Network) 			✓	✓	✓	✓	✓
	Develop capacity building through Community Development strategy	Community across the council				✓		
	<ul style="list-style-type: none"> Develop community development strategy Implement the strategy 					✓	✓	✓
Better services	Explore feasibility of a Belfast Pass at a reduced rate for people on low incomes	Development	NITB					
	<ul style="list-style-type: none"> Undertake a feasibility study Prepare a business case 	PBDU, CA&T				✓		✓

Belfast City Council
(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

	<p>In partnership with the Public Health Agency provide free access to leisure facilities in the most deprived wards in Belfast</p> <ul style="list-style-type: none"> Target 200 people in the most deprived areas 		Public Health Agency					
	<p>Ensure all children have access to parks and playgrounds</p> <ul style="list-style-type: none"> Undertake a mapping exercise of provision 	SNAP to support P&L		✓	✓			
<i>Better value for money</i>	<p>Explore development of ‘social clauses’ in our procurement, project and regeneration spend</p> <ul style="list-style-type: none"> Set up of the inter-agency Social Clause Delivery Forum After the legislative powers are being given to the councils set up a Task and Finish team Undertake research and provide best practise case examples Undertake a feasibility study Prepare a business case for the council Implement a pilot project Undertake evaluation of the pilot project If successful roll-out across the council 	Properties and Projects (PBDU to support research)	Central Procurement Directorate, EC	✓				
				✓				
				✓				
				✓				
					✓			
					✓			
						✓		
						✓		
							✓	
							✓	✓
	<p>Develop indicators to measure the impact of regeneration on health and poverty in Belfast (linked to health)</p> <ul style="list-style-type: none"> Pilot the indicators and methodology Identify target audience and provide training on the use of the tool 	HES	Belfast Healthy Cities					
		HES			✓			
		HES			✓		✓	
	<p>Ensure a maximum social impact of our regeneration projects</p>	Development						

Belfast City Council

(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

<ul style="list-style-type: none"> Continue to support TQ working group 			✓					
<ul style="list-style-type: none"> Explore the potential of setting up GEMS for North Foreshore, Titanic and Northern Fringe at Gasworks 	PBDU/EI		✓	✓	✓			
<ul style="list-style-type: none"> Develop evaluation and monitoring system that measures social impact 	PBDU/EI			✓	✓			
<ul style="list-style-type: none"> Link it to the indicators on the regeneration impact 	PBDU/EI			✓	✓			
Regularly monitor, report, evaluate and improve the Framework	Development	Chief Executive's						
<ul style="list-style-type: none"> Undertake a study of available performance indicators 	PBDU		✓					
<ul style="list-style-type: none"> Prepare a performance Framework 			✓					
<ul style="list-style-type: none"> Monitor Framework on an annual basis 			✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Report every 6 months to COMT 	PBDU		✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Annual report to Committee 	PBDU, POG		✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Undertake and undertake independent evaluation every 2 years 	PBDU, POG				✓			✓
<ul style="list-style-type: none"> Review and improve the Framework every 2 years 	PBDU, POG			✓		✓		
<ul style="list-style-type: none"> Undertake final evaluation of the process and Framework 	PBDU, POG – commission externally							✓

Belfast City Council

(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

Appendix 1: How can we measure our impact?

The council places greater emphasis on creating effective performance management systems that allow us to better to measure the impact of our services across the city. This framework will utilise the approaches and data gathering techniques emerging from these systems to assist with measuring the impact on poverty in the city.

What we measure, and how it will be measured, are influenced by a number of factors:

- ✓ the measurable reality of poverty in Belfast
- ✓ the many inter-connected factors that contribute to it
- ✓ the particular subset of these factors on which the council can have a positive impact
- ✓ the strands of council work which can contribute to this impact

Bearing this in mind we are developing indicators with the following characteristics:

- ✓ ability to identify levels of poverty at a small area level
- ✓ their relevance to our corporate themes
- ✓ direct, unambiguous measures of progress
- ✓ available across different socioeconomic groups, geographies and over time
- ✓ have a direct link with interventions
- ✓ consistent with the decision-making cycle
- ✓ easy and inexpensive to collate
- ✓ understandable
- ✓ politically agreed

(The council is developing a Quality of Life matrix which will include a set of indicators to measure the economic, social and environmental impact of council's policies and projects. There will be an obvious overlap between the matrix's indicator sets and those of the poverty framework and it will be important that results and processes are shared.)

We have identified a basket of indicators classified under the following headings:

- 1. Low income & employment**
- 2. Children and young people**
- 3. Communities**
- 4. Adult wellbeing**

Details of each indicator are available upon request or via the council's **Citystats system**.

The monitoring process will involve a longitudinal assessment of poverty:

- Agreeing indicators to measure progress
- Setting targets to provide benchmarks
- Identifying a system(s) to house the data.
- Regular collation, analysis, review and response in relation to the future indicator data.

Belfast City Council

(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

Appendix 2: Who have we engaged with to date?

We have discussions with a large number of stakeholders about the framework and the types of work that the council could usefully contribute. To date, while acknowledging the limited role of the council, there has been an overwhelming positive response to the creation of the framework.

Internally, officers have been keen to investigate how their work can contribute to delivering the framework while externally there has been enthusiastic support for the council in taking a proactive stance in pursuing this work.

Internal council stakeholders

- Members
- Health and Wellbeing group
- Corporate Management Team
- Policy Officers Group
- Departmental managers
- Heads of Service
- Various officers

External stakeholders

- Age NI (Provided advice)
- Barnardos (Facilitated eight research events with young people who are affected by poverty or disability)
- Equality Commission (Provided advice)
- Joseph Rowntree Foundation
- NICVA (provided advice)
- Northern Ireland Anti-Poverty Network (Facilitated six research events with people affected across the city)
- OFMDFM (Provided direction)
- Save the Children (Provided advice)
- Women Support Network (Facilitated six research events with women in poverty)

Belfast City Council

(Draft) Council Framework to Reduce Poverty and Tackle Inequalities in Belfast

Development Committee

(As of August 2011)

Alderman Christopher Stalford (Chairman)

Councillor Conor Maskey (Deputy Chair)

Alderman May Campbell

Alderman Tom Ekin

Alderman William Humphrey

Alderman Bob Stoker

Councillor Janice Austin

Councillor Tom Hartley

Councillor Máire Hendron

Councillor Colin Keenan

Councillor Bernie Kelly

Councillor John Kyle

Councillor Lee Reynolds

Councillor Nichola Mallon

Councillor Jim McVeigh

Councillor Caoimhín Mac Giolla Mhín

Councillor Máirtín Ó Muilleoir

Councillor Gavin Robinson

Councillor Guy Spence

Councillor Andrew Webb

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Report to:	Development Committee
Subject:	World Trade Centre Licence Renewal
Date:	8 November 2011
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Belfast City Council acquired the licence for World Trade Centre Belfast (WTCB) in 2003 in partnership with property development company AM Development (since then re-named Multi Development).
1.2	At that stage, Multi Development had expressed an interest in acquiring the land at Musgrave Street Police Station and developing a World Trade Centre (WTC) on that site. When it became apparent that the land was not going to be made available, the development company agreed to allow Belfast City Council to purchase their 50% of the licence. Since 2008, the Council has been the 100% licence holder.
1.3	There are approximately 300 WTCs across all continents. Around 200 of these operate virtually i.e. do not have a physical presence. For those that do operate from a building, this can take many forms, including office space, hotels and conference centres. WTCs are operated by both private and public operators.
1.4	Four cities in the UK have licences for WTCs, namely Belfast, Milton Keynes, Hull and Edinburgh. Of these, only Hull operates from a branded World Trade Centre (WTC Hull and Humber). A world trade centre is now operational in Dublin.
1.5	Belfast City Council holds the only licence in Northern Ireland. There is an annual fee for holding the licence and this is currently set at \$10,000.

2	Key Issues
2.1	<p>As the licence holder, the Council developed and delivered a series of pilot activities under the banner of WTC. These have included:</p> <ul style="list-style-type: none"> - Global Business Skills workshops – 4 workshops, each attracting at least 15 participants. These workshops have been on issues such as “Global Sourcing” and “Trade Documentation” - Business Development Programmes – 10 Belfast-based businesses took part in our buy:make:sell global programme. This helped them build or enhance their international supply chains - Channel Development Clinics: 12 companies took part in this workshop series designed to give first time exporters practical information on how to sell products or services into new markets outside of Northern Ireland. - Trade Mission – a trade mission to Futurallia in Doha, Qatar, was organised in conjunction with Invest NI. 11 companies took part. To date, one company has secured international orders, another has organised a new distribution agreement and one company has secured two new clients. The other companies continue to pursue leads developed from the event.
2.2	<p>Consideration was also given to a membership structure but the administration involved in this made it prohibitive, given the available resources within council at the time.</p>
2.3	<p>These programmes were match funded by the Department of Enterprise Trade and Investment (DETI). However given changes in the business support environment, a review of the services at that time indicated that there would be merit in “packaging” these services as part of the wider EDU offering, linking into other export support services e.g. from Northern Ireland Chamber and Invest NI. Other private organisations operating international trade services have also expressed an interest in accessing the facilities offered by the licence and there is the potential to explore this in more detail as a source of income for Belfast City Council.</p>
2.4	<p>With regard to the property options, there have been a number of discussions with potential developers to assess potential interest in developing a World Trade Centre in the city. While they did express some interest at that time, it would be important to refresh this process, given the changed economic climate since the earlier interventions.</p>
2.5	<p>There is also the potential to explore options for deploying the branding on some of the council’s assets. Members will recall that approval has recently been granted to progress an application for external support for the extension of the Waterfront Hall to incorporate a new conference and exhibition centre. Other cities e.g. Boston have branded their conference facilities as “World Trade Centre” and have brought together a range of related facilities and services under this umbrella. The opportunity exists to explore a similar model for the Belfast development.</p>
2.6	<p>Members have also asked that we explore the potential for an international marketing and promotion strategy for the city and the WTC network and branding could be a useful resource in the delivery of this strategy.</p>

3	Resource Implications
3.1	<u>Financial</u> In order to maintain the licence and ensure that we have access to the branding, resources and facilities, an annual fee of \$10,000 will be payable to the World Trade Centres Association. The amount has been set aside within the EDU financial provisions for the current financial year.

4	Equality and Good Relations Considerations
4.1	There are no specific equality and good relations considerations attached to this report.

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> - Note the update on the WTC membership - Agree the payment of the annual membership fee of \$10,000.

6	Decision Tracking
Progress report on outcomes will be presented to Committee in June 2012.	
Timeframe: June 2012	
Reporting Officer: Shirley McCay	

7	Key to Abbreviations
WTC – World Trade Centre WTCB – World Trade Centre Belfast EDU – Economic Development Unit DETI – Department of Enterprise Trade and Investment	

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Report to:	Development Committee
Subject:	South by Southwest 2012
Date:	8 November 2011
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Members will be aware that Belfast City Council has been playing a key role in supporting the development of the creative industries in Belfast, since 2004, with a key focus on the film, television, digital media, music and design sectors.
1.2	A key project within this support plan has been participation at the South by Southwest (SXSW) music and media conference in Austin, Texas. SXSW is the premier global event focusing on the creative side of the music and entertainment business which takes place in Austin, Texas each year. It involves a conference and exhibition as well as a series of pre-arranged meetings and music shows. The 2012 event will be held from 12-17 March 2012.
1.3	Over the course of the last three years, we have helped local musicians and music businesses to secure new contracts to the value of more than \$500,000 with international labels and publishing companies. These include international partnership agreements between music publishers; US licensing deals for local bands and contracts with broadcasters for the use of local music in their programmes.

2	Key Issues
2.1	The creative industries have been identified in a number of recent economic strategies and studies as being central to the future economic growth of Northern Ireland. Recent research undertaken by Department of Culture, Arts & Leisure (DCAL) suggests that gross value added (GVA) for the sector was almost £800million. There are over 2,500 creative businesses employing in excess of

	30,000 people. The majority of creative businesses are based in Belfast and recent investments in the creative infrastructure – e.g. development of two new studios at Titanic Quarter, redevelopment of Paint Hall studios – are central to capitalising on this potential growth.
2.2	Belfast City Council's work in supporting creative businesses has focused on business development initiatives, capability development programmes and infrastructure investment. South by Southwest is a key business development initiative for companies in the priority sectors of Film, Television, Digital Media, Music and Design.
2.3	In recent years, Belfast City Council has been part of a collaborative attendance at SXSW by partners from Northern Ireland. Other organisations taking part include Invest NI and DCAL. This has proved to be a cost-effective method of engagement and has enhanced the profile of the individual companies and organisations taking part.
2.4	Discussions are currently under way with DCAL, Invest NI and Digital Derry – an umbrella organisation bringing together infrastructure and production companies working in the digital sector in the city of Derry/Londonderry – with a view to planning a potential collaborative presence at SXSW in 2012.
2.5	To date, funding has been secured from Invest Northern Ireland to enable 15 digital media companies and 15 music businesses to participate as business delegates on the investment visit. DCAL have offered funding in relation to the overall project management of the trade mission while Digital Derry have secured funding to help contribute to the conference exhibition stand, attendance by musicians and contribution towards the hire of the venue for the networking events.
2.6	In order to increase the number of Belfast-based organisations taking part in the event, it is proposed that up to £20,000 be set aside from the Council's creative industries budget to match the funding already in place from the other partners. This will be used towards costs for the hire of the exhibition stand, networking venue, PR, marketing and delegate passes.

3	Resource Implications
3.1	<u>Financial</u> Up to £20,000 requested from Belfast City Council to contribute to the overall budget for the delegation. The financial allocation has been set aside as part of creative industries budget for the current financial year.

4	Equality and Good Relations Considerations
4.1	There are no specific equality and good relations considerations attached to this report.

5	Recommendations
5.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Note the proposals to engage in a collaborative trade mission to the SXSW event in Austin, Texas in March 2012 - Approve a budget of up to £20,000 towards costs for Belfast-based participants and shared costs for the conference, exhibition and networking event.

6	Decision Tracking
<p>Progress report on outcomes will be presented to Committee in June 2012.</p> <p>Timeframe: June 2012 Reporting Officer: Shirley McCay</p>	

7	Key to Abbreviations
<p>DCAL – Department for Culture, Arts and Leisure SXSW – South by South West</p>	

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