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



19th January, 2012

MEETING OF DEVELOPMENT COMMITTEE

Dear Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on **Tuesday, 24th January, 2012 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
2. **Requests for Deputations**
3. **Marketing Belfast**
 - (a) Belfast Visitor and Convention Bureau - Business Plan 2012/2013 (Pages 1 - 68)
 - (b) Titanic Belfast Festival 2012 - Events Programme (Pages 69 - 78)
4. **Belfast's Economy**
 - (a) Irish Technology Leaders' Group - International Conference (Pages 79 - 82)
 - (b) Sunday Market - Update (Pages 83 - 84)

(c) Northern Ireland Rural Development Programme - Update (Pages 85 - 88)

5. **Neighbourhoods, Communities and People**

(a) Rate Relief Projects - Make a Difference Events (Pages 89 - 92)

(b) Gilpin's Feasibility Study (Pages 93 - 96)

(c) Titanic Engagement Schools Project (Pages 97 - 100)

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Report to:	Development Committee
Subject:	International Collaboration Events - ITLG Conference and South by Southwest
Date:	24 January 2012
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, at the 14 September 2011 meeting of the Development Committee, a proposal to host a delegation from the ITLG (Irish Technology Leadership Group) was approved. Six representatives from ITLG took part in a two day visit to Belfast on 4 and 5 November 2011. Since the visit, discussions have been taking place to look at building on this relationship, including exploring the opportunity to develop a memorandum of understanding involving potential collaborative initiatives.
1.2	Members will also be aware that, at the 8 November 2011 meeting of the Development Committee, a proposal to support Council participation at the annual South by Southwest (SXSW) music and media conference in Austin, Texas was approved.
1.3	SXSW is an annual event and the 2012 event takes place from 12–17 March. ITLG also organises an annual conference to which all Members are invited and the 2012 event runs from the 12-13 March in Santa Clara, California.

2	Key Issues
2.1	Members will be aware that the Irish Technology Leadership Group 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.
2.2	As part of their visit to Belfast in November, the ITLG representatives met a

	range of business, academic and community representatives. They offered to maintain contact with the organisations and individuals that they had met in Belfast and suggested that some consideration be given to the development of strategic international relations with key locations and organisations.
2.3	An invitation has been received to attend the ITLG Innovation Summit in San Jose, California on 12 and 13 March. The 5 th Annual ITLG Innovation Summit is a two-day gathering of top executives, entrepreneurs, and venture capital investors operating in Ireland and Silicon Valley. Through a programme of keynote presentations, panel debates and top company CEO showcases, attendees get an inside look at the cutting-edge technology, business and political trends shaping the technology sector. The awards also incorporate the Silicon Valley Top 50 awards, presenting an opportunity to meet the top 50 most influential Irish Americans in Silicon Valley. There is also an opportunity to organise individual meetings with key individuals and organisations as part of the visit.
2.4	Members will also recall that they agreed to support attendance at the South by Southwest (SXSW) music and media conference in Austin, Texas which takes place from 12-17 March 2012. SXSW is the premier global event focusing on the creative side of the music and entertainment business. It involves a conference and exhibition as well as a series of pre-arranged meetings, music shows and interactive media presentations. One officer from Belfast City Council will coordinate and manage the Council input into this event.
2.5	The official SXSW Belfast/Northern Ireland creative industries showcase takes place on 12 March at the UK Music Embassy in Austin, Texas, with local interactive, film and music businesses profiling their products and services to international buyers attending the conference. Belfast City Council, Digital Derry and Invest Northern Ireland will be profiled throughout the week at SXSW as part of the UK Trade and Investment (UKTI) exhibition stand and additional showcase events.
2.6	Members are asked to consider the opportunity for the Chair and Deputy Chair of Committee (or nominees) to take part in one or either of these important international events. Members should note the clash of dates – it will not be possible for individual representatives to attend both events.
2.7	Should Members agree to participate, they may wish to consider whether there is a requirement for an additional member of staff to accompany the delegation.

3	Resource Implications
3.1	<u>Financial</u> Travel and accommodation costs for each participant not likely to exceed £1,800.

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 contents of the report.- Consider the opportunity for participation at either of these events by the Chair and Deputy Chair (or nominees) and one additional project officer

6	Decision Tracking
Reports on outcomes of these visits to be presented to Committee in June 2012.	
Timeframe: June 2012	Reporting Officer: Shirley McCay

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Belfast City Council

Report to:	Development Committee
Subject:	St George's Sunday Market Review
Date:	24 January 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1.	Relevant Background Information
1.1	Members will be aware of a report taken to Committee in April 2010 requesting permission to operate a Sunday Market in St George's Market. Permission was granted by Council in June for a trial of 3 months, commencing July and ending September 2010. An extension of the Sunday Market was granted in October 2010 to be reviewed for permanency in January 2012.

2.	Key Issues
2.1	The market has performed very well and has continued to attract new traders and there is currently a waiting list of over 100 for Sunday trading. It also continues to attract a new customer base. A recent footfall count carried out in November 2011 showed 4167 visitors to the Sunday Market, up from 2139 from same time last year. Over 50% of customers attending St George's stated they would be visiting the city centre after they had finished shopping at the Market.
2.2	More traders are also committing to trading every Sunday, with 127 permanent traders and a slower turnaround of traders leaving; (Sunday has a slower turnaround than the Friday and Saturday Markets in some categories). We also average 20 casual traders turn up each Sunday to try to get a stall. For new traders the Sunday market gives them the opportunity to showcase their products and build up their business. A lot of the traders also rely on Sundays to help sustain their business.
2.3	Stalls allocated each Sunday have been over the required number to cover operational costs with an average weekly income from trader fees of £1700-

	£2000. Estimated income from the Sunday Market to Council is around £90,000 per year.
2.4	The Sunday traders believe a lot of the visitors and customers are now regular faces, with new customers growing weekly. Traders also noted a regular turnout of tourists to the market, estimated at 20% of those who visit the Sunday Market. The traders also state the Sunday Market has not had any effect on the current customers/visitors numbers at the Friday or Saturday Markets, they actually feel it has enhanced the other 2 market days and offers visitors to Belfast something different to do on a Sunday morning. Most of the Sunday traders also feel there has been an increase in their turnover since last year.
2.5	The traders and their representatives are keen to have the Sunday Market as a permanent fixture and feel if it was made permanent then those small number of traders who are still unsure of committing would then commit to trading every week. The uncertainty of the Sunday Market is still making some traders attend other events as well, and that may continue until such times as a decision has been made by Council on the Sunday Market. 97% of traders questioned stated they would commit to trading every Sunday if made permanent.

3	Resource Implications
3.1	<u>Financial:</u> Approximately £1700-£2000 per week extra income which should continue to cover all operational costs.

4	Equality and Good Relations Implications
4.1	There are no Equality or Good Relations issues attached to this report.

5	Recommendations
5.1	Members are asked to support the Sunday Market in St George's becoming a permanent fixture in the Markets Calendar.

6	Decision Tracking
Subject to Council ratification on 1 February 2012, the decision of the Committee will be implemented by the Markets Development Manager.	
Time Frame: February 2012	
Reporting Officer: Shirley McCay	



Belfast City Council

Report to:	Development Committee
Subject:	Update on Northern Ireland Rural Development Programme
Date:	24 January 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Members will be aware that at the Development Committee of 14 November 2007, approval was given for Belfast City Council to cluster with Lisburn City Council and Castlereagh Borough Council for the delivery of Axis 3 of the Northern Ireland Rural Development Programme (NIRDP) 2007-2013 under the name the Lagan Rural Partnership (LRP).
1.2	In September 2008 a final Rural Development Strategy was submitted to DARD and was used to apportion the funding allocation to the cluster. In January 2009 the final allocation of RDP Axis 3 funding amounting to a total of £8,691,556 was allocated to the Lagan Rural Partnership.
1.3	The cluster allocates funding under the following 6 measures contained in Axis 3: 3.1 Farm diversification 3.2 Business creation and development 3.3 Encouragement of tourism activities 3.4 Basic services for the economy and rural population 3.5 Village renewal and development 3.6 Conservation and upgrading of rural heritage
1.4	Calls for funding applications are opened periodically for each of the above measures throughout the duration of the programme.
1.5	Within the Belfast City Council area, there is a defined boundary for RDP-eligible projects. This generally covers most of the Belfast Hills area as well as some of the Lagan Valley Regional Park. Only projects falling within this boundary are eligible for funding under the programme.

2	Key Issues
2.1	To date £482,814 of grant funding has been approved by the LRP for projects located within the Belfast City Council area. This contribution represents a significant investment within the council area with total costs for these projects anticipated to be £1,091,813. A further £45,907.67 of funding has been allocated to projects spanning the 3 council areas, with total project costs anticipated to be £61,210.23.
2.2	<p>Applications for these projects have been submitted by private enterprises, local councils and charitable organisations. Belfast City Council is directly benefiting from NIRDP funding through the creation of new facilities within council owned parks. These projects include:</p> <ul style="list-style-type: none"> - Sustainable Mountain Bike Trail Led by Belfast City Council this project involves the development of a sustainable mountain bike trail incorporating jump and skills areas within Barnett Demesne and Mary Peters. The RDP funding has been used to support an economic appraisal as well as providing capital funding to undertake construction of the trail. - Belfast Hills Strategic Tourism Project Led by Belfast Hills Partnership, this project includes the creation of a new pathway and recreation facilities in Cavehill Country Park.
2.3	<p>Additional applications approved for funding exclusively or partially within the Belfast City Council area are:</p> <ul style="list-style-type: none"> - Belfast Hills Rural Heritage Project – this is aimed at protecting the natural heritage and enhancing access to rural heritage sites in the Belfast Hills, including the creation of a Rural Heritage website. - Creation of a Village Plan for Hannahstown – the plan has been completed and work is now underway to deliver the physical regeneration projects identified within the plan. - The development of ‘A Guide to the Lagan Canal’ – publication by Lagan Canal trust to provide additional tourist information on the canal.

3	Resource Implications
3.1	<p><u>Financial</u> No specific financial requirements. RDP funding for eligible projects is available to cover up to 75% of total project costs.</p>
3.2	<p><u>Human Resources</u> The Chair and Deputy Chair of the Development Committee are represented on the programme management structures, namely the Local Action group (LAG) and the Strategic Joint Committee (SJC). Project management and administrative support is provided by the Economic Development Unit.</p>

4	Equality and Good Relations Considerations
4.1	All projects will be subject to equality and good relations assessments.

5	Recommendations
5.1	Members are asked to note the update on the Northern Ireland Rural Development Programme, including the upcoming opportunities for funding under this programme.

6	Decision Tracking
There is no decision tracking attached to this report.	

7	Key to Abbreviations
LAG – Local Action group LRP – Lagan Rural Partnership NIRDP – Northern Ireland Rural Development Programme SJC – Strategic Joint Committee	

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Belfast City Council

Report to:	Development Committee
Subject:	Rate Relief project – Make a Difference Events
Date:	24 January 2012
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	In 2011 Council was approached by Land and Property Services (LPS) to partner them in their efforts to increase the uptake of rate relief in Belfast. This relief has three categories of recipient: <ul style="list-style-type: none"> - Older people; - People with disabilities; and - People on low incomes.
1.2	Of particular importance to the Council was the fact that, according to LPS's own figures the lowest uptake of relief in Belfast is by older people. The aims of the project directly tied to the Council's priority of support for older people and to the programme of work relating to our emerging Poverty and Inequalities framework.
1.3	There are a number of practical ways the Council already supported the LPS in encouraging greater uptake by: <ul style="list-style-type: none"> - Distributing and displaying Rate relief leaflets in all Council buildings - Holding staff information sessions with the LPS outreach officer and - Publishing articles in City Matters, Interlink and the Council's website
1.4	Another effective way proposed by the LPS is hosting 'Make a Difference' events, which are usually hosted by the Local Authority. The aim of the events is to support those who work directly in communities with older and vulnerable people, such as advice providers, community groups' representatives or health visitors. These workers may not be experts on benefits so the events will give them enough information to allow them to signpost vulnerable people to a range of services.

1.5	People affected by poverty are also welcomed to attend the sessions but are not directly targeted. The aim is to equip people to act as 'signposters' in their community and with people directly affected by poverty, especially older people and people with disabilities.
1.6	These LPS information events are free and across the region, usually organised by the local council in partnership with LPS, National Energy Action, Access 2 benefits, Warm Homes and the Citizens Advice Bureau.
1.7	<p>LPS organised eight 'Make a Difference' events in partnership with seven local councils in 2010:</p> <ul style="list-style-type: none"> - Larne - Ballymena - Ballymoney - Coleraine - Newtownabbey - Magherafelt - Armagh

2	Key Issues
2.1	Council's engagement with the Lands and Property can directly contribute to the emerging corporate Poverty framework and to our commitment to partnership working. This project is practical and can make a significant difference to people affected by poverty from all areas in Belfast.
2.2	Each event will be for two hours with modest refreshments. They will include short presentations by each partner organisation (LPS, National Energy Action, Access 2 benefits, Warm Homes and National Energy Action) including Belfast City Council's Fuel Poverty team and Accident Prevention Officer.
2.3	<p>The proposal is for five events covering East, North, Shankill, South and West Belfast. Where possible (in terms of availability and access) the events have been planned for council venues.</p> <ul style="list-style-type: none"> - 21 February, Spectrum Centre - 5 March, Whiterock Leisure Centre - 9 March, Dee Street Community Centre - 13 March Olympia Community Centre - 20 March, Groundwork Offices, Duncairn Gardens
2.4	All the events will be held between 10am and 12 noon. LPS are keen to have Councilors at these events. Their past experience has indicated that this has helped raise the profile of the events and make them more successful.
2.5	Lands and Property Services would also be keen to present their work on Rate relief to the Development Committee.

3	Resource implications
3.1	The Council's contribution to the project would be approximately £2,500, a sum which is included within the Policy and Business Development unit budget for 2011/12. Also some officer time would be required to coordinate the project and events.

4	Equality and Good Relations Considerations
4.1	This project will be of positive benefit to people in poverty across the city that are disproportionately represented by Section 75 groups.

5	Recommendations
5.1	Members are asked to: <ol style="list-style-type: none"> 1. Approve five Make a Difference events to be held across Belfast 2. To agree to a presentation to the Committee by LPS.

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

7	Key to Abbreviations
LPS – Land and Property Services	

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Belfast City Council

Report to:	Development Committee
Subject:	Feasibility Study – Gilpins Site, Sandy Row
Date:	24 January 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

Relevant Background Information	
1.1	On 26 October 2011, the Director of Development met with the Assistant Regional Director of Regeneration Services of the Northern Ireland Housing Executive (NIHE). The meeting was held at the request of NIHE who had been approached by Belfast South Community Resources regarding the funding of a feasibility study for the redevelopment of the former Gilpins site in Sandy Row.
1.2	Following on from the meeting, NIHE have now written to Council offering to provide match funding of up to £10,000 towards such a feasibility study should the Council be prepared to undertake such a project.

Key Issues	
2.1	Gilpins Store was for many years a major retail outlet on Sandy Row trading in furniture and a wide range of household goods and services prior to its closure in 2007.
2.2	The site, which extends to 2.3 acres and 45,000 square feet of retail space, has a substantial frontage onto Sandy Row. It currently lies vacant and is frequently the target of vandalism and a location for anti-social behaviour.
2.3	In 2008 the site was acquired by a private sector developer and plans were drawn up for residential development. These plans were the subject of significant objections from within the local community and with the onset of the recession the proposed development has never taken place.

2.4	Belfast South Community Resources have indicated that the current owners of the site have now abandoned their original plans for residential development and would be willing to dispose of part, or all of the site if a suitable social enterprise could be developed. It was on this basis that an approach was made to NIHE and BCC to finance a feasibility study for the redevelopment of the site.
2.5	The Department for Social Development (DSD) Belfast Regeneration Office (BRO) are currently in the process of procuring consultants to produce a masterplan for Shaftesbury Square and those areas connecting to it. Sandy Row will be included within the masterplan area.
2.6	BRO had also been previously approached by Community representatives in the Sandy Row area regarding funding of the Gilpins site but decided that it would prefer to await the outworkings of the masterplan before deciding how it would prioritise feasibility work in the greater Shaftesbury Square area. It is anticipated however that the Gilpins site will be included in any list of priorities given its critical location and scale in Sandy Row.
2.7	Members will also be aware that the Council is currently undertaking its own regeneration project in Sandy Row as part of the Renewing the Routes project. Given that two of the objectives of the programme are to improve the physical environment and to make areas more attractive to investors, a feasibility study into the future uses for this key site would complement the Council's ongoing work.
2.8	As stated previously, the NIHE Regeneration Directorate have expressed an interest in conducting a feasibility study and would be keen to do this in partnership with BCC. A similar approach was taken in 2011 in developing a feasibility study for the Tunnels project in the Markets area of the city.
2.9	Within the Departmental budget for 2011/12, a budget of £60k was allocated to the SNAP Unit to match fund community based pilot projects promoted by DSD as part of the Neighbourhood Renewal programme. Due to the fact that Neighbourhood Renewal partnerships have been asked to review their programmes, no such projects are likely to materialise in the current year. As a result of this, the cost of a study could be met from this budget line.

3	Resource Implications
3.1	It is envisaged that the cost of such a study to include an economic appraisal would not exceed £20,000.

4	Equality and Good Relations Implications
4.1	There are no Equality and Good Relations Implications attached to this report.

5	Recommendations
5.1	Members are requested to; <ul style="list-style-type: none"> 1. note the content of this report and

	2. accept the offer of financial support in the sum of £10,000 from NIHE and agree to the Council undertaking a feasibility study of the Gilpins site.
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6	Decision Tracking
6.1	There is no decision tracking attached to this report.

7	Key to Abbreviations
NIHE – Northern Ireland Housing Executive DSD – Department for Social Development BRO – Belfast Regeneration Office	

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Report to:	Development Committee
Subject:	Titanic Engagement – Community and Schools Project
Date:	24 January 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Lisa McCartney, Project Co-ordinator, ext 3650

1	Relevant Background Information
1.1	Members will recall that Council's Development Committee, at a meeting on 15 June 2011, agreed to embark on a major engagement exercise with every section of society in partnership with Titanic Foundation, ensuring that everyone across the city could benefit from Titanic developments and activities.

2	Key Issues
2.1	A key objective of our community engagement plan is to work through, and with, key structures within local communities to promote Titanic and discussions with the community, voluntary and other public sector organisations are ongoing.
2.2	As the Titanic theme has grown in momentum over recent months Council officers have been approached by a number of schools and community and youth organisations in developing Titanic themed projects across a wide range of areas from school resources to regeneration projects.
2.3	A number of these proposed projects are highlighted below; <ul style="list-style-type: none"> – Nettlefield Primary School (East Belfast) – this is a small project which will see the school work with a local residents group (Ravenslink Residents Association) to develop a photo mosaic of the Titanic containing Titanic facts about the ship. This will involve research by the school children and the final art piece (lightweight aluminium) will be displayed at the school, near of similar art projects in the grounds. – Colaiste Fierste School (West Belfast) – this project will involve a number of teenagers at the school researching Irish Language and (more generally) Irelands links to the Titanic, with this work linking into a regeneration project in close proximity to the school ('Giants Foot' at Benview Park) and other working themes i.e. the 2012 Olympics.

	<ul style="list-style-type: none"> - Comhairle na Gaelscolaíochta (CnaG) (City Wide) – working with and developing on the Colaiste Fierste project, CnaG aim to work with Boys Model School (North Belfast) and Ashfield Girls School (East Belfast) to research Ireland's links to Titanic and develop an educational resource for use across all schools (also translated for use in Irish Medium Education). - The Hubb Community Centre (North Belfast) – the volunteers in this organisation wish to develop a cross community historical and cultural project, with initial youth workshops developing the theme and the final piece being a form of modern street art on an agreed location. - Greater Village Regeneration Trust (South Belfast) – there is the potential to tie the Titanic theme into an upcoming youth/regeneration project in the Sandy Row area, as well as possibly developing a tapestry project about the area's relationship with the industrial age and the Titanic. - Malvern Primary School Shankill (Greater Shankill) – this photography project will give school children an opportunity to present their views of how they see modern Belfast and how it tells the story of the Titanic both past and present. Pupils will be equipped with disposable cameras & project binders and will undertake pre-planned tours of associated sites such as the former Shipyard and City Hall etc. The project will conclude in April with a small exhibition of the pupils work.
2.4	These projects have been developed by a number of organisations and illustrate the growing enthusiasm for celebrating the Titanic centenary, the opening of Titanic Belfast and the regeneration of Titanic Quarter.
2.5	In order to actively reach out to Belfast communities and to ensure that all citizens have an opportunity to be involved in the excitement surrounding Titanic, it is requested that permission be granted to progress the projects outlined above. Members are also encouraged to help build further links to schools, community/voluntary and youth organisations across the city.

3	Resource Implications
3.1	Approval is requested for £30,000 to be reallocated from existing Titanic engagement resources to support school, community/voluntary and youth projects across the City.

4	Equality and Good Relations Considerations
4.1	These projects develop on the 'Shared Future' themes with the Good Relations Plan: with inclusion of section 75 groups.

5	Recommendations
5.1	Members are asked to; <ul style="list-style-type: none"> 1. note the contents of the report and 2. approve the proposal to reallocate up to £30,000 from existing community engagement funds to support a range of school, community/voluntary and youth projects across the city.

6	Decision Tracking		
If recommendations are accepted, a further update report will be presented to a future meeting of the Development Committee.			
Timeframe:	Summer 2012	Reporting Officer:	John McGrillen

7	Key to Abbreviations
CnaG – Comhairle na Gaelscolaíochta	

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