

Development Committee

Tuesday, 16th October, 2012

MEETING OF DEVELOPMENT COMMITTEE

Members present: Alderman Stalford (Chairman);
Aldermen Ekin and Stoker; and
Councillors Austin, Hendron, Hussey, Keenan,
Kelly, Kingston, Kyle, Mac Giolla Mhín,
Maskey, McKee, McVeigh, Ó Donnghaile,
O'Muilleoir, Reynolds, Spence, Webb.

In attendance: Mr. J. McGrillen, Director of Development;
Ms. S. McCay, Head of Economic Initiatives;
Ms. C. Taggart, Community Services Manager; and
Mr. B. Flynn, Democratic Services Officer.

Apology

An apology was reported on behalf of Councillor Mallon.

Declarations of Interest

In respect of item 4c, viz., 'Community Services Grant Aid Programme', Councillor Kingston declared an interest in that he was associated with Joanmount Open Door Limited, which had applied for funding under the programme.

HMS Caroline

The Director informed the Committee that the National Heritage Memorial Fund had, on 11th October, announced that it would pledge a sum of £1 million to enable the refurbishment of HMS Caroline to be undertaken, which, he reported, would be retained in the Alexandra Dock and opened in 2014 as a maritime tourist attraction.

After discussion, during which a number of Members welcomed the fact that the ship would be retained in Belfast, the Director undertook to submit update reports for the Members' consideration as and when the project evolved.

Noted.

Giro d'Italia 2014

The Committee considered the undernoted report:

"1 Relevant Background Information

- 1.1 The purpose of this report is to request support from Members in order that the Council can back a bid to host the 2014 Giro d'Italia Grande Partenza. The proposed bid would be an all-Ireland submission lead by NITB, with support from**

Failte Ireland, the Assembly and the Government of the Republic of Ireland. Total cost of the event would be circa £3.8 million. The vast majority of this would come from NITB as the lead organisation, with the request to Council being a £400,000 commitment to animate and create additional activity in the city, if the event is secured. This contribution would be to the value of £400,000, as it would be inclusive of the provision of the Waterfront Hall (circa £100,000) with the remainder as revenue allocated to the delivery of the festival associated with the event.

1.2 Giro d'Italia

The Giro d'Italia is the world's second biggest professional cycling event, just behind the Tour De France. Like the Tour De France it has a 'grand depart' stage that has seen the opening stages of the Giro taking place in countries outside Italy. In 2011 the Giro started in Amsterdam and in 2012 it started in Denmark, with previous starts in Holland (2002), Athens (1996), France (1998) and Belgium (1973 and 2006).

2 Key Issues

2.1 Key details of the Giro are as follows:

- Created in 1909
- In 2014 the event will take place over the May Bank Holiday weekend, 2nd to 4th May
- 200 plus of the World's best riders take part
- Media value of the Giro in 2011 is estimated €60 million
- Some 700 international journalists accompany the tour creating 9,400 global press features
- Traditionally some 300 domestic journalists also report on the event in the country it is staged in
- 800 million view the Giro globally
- The highest number to attend the Grande Partenza was 2.8 million
- 301 hours of television are generated in Italy alone and the event has significant profile for key tourism markets for Belfast
- 107 hours are broadcast via Eurosport
- In Amsterdam in 2010 the Grande Partenza created £10.8 m additional economic activity for the city
- In Holland in 2011 the Giro brought in 2,000 camping and caravan people who stayed a minimum of 6 nights
- 24,000 tourists stayed at least 1 night in Amsterdam to watch the race

- 200,000 spectators went to watch the race from other locations in Holland
- 6,000 hotel rooms were booked by the organization in Amsterdam
- 3,776 accredited people connected to the event also stayed as part of the event in Amsterdam

2.2 The Giro Grande Partenza

Traditionally the event is formatted over six days. The first three days are preparation for the Giro, the remaining three are the actual race days inclusive of individual or team time trials. All these days normally have some form of festival activity connected to them, with the potential for actual race day festivals being geographically spread across a city and / or region. Any revenue expenditure from BCC would be allocated to the festival programme within Belfast. In 2014 the event will take place over the May Bank Holiday weekend, 2nd to 4th May.

2.3 Bid Format

The company manages some of the most important cycling events in Italy, including the Giro d'Italia and some of the most prestigious Classics, such as the Milan – San Remo, the Giro di Lombardia and the Tirreno–Adriatico, together with other events linked to summer and winter sports. RCS Sport also organises the Milan Marathon and manages the sponsorship rights for the Italy National Football Team. Since 2008, it has also been a partner of the Italy national rugby league team. To enable a bid from Belfast/Dublin, RCS Sport have appointed Dublin based Shadetree Sports to act as their agents in Ireland. Officers from BCC and NITB have met with Shadetree to discuss the details received. The following are some of the key issues addressed as part of these discussions.

- RCS Sports have indicated willingness for the event to be staged in Ireland in 2014. They have also highlighted that there are other potential bidding cities for this year (all Italian). RCS Sport have also stated that other post 2014 events have significant bidders and they see 2014 as the best year for the event to come to Belfast.
- RCS Sports have directed BCC and NITB Officers that any bid should be a joint 'North-South' option and that discussions have taken place with the Dublin authorities and the Irish Government.
- The total cost is £3.8 million and this would be primarily financed by NITB/DETI.

A speculative bid document, created by Shadetree Sports on behalf of NITB, has been submitted to RCS and this contained conditional letters of support from authorities on both sides of the border.

2.4 Partners

To date some outline discussions have taken place with Government Departments inclusive of NITB. Therefore, if agreed by Council, Officers would further engage with these Government Departments, their agencies alongside other public bodies and voluntary organisations. These would include, but not be limited to: DOE Road Service, BVCB, DCAL, Sport NI, BBC, Cycling Ireland, BCCM and Tourism Ireland.

2.5 Potential Key Project Objectives

The following outline some of the potential objectives connected to the project:

Objective

Achievability

To generate in excess of £10 million of economic activity.

The combination of additional out-of-state visitors and the level of re-investment by RCS and Giro into Belfast will have a significant positive economic impact.

To attract 20,000 audience to the Giro with 25% out-of-state visitors.

The event will be promoted heavily across Europe via a variety of media networks. This media is ideal to appeal to the short break European market.

To attract a further 50,000 people to the Giro via 'add-on' festival activity with 25% out-of-state visitors.

The event will be promoted heavily across the European networks. This media is ideal to appeal to the short break European market.

To gain the equivalent of £10 million media coverage for Belfast, aimed at 'actively travelling young adults'.

As the Giro is a worldwide brand, it is reasonable to expect a considerable level of media coverage of the event. Therefore, via the global media networks of the Giro we can identify the level of coverage obtained in their key target markets. This will

include age and geographical location of the audience.

To increase visitor satisfaction levels of Belfast's cultural offer from 39% to 45%.

Research highlights that satisfaction levels are increasing. Therefore a high profile, prestigious event of this nature could boost this figure.

To host additional major international events on the back of the Giro event 2014.

The hosting of Giro will allow BCC & NITB to look at hosting the Tour De France event or the World Cycling C/ships.

2.7 Other non-quantifiable objectives

It is also reasonable to expect the following non-quantifiable objectives would also be achieved:

- To host future prestigious world class events including the Tour De France and other international event brands.
- To showcase and strengthen Belfast's position on the world stage as a primary destination for sports, music, entertainment and culture.
- To increase the profile of Belfast as an exciting weekend break destination to 'actively travelling young adults' across the UK, ROI and Europe.
- Partner with RCS Sport, leverage the world class event production and amplify the message as part of the Northern Ireland destination strategy and entice 'actively travelling young adults'.
- To establish Belfast on all new media platforms via the Giro's global networks. Attract significant domestic and international PR / Media Coverage, leveraging the MTV produced event to full capacity.
- To promote and enhance a confident, positive, exciting image of Belfast through delivering world-class events.

- To bring together all sectors of the community from Belfast and across the region whilst improving community cohesion.

2.8 Marketing and Promotion

As with previous international events the Council's Corporate Communication Section would be central to the creation of a marketing and promotion plan for the project. In addition to Giro's input, NITB and Tourism Ireland would also be involved in this work stream.

3 Resource Implications

3.3 Finance

The total budget would be an estimated £3.8m if the bid was successful. It would be suggested that £400,000 of public subvention will be allocated to the Giro, from BCC. The remaining sum of £3.4 million would split between NITB; Failte Ireland and Dublin City Council. In order to ensure that the Council's contribution to the event does not have to be met from the rates in the 2014-2015 financial year, it is proposed that the cost is met from the Events Fund set up to finance major events from 2013-2015.

3.2 Staffing

If the Council was to agree to the bid and it was successful, the current 2012 staffing structures would need to be maintained due to the anticipated size of the project.

4 Recommendations

4.1 Members are being asked to support the bid for the staging of the Giro d'Italia Grande Partenza, in Belfast, at a cost £400,000, a portion of which would be the in-kind provision of the Waterfront Hall with the remainder allocated to the festival programme delivery.

It is recommended that the Strategic Policy and Resources Committee are asked to agree to the costs being met from the Events Fund."

After discussion, the Committee agreed, with sixteen Members voting for and one against, to adopt the recommendations within the report.

Forthriver Innovation Centre

The Committee considered a report which provided an update on the Council-led plans to establish a Forthriver Innovation Centre at the Springvale site in west Belfast.

After discussion, during which it was agreed that consideration be given to re-naming the proposed Innovation Centre to reflect the City-wide aspirations of the development, the Committee noted the information provided.

Champion of Champions - Piping Event

The Committee considered the undernoted report:

“1 Relevant Background Information

- 1.1 From 2010 to 2012 the Council has successfully delivered the European Pipe Band Championships. Unfortunately its bid to secure this event for the period from 2013 to 2015 was unsuccessful. However, the City Events Unit has received an invitation to bid for one of seven national piping championships in the summer of 2013 through to 2015. On average the events highlighted would attract fifty to sixty plus bands, with an estimated five to ten thousand spectators. Each event would be a one day programme incorporating piping, drumming and Highland dance.

It is estimated that the bid cost would be £20,000 and the actual delivery cost of one event would be in the region of £60,000, resulting in a total cost of £80,000 annually. Unfortunately, there is no current data to show the economic or marketing worth of these events. Therefore, it is difficult to assess the economic worth of these events in comparison to the European or World Piping Championships, nor are there any finances earmarked for such an event within the Council's financial planning.

2 Key Issues

2.1 National Piping Championships

For the last three year's Belfast City Council has worked very closely with the Royal Scottish Pipe Band Association and its Northern Ireland branch. This partnership saw the delivery of three successful European Pipe Band Championships in 2010, 2011 and 2012 at Stormont Estate.

However, the Council has been unsuccessful in its bid in securing the return of the Euro event (2013-15), which was won by Forres in the Highlands of Scotland. This means that the Council would only be in a position to bid for one of seven

all-Ireland based piping events, with the prime events being the following:

- Saturday 6th July (All Ireland Championships)
- Saturday 10th August (Ulster Championships)
- Saturday 24th August (Champion of Champions)

Each of these competitions would attract fifty to sixty plus bands and an average of five to ten thousand would come to watch each of the championships.

2.2 Operational Matters

As part of the bid the Council would be responsible for the creation of the event space and competition arenas. This would be a cost in addition to any potential bid fee and the proposed site, if available, would be Stormont Estate.

2.3 Capacity to Deliver vis à vis Current Work Commitments

In 2013 there are a number of key commitments that the Council have made in regard to World Police and Fire Games. These include the operation and delivery of:

- The Opening Ceremony for up to 25,000 (1 August);
- The Closing Ceremony (10 August)
- The Games Village (1 to 10 August).

Unless additional staffing resources were to be made available, it is highly unlikely that the Council's City Events Unit would have the capacity to deliver either All Ireland or Ulster Championships in 2013.

However, there would be a limited capacity to manage the production and delivery of the Champion of Champions event at the end of August and to request that RSPBA shift this date to the final weekend in August 2013.

2.4 2013 City of Culture Programme and other Piping Events in Belfast

Members are asked to note that it is very likely that the All Ireland competition will be part of the City of Culture festivities. In addition, there is now a major Belfast Tattoo event planned for September 2013. Therefore, given the Ulster Championships is on the 10 August (same date as the World Police and Fire Games Closing Ceremony) the only event that the Council's staff could deliver, without additional personnel, would be the Champion of Champions.

3 Resource Implications

3.1 Financial

As detailed above, it is estimated that the annual cost to stage the Champion of Champions event would cost:

- Bid Fee to RSPBA NI - £20,000
- Delivery Cost - £60,000

If the Council were to bid for this event for each of the next 3 years, the cumulative cost would be £240,000. This would mean that the Council would not be in a position to bid for the more lucrative All-Ireland and Ulster Championships if they were to be available in future years.

The funding required for the Champion of Champions event is not included within the projected departmental estimates for next year and would have to be met from the Events Fund set up to fund major events from 2013/2015.

3.2 Human Resources

As stated above, the City Events Unit would not have the capacity to deliver either the All-Ireland or Ulster Championships in 2013 due to the timing coinciding with the preparation and delivery of the World Police and Fire Games, however, capacity may be available in 2014 and 2015.

5 Recommendations

5.1 Members are requested to agree to the following:

1. To bid for the Champion of Champions competition for 2013 at an estimated cost of £80,000.
2. Following a post event evaluation of the Champion of Champions event, to consider making a bid for the event for 2014 and 2015, or for the more lucrative All-Ireland and Ulster events should that opportunity still remain.
3. To recommend that the Strategic Policy and Resources Committee make £80,000 available for the Champion of Champions event for 2013 from the Events Fund.”

The Committee adopted the recommendations.

Employer Engagement Support

The Committee considered the undernoted report:

1 Relevant Background Information

- 1.1** Members will be aware that the Investment Programme contains a range of commitments around employability and skills development. One of the key commitments involves collaboration with the Department for Employment and Learning (DEL) and other partners on a city-wide employability and skills strategy.
- 1.2** The aim of this proposal is to develop a collaborative, targeted approach to employability and skills development issues by creating a better understanding of the local welfare to work arena and enabling partners to align and pool funding and resources to reduce duplication of services and fill gaps in provision. The anticipated outcome of this approach is that additional people would be helped into employment and that those employment prospects would be more sustainable.
- 1.3** In order to ensure that employability initiatives and approaches are in line with existing employer needs and future growth areas, it is important to ensure a structured dialogue with employers. One such avenue for engagement is through the Employers' Forum. This was established in 2003 as part of the Task Force initiatives in west Belfast and greater Shankill. It is managed by Business in the Community (BITC) and draws on the resources of this organisation's members to provide opportunities for skills development and employment opportunities, focusing on those furthest from the labour market.
- 1.4** At the meeting of the Committee on 18 September, members were advised that there was an opportunity to explore how the Employers' Forum could be engaged to act as the employer conduit on a city-wide basis. This would ensure that ideas and proposals could be tested to confirm that they are in line with employer demands. Equally, employers could be encouraged to develop new and flexible approaches to recruitment and skills development, particularly engaging those furthest from the labour market.
- 1.5** Members were also made aware of the fact that DEL (Department for Employment and Learning) was open to the potential of exploring collaboration with the Council on this initiative and to match-funding the resource implications of any such development.

- 1.6 They were advised that a meeting was to take place between DEL, Belfast City Council and Business in the Community to look at:
- A draft terms of reference for the city-wide employers' forum
 - A proposed work programme
 - Areas of focus e.g. key sectors; geographical areas; target groups
 - Governance arrangements
 - Financial commitments and contributions.
- 1.7 This meeting has now taken place and the proposed detail behind these key points has been developed.

2 Key Issues

- 2.1 Since their establishment in 2003, initiatives undertaken by the Employers' Forum have helped almost 1300 long-term unemployed people into work. While the focus of the initiative has been on those from west Belfast and greater Shankill, employers have also provided opportunities for those from all communities across Belfast.
- 2.2 Following a meeting with DEL and BITC to consider future collaboration on a city-wide basis, draft terms of reference have been drawn up.
- 2.3 There is still some work to be done to complete the work programme for the forum. However it is likely to consist of a range of targeted activities to deliver a set of agreed outcomes, principally around employment opportunities (particularly for long-term unemployed) or pathways into key sectors (e.g. ICT). This will ensure that there is greater alignment between skills supply and demand and will also help develop new routes into growth sectors for those without further or higher level qualifications. These outcomes will be reviewed on a quarterly basis and will be written into a letter of offer with Business in the Community to ensure their delivery. This letter of offer will be developed in conjunction with DEL in order to ensure that there is an agreed programme of work to which all organisations are signed up. Details of the work programme will be presented to a future meeting of this committee and regular updates on progress against target will also be provided to the committee.
- 2.4 The current Chair of the Employers' Forum is Michael Ryan from Bombardier Aerospace. He has been in this role since

the forum's inception and has indicated that he would be willing to remain in this position as part of the citywide group. Belfast City Council is represented on the forum through the Head of Human Resources.

- 2.5 The proposed terms of reference and draft work plan are to be presented to the next meeting of the Employers' Forum which takes place on 19 November. If endorsed, this will give the go-ahead to move towards a city-wide grouping, taking account of the proposed changes and activities required by Belfast City Council and DEL as key funders.
- 2.6 Business in the Community has confirmed that they will be able to match-fund the council and DEL support. On the basis of a possible £25,000 annual contribution from council along with £25,000 from DEL, they have confirmed that they will be able to provide match funding of £50,000 from the private sector (both in cash and in-kind).

3 Resource Implications

- 3.1 A funding commitment for this work of £25,000 per annum from Belfast City Council is proposed. It is recommended that the Committee approve funding for a period of three years (subject to annual review), based on the lifetime of the Investment Programme. This funding should also be subject to match funding being available from DEL and from the private sector, through Employers' Forum members (support to be provided both in cash and in-kind).

3 Recommendations

- To Endorse the proposed terms of reference for the Forum; and
- To approve funding of £25,000 per annum, for a period of three years (subject to annual review). This funding should be subject to match funding of £25,000 being available from DEL and £50,000 of match funding from the private sector, through Employers' Forum members (support to be provided both in cash and in-kind)."

A Member welcomed the City-wide remit of the proposed Forum and suggested that it would be beneficial for it to work in conjunction with an organisation, such as the Employment Services Board, in order to achieve its aims and objectives. In response, the Director indicated that a report in this regard would be submitted for the Committee's consideration in due course.

A further Member pointed out that the Committee should assure itself that, prior to endorsing the terms of reference and allocating resources to the Forum, a robust business plan had been formulated to support its work. He added that the remit of the Forum should be based on measurable outcomes which the Council could monitor over the duration of the project.

After discussion, the Committee endorsed, in principle, the terms of reference for the City-wide Employers' Forum and agreed to allocate funding in the sum of £25,000 per annum for a three-year period, subject to the consideration and endorsement of a business plan which would oversee the work of the Forum.

St. Patrick's Day and Lord Mayor's Events - Tenders

The Committee considered the undernoted report:

"1 Relevant Background Information

1.1 In June 2012 Council agreed that Officers should go to tender for the provision of a suitably qualified supplier for the delivery of parade elements for St Patrick's Day and Lord Mayor's events from 2013 to potentially 2016 (subject to contracts being renewed). Unfortunately after a publicly advertised tender process the Council has been unable to appoint a contractor. Feedback from this process, from potential suppliers, has indicated that the sums of finance available for both events, which would have been £100,000 per annum, would be insufficient to deliver the contract.

1.2 St. Patricks Day

For the last seven years the City Events Unit has successfully delivered this project on behalf of the Council. The St Patrick's Day event has two elements, a carnival parade and concert finale. Annually the event attracts audiences in excess of 15,000 with participation from both of Belfast's main traditions alongside input from the city's newer ethnic groupings.

Members are now being asked to agree that a quotation is issued for 2013 St Patrick's Day event (timeframes would not permit a full tender process to be completed) at a cost of circa £30,000. This would be followed by a tender for the provider of parade management for St Patrick's Day from 2014-2018.

1.3 Lord Mayor's Event

In 2007, Council agreed to the merger of the Lord Mayor's Show with the City Carnival. This merger resulted in an annual saving of £28,000 for the Council. Up until 2010 the Council provided funding of £70,000 per year towards the delivery of the Belfast City Carnival, delivered by the Beat Initiative, with finance provided via the Tourism, Culture and Arts Unit. In 2010, this process ended and the Council agreed to a new tender in 2011, which has also now come to an end.

In addition, in 2012, it was agreed that the funding for this year's Lord Mayor's event should be diverted to the Land of Giants event, which allowed the organisers to lever £750,000 from the Legacy Trust and gain support from the 2012 Cultural Olympiad – an event, as reported to Council in August 2012, attracted 18,000 people.

Given the unsuccessful tender process and feedback from potential suppliers, the Lord Mayor's Office and City Centre Management, Members are now being asked to endorse the concept of creating an outdoor showcase event to mark the Lord Mayor's year in office rather than a parade. This event would be delivered by the Council's City Events Unit. It would be designed to showcase the cultural content of the city. In doing so the Council would work with community organisations via the Council's Community Development Section and with cultural organisations such as Beat Initiative, Community Circus, Artsekta, Afreeka, Chinese Welfare Association, Indian Community Centre.

Members should note Council received a proposal from the Beat Initiative in June for a Belfast Carnival 2013. The content of this proposal informed the tender specification. However, the minimum budget outlined by the Beat Initiative to run a successful carnival is £200,000. Council's current allocation is £70,000.

2 Key Issues

2.1 St Patrick's Day

In the last seven years, the City Events Unit has successfully delivered this event, which has two elements, a carnival parade and concert finale. During the seven years the Council has been successful in appointing a contractor for the parade element of the event. Therefore, it would be anticipated that Council would be successful in appointing a suitably qualified contractor for 2013 via, if agreed by Members, the subsequent quotation and tender process.

2.2 Lord Mayor's Events

In 2010 the Department sought advice from the Council's Legal Services Section and Procurement Unit in regard to the engagement of this service. The recommendation was that

the provision of any parade management should be via an open public tender. Given the feedback from the market and in consultation with key stakeholders, it is recommended that an outdoor community concert take place in 2013 and in future years. If Members agree this process the event would be scheduled around one of the May Bank Holiday's and would take place, like the St Patrick's Day event, in Custom House Square.

2.3 Provision of PA, Stage and Lighting Services

In October 2010, Council granted permission to go to tender for the above service. Despite extensive work from both the City Events Unit and the Council's Procurement Unit we have been unable to appoint a contractor. Therefore, Members are being asked for permission to re-issue a tender for the provision of PA, staging and lighting and to extend the contract to the end of the proposed tender process. This extension is required due to significant workloads faced by the Council Unit's involved in the procurement exercise.

3 Resource Implications

3.1 Financial

The anticipated annual budgets would be:

- St Patrick's parade £30,000
- Lord Mayor's Celebratory event £70,000
- PA, Stage and Lighting tender £90,000

Members are asked to note that the above finances would not be new money and would exist in current estimates.

4 Recommendations

4.1 Members are asked to recommend that the Council:

- Establish a Lord Mayor's 'showcase event' instead of a parade from 2013 and in subsequent years; and
- To issue a quotation for the provision of a supplier to manage and deliver the Council's St Patrick's Day parade in 2013 and then go to tender for the period 2014-18. The annual cost of this project would be £30,000.
- To re-issue a tender for the provision of PA, staging and lighting and extend the contract for the current supplier to August 2013. This is required due to the failure to appoint a contractor after an extensive procurement process.

- **And to provide permission for the Director of Development to approve the appointment of a suitably qualified supplier upon evaluation of the above tender submissions.”**

A Member reminded the Committee that, at its meeting on 2nd October, it had agreed that a report be submitted to a future meeting which would outline the feasibility of the Council hosting an event to mark the tourist initiative known as ‘The Gathering’. He pointed out that the initiative, which would take place throughout 2013, sought to attract tourists of Irish descent to the island of Ireland throughout that year and he suggested that the City’s St. Patrick’s Day celebrations in 2013 could be marketed as part of ‘The Gathering’ initiative which, he pointed out, would provide the Council with a prime opportunity to promote Belfast to a world-wide audience.

Accordingly, it was

Moved by Councillor Ó Donnghaile,
Seconded by Councillor Mac Giolla Mhín and

Resolved – That the Committee agrees that the Council’s St. Patrick’s Day celebrations in 2013 be marketed and promoted as part of ‘The Gathering’ initiative.

Further Members made the point that the scope and scale of the contract for the St. Patrick’s Day celebrations, together with the funding allocated towards the delivery of the event, was somewhat limited. It was suggested that consideration be given to enhancing the terms of the contract, together with the associated expenditure, to enable the event to incorporate a wider number of participants, particularly from groups and individuals from within the wider Unionist community.

In respect of the proposal to establish a Lord Mayor’s Showcase Event from 2013 onwards, as opposed to the traditional Lord Mayor’s Parade, it was suggested that such a move might be somewhat premature and that the Council should revisit the proposal with a view to retaining the Lord Mayor’s Parade.

Accordingly, it was

Moved by Councillor Keenan,
Seconded by Councillor Kelly,

That the Committee agrees to reject the proposal to establish a Lord Mayor’s Showcase Event and agrees to retain the Lord Mayor’s Parade within the Council’s annual programme of events.

On a vote by show of hands two Members voted for the proposal and seventeen against and it was declared lost.

After further discussion, the Committee adopted the recommendations, subject to the following:

- That the City's St. Patrick's Day celebrations in 2013 be marketed and promoted as part of 'The Gathering' initiative; and
- That a report be submitted to a future meeting which would outline the feasibility of enhancing the scope and scale of the 2013 St. Patrick's Day celebrations.

Eurocities Knowledge Society Forum - Summer Conference

The Committee considered a report which provided with an overview of the outcomes of the Council-sponsored Eurocities Knowledge Society Forum's summer conference, which had taken place in Belfast in June. It was reported that almost 100 delegates representing a wide range of countries had attended the conference and they had undertaken study visits to local companies where they had received updates on the employment opportunities which had been being created through technological investments. It was reported that feedback from the delegates had been very positive and that valuable contacts had been forged by local companies with American and European business leaders.

Noted.

York Street Interchange - Council Response

The Committee considered the undernoted report, together with a proposed Council response, in respect of the Department for Regional Development's consultation exercise on the redevelopment of the York Street Interchange:

"1 Relevant Background Information

1.1 The Department for Regional Development (DRD) Roads Service presented options for the proposed York Street interchange to Development Committee on the 27 June 2011 as part of a public consultation process. Following a request for further information from Roads Service, a report to consider the potential implications arising from the four options was presented to Committee on 21st August 2012. A meeting of the cross party working group took place on the 8th October 2012.

2 Key Issues

2.1 Option A

- **Movement between the M2 and Westlink will be via underpasses below ground level and Westlink to M3 movement also via an underpass**
- **The M3 to Westlink movement will remain signalled controlled**
- **All slip roads at Clifton Street remain open**

- This option is the lowest cost of approximately £72m

Option B

- Movement between M2 and Westlink (southbound) via a new bridge over existing Lagan Road and Dargan Rail bridges, which will be approximately 18 metres above existing ground level.
- Movement between Westlink and M2 (northbound) and Westlink to M3 (eastbound) will be via an underpass below existing ground level and under new York Street bridge.
- Movement between the M3 to Westlink (westbound) will be via new bridge over York Street.
- All Slip roads at Clifton street remain open
- This option has the highest estimated cost at approximately £100m.

Option C

- Movement between M2 and Westlink will be via underpasses below existing ground level underneath a new York Street bridge and existing Lagan Road and Dargan Rail Bridges
- Westlink to M3 movement will be via an underpass below existing ground level and the new York Street bridge.
- All slip roads at Clifton Street remain open
- The cost is approximately £98m

Option D

- Movement between M2 and Westlink will be via new bridges over existing Lagan Road and Dargan Rail bridges, approximately 18 metres above existing ground level
- Westlink to M3 movement via traffic signal controlled junctions at York Street
- Nelson Street and M3 to Westlink movement via new bridge over York Street
- M2/M3 bound on-slip from Clifton Street closed, all other slip roads at Clifton Street remain open
- The cost approximately £95m

2.2 The following issues were considered in more detail at the cross party working group meeting:

- Option A and D will have signalled controlled junctions at York St for traffic moving from the Westlink to M3 which will result in an interruption to the traffic flows for this route.
- Options B and D propose separate flyovers which will be 18 metres above ground level. These options may have greater potential impact on the surrounding communities in terms of their visibility and the raised road profile adjacent to the Henry St and Portland Place communities however, the proposed separate flyovers in Options B and D will potentially have less land take than the underpasses.
- Option A and C propose the movements between the strategic roads via underpasses which would have a very much reduced visual impact but have potential to cause increased severance from the city centre for the communities in the north of the city.
- The M2/M3 bound on-slip from the Clifton Street junction will be closed under proposals for Option D.

2.3 Preferred Options

In the consideration of all the options the cross party working group suggested that Option B or C offered the most effective solution in terms of enhanced connectivity for the strategic road network. In relation to the identification of a preferred option, the working group agreed that DRD should consider measures to ensure land in the vicinity of the new road infrastructure is considered for public realm improvements, potential development opportunities or for the enhancement of pedestrian or cycling connections. The issue of 'left over' or surplus land resulting from the proposed development should be assessed at this stage and considered for regeneration opportunities to maximise the potential benefit for the city.

- 2.4 The Forum for Alternative Belfast proposed a modified version of Option C as the preferred option. Their proposals include the introduction of covered sections for the new underpass elements and the introduction of new building blocks alongside the proposed road infrastructure. The objectives for this approach are to introduce additional development to shield existing areas from potentially negative

impacts and improve pedestrian connectivity. Whilst the Council would support the principles of identifying new development opportunities and improved connectivity as outlined in previous reports there has not been the opportunity to assess the potential costs or viability of the proposals.

- 2.5 Based upon air quality modelling data, the Health and Environmental Services Department indicated that Option B could provide for the greatest potential for improvements in ambient nitrogen dioxide levels for residents living directly adjacent to the A12 Westlink in locations such as Great and Little George's Streets. These conclusions are based upon the limited air quality modelling data provided to the Council by Roads Service and its consultants.
- 2.6 In the consideration of all the options it is suggested that the Council would recommend Option B or C in terms of the enhanced connectivity for the strategic road network. However, the Council would seek assurance from DRD that any new road infrastructure is designed to improve connections to the north of the city and improve conditions for pedestrians and cyclists. This would include consideration of the potential to actively use spaces below the flyover in Option B or cover some of the proposed cut sections in Option C. The final designs should also consider the potential for reallocation of surplus road space within the surrounding network and opportunities for the redesign of the Dunbar Link.

3 Recommendation

- 3.1 That the Committee endorses the undernoted response to the Department for Regional Development.

Council's Comments on York Street Interchange Proposals

The Council considers that Option B or C offered the most effective solution in terms of enhanced connectivity for the strategic road network. In relation to the identification of a preferred option, the Council would recommend that DRD should consider measures to ensure land in the vicinity of the new road infrastructure is considered for public realm improvements, potential development opportunities or for the enhancement of pedestrian or cycling connections. The issue of 'left over' or surplus land resulting from the proposed development should be assessed at this stage and considered for regeneration opportunities to maximise the potential benefit for the city.

The Council would recommend that DRD work with other agencies to ensure a joint approach to the assessment of the regeneration impact of land associated with the transport proposal. Opportunities to create employment uses and attractive and safe open space that contribute to the regeneration of this part of the city should be maximised. This proposal is particularly important given the location within the inner city directly adjacent to a number of existing city neighbourhoods.

The proposal in Option A & D to retain signalled controlled junctions at York St for traffic moving from the Westlink to M3 which will result in an interruption to the traffic flows for this route. With the high level of investment proposed, the Council considers that continuation of such interruptions in traffic flows between the strategic roads should be removed. The proposal to close slip road access in Option D is also not supported.

The Council would recommend that the final road infrastructure in addition to improvements to the strategic network also enhance connections to the north of the city and improve conditions for pedestrians and cyclists. This should include consideration of the potential to actively use spaces below and adjacent to the proposed flyover infrastructure as well as the potential to partially cover the proposed cut sections.

There are a number of proposed developments in the vicinity of the road infrastructure proposals that could be affected. The Council would recommend that in taking forward the preferred option, the proposal takes account of the proposed development in the area, such as the proposed UU campus development on York Street are included. The major upgrade to the strategic road network will have implications for local traffic movements in the north of the city and the accessibility of the new campus. Any increase in the efficiency of the proposed junction arrangements at the York Street interchange should be used to deliver positive impacts for the northern city centre area and surrounding communities. The potential for surplus road space within the surrounding network should be explored in relation to the opportunities for the redesign of the Dunbar Link. The reduction in road space could contribute to enhanced connectivity within the city centre and the integration of the areas to the north of the Frederick Street Dunbar Link axis.”

The Committee noted the information provided and, after discussion, endorsed the associated response as set out.

B-Team Brownfield Day in Belfast

The Committee was reminded that the Council was a lead partner in the European Regional Development-funded 'INTERREG IVC' project, known as 'B-Team'. As part of the project, the various partners sought to study and assess European planning policy and to promote regeneration projects across a range of locations. Practical exchanges of information between partners took place at dissemination events and it was reported that the Council's representatives had, at such events, been able to engage meaningfully with other authorities and establish effective partnerships at both an officer and political level.

The Committee was advised that the Council had hosted a dissemination event from 10th till 13th September. The participants had carried out three case studies at locations in Belfast, viz., the City Centre, the Springvale/Forthriver site and at the northern fringe of the Gasworks. Accordingly, arising from the studies, the following recommendations were made for the future development of each site:

Belfast City Centre

- The Council to provide leadership as an active participant in driving change;
- To enable sustainable urban living - i.e. mixed-use and new communities;
- To bring vacant space to the potential user;
- To use incentives for desirable use of land to enhance the rate base;
- To permit flexible lease agreements and planning policy to reduce vacancy;
- To promote macro retail policy to protect the City Centre;
- To review parking policy to make land available for other uses;
- To identify and manage 'Brownfield' sites through a coherent strategy;
- To create a branding and communication strategy to promote sites.

Springvale and Forthriver Site

- To provide leadership and to consider the site as a whole;
- To facilitate engagement and participation;
- To establish active, inclusive and open principles for development;
- To identify synergies for mixed-use development;
- To focus on the provision of investment & employment opportunities;
- To give consideration to branding and communications;
- To increase opportunities for connectivity within the site; and
- To identify the potential for social clauses.

Northern Fringe of the Gasworks Site

- To focus on defined community needs;
- To integrate environmental issues in land use;
- To provide communication in relation to the site's risks and potential;
- To provide education on the potential for development of further sites; and
- To drive innovation by encouraging developers to enter design competitions.

The Committee noted the outcomes of the various workshops and the recommendations in respect thereof.

Urban Regeneration Conference

The Democratic Services Officer reported that correspondence had been received from agendaNi regarding a seminar which would take place in the MAC Belfast on Tuesday, 20th November. The seminar would examine themes related to urban regeneration within the Northern Ireland context and the role which towns and cities played as catalysts for economic regeneration. He pointed out that the seminar, which would be addressed by a range of prominent local speakers, would examine matters relevant in light of the Review of Public Administration, such as tourism and the urban economy; the future growth of Belfast; the role of community consultation in urban renewal; and the future role of the public sector in regeneration.

After discussion, the Committee agreed that the Director, or his nominees, be authorised to attend the event.

Belfast Community Investment Programme

The Committee was reminded that, as part of the Council's Investment Programme, it had been agreed to seek to establish a 'Building Better Communities - Belfast Community Investment Programme'. It was anticipated that this programme would amalgamate the Council's Community Service's grant schemes with the Belfast Regeneration Office's Neighbourhood Renewal Fund and the Voluntary and Community Unit's Community Investment Fund to create a single fund worth in excess of £5 million which would be administered by the Council.

The Director reported that, as part of the arrangements to oversee the development and implementation of the programme, it had been proposed that a working group, which would consist of a representative from each of the political parties on the Council, would be established to provide political input and guidance in this regard. In addition, he reported that membership of the working group would consist of Council officers who were members of the programme's Inter Agency Delivery Group. It was pointed out that administrative support for the working group would be provided by officers from within the Development Department.

After discussion, the Committee agreed that a working group be established on the terms outlined.

Play Resource Centre

The Committee agreed to undertake a study visit to the Play Resource Centre, 2 Duncairn Gardens, on a date to be agreed in conjunction with the Chairman (Alderman Stalford).

**Community Services Grant Aid Programme –
Generic Eligibility Criteria**

The Committee agreed to defer, until its meeting on 20th November, consideration of the above-mentioned item to enable party briefings to be provided during the interim period.

Draft Aviation Policy Framework - Consultation

The Committee considered a Council response to the Department of Transport's consultation exercise on the formulation of a Draft Aviation Policy Framework. The Director reported that the primary objective of the consultation had been to provide a framework to encourage economic growth by addressing the key role played by the aviation sector in this regard. He provided an overview of the Council's response and explained that the framework would seek to support economic development and maintain a balance between the benefits of aviation and its costs, particularly in respect of climate change and noise issues.

The Committee endorsed the response, a copy of which was available on the Council's Modern.gov system.

Departmental Structural Review

(All staff present, with the exception of the Director, the Departmental Business Support Manager, the Departmental Business Manager (Human Resources) and the Democratic Services Officer, left the meeting whilst this item was under consideration.)

The Committee considered the undernoted report:

“1 Relevant Background Information

1.1 Despite major structural change within the Development Department following Council re-organisation in 2007 the Economic Initiatives Service Structure which incorporates Economic Development, Tourism Culture and Arts, Planning and Transport and Markets has never been fully reviewed as a service. This report as well as dealing with re-structuring of the Economic Initiatives service makes recommendations with regard to the knock on effect in Directorate i.e. SNAP and Policy.

2 Key Issues

2.2 The successful implementation of proven business processes has allowed the Economic Initiatives service to continue to produce high quality work but it must be stressed that the units identified continue to work under-resourced with vacant posts unfilled, in temporary structures with an over reliance

on Fixed Term Contracts and secondments and structures which do not meet the work requirements of the Department. This situation means that these successes can only be maintained in the very short term unless the appropriate resources and structures are put in place to deliver against key targets.

2.3 The Development Department primarily wishes to review the Economic Initiatives and Directorate Sections in order to meet the demands of the Investment Programme.

2.4 This review however, is also required due to the resignation of a number of senior managers, the desire to make permanent the local regeneration work of the Renewing the Routes project within the council and to give stability to the structures and the services. The department require the structure to be fit for purpose and flexible enough to respond to a dynamic and changing environment and support the achievement of strategic goals.

2.5 There is a clear need to reconfigure and realign roles and responsibilities across the sections concerned to ensure the following benefits:

- Better service to the customer;
- A flexible, responsive and integrated 'one council approach', which will help deliver the Corporate Plan and Investment Programme;
- Greater collaboration of units, management, staff and the departments stakeholders;
- More effective communication, availability and exchange of information;
- Better internal controls, improved organisational practices and standardisation of processes which in turn can enhance the monitoring of performance and identification of areas for improvement;
- Integrated management information leading to performance improvement which will support the Department in achieving continuous improvement;
- Better business planning and more effective decision making processes;
- More efficient flow of work activities, more robust structures and sustainability;
- Optimised resources and efficiency;
- Integration and co-ordination across functions in the Department;
- Improved staff morale and motivation as a result of role clarity, job security, job enrichment and potential staff and career development.

- 2.6 These reviews will also contribute to the Investment Programme in that they will create additional, full-time, permanent posts. For the structure to be fit for purpose and flexible enough to respond to a dynamic and changing environment and to support the achievement of strategic goals the following structural changes are recommended:
- 2.7 - Head of Economic Initiatives will be responsible for:
Economic Development
Tourism, Heritage, Culture and Arts
Markets
City Marketing and International Relations
- 2.8 - The post will be re-titled to reflect responsibilities and will become the viz., Head of Economic and International Development
- 2.9 - The Planning and Transport unit will transfer from the Economic Initiatives section to create a new Urban Development Unit which will report directly to the Director. The new unit will include the current Planning and Transport and B-TEAM units, as currently constituted, as well as a permanent Urban Development Unit which will replace the smaller temporary Arterial Routes Team. The Urban Regeneration Unit will support the ongoing work of the Area Working Groups.
- 2.10 - The European Unit will transfer from the Directorate section to the new Economic and International Development section to support the development and delivery of the Council's International Marketing strategy.
- 2.11 - The Policy and Business Research Unit will be reconstituted as the Business Research and Development Unit.
- 2.12 - The SNAP unit will be deleted from the current departmental structure with current temporary posts transferring to the new Urban Development Unit and the Business Research and Development Unit as permanent posts. This will be subject to future review as part of the broader policy function across the Council.
- 2.13 The Economic Development; Tourism. Culture and Arts; Markets; Urban Development; and Business Research and Development Units will see the removal of temporary fixed term contract posts and all will benefit from increased permanent posts.

2.14 Summary of Changes:

6 posts will be re-designated
17 permanent posts will be created
14 temporary FTC posts will be deleted
2 permanent posts will be deleted

2.15 The financial implications of this review are as follows:

Cost of re-designating posts	£4,744
Cost of creating new permanent posts	£536,396
Total cost of Review	£541,140
Savings from deleting permanent posts	£36,897
Budget offset from deleted temporary posts	£451,842
Income generation against Markets post	£44,299
Total currently in budget	£533,038
Total Overall additional cost	£8,102

2.16 The additional cost calculated above is based on top point of scale to top point of scale and takes the total cost of the review over a period of time i.e. it will take 3 years to reach the top point of the scale. Calculating actual point to actual point which will be the actual effect on the annual departmental salaries budget in 2013/14 will produce a saving of £11,062 in year 1 and a further saving of £636 in year 2. Structural reviews within the Development Department since reorganisation in 2007 have produced overall savings to date of £95,843.

3 Resource Implications

3.1 This review creates 17 permanent posts and deletes 16 posts - 14 of which are Fixed Term in nature. Detailed consultation will now take place with all the relevant stakeholders including HR, Trade Unions and staff to develop an implementation plan which is fully in accordance with all relevant HR policies and procedures.

3.2 Financial Implications

Calculating actual point to actual point which will be the effect on the annual budget in 2013/14 will produce a saving of £11,062 in the first year and a further £636 in Year 2

The proposed restructuring results in an increased cost of £8,102 over a 3 year period as affected individuals progress through the Spinal Column Point increments. Savings from structural reviews carried out since 2007 have resulted in overall savings of £95,843 to date.

4 Recommendations

- 4.1 The Committee is asked to agree the revised staffing structure as the management-side position, which had been agreed in principle with the Departmental Trade Union Forum, in order to proceed under the Council's agreed policies and processes to move to implementation."**

After discussion, during which the Director undertook, if requested, to brief individual Members in respect of the structural review, the Committee agreed to adopt the recommendations within the report, subject to the proposed position of Head of Economic and International Development being re-designated Head of Economic Initiatives and International Development.

Belfast Restaurant Week

The Committee was apprised of the success of the inaugural Belfast Restaurant Week and it was agreed that letters of congratulations be forwarded on behalf of the Committee to those officers which had been involved in the organisation of the event.

Chairman