

Development Committee

Tuesday, 4th December, 2012

MEETING OF DEVELOPMENT COMMITTEE

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

In attendance: Mr. J. McGrillen, Director of Development;
Ms. S. McCay, Head of Economic Initiatives
and International Development;
Mr. J. Hanna, Senior Democratic Services Officer; and
Mr. B. Flynn, Democratic Services Officer.

Apology

An apology was reported on behalf of Alderman Ekin.

Declarations of Interest

No declarations of interest were reported.

Minutes

The minutes of the meetings of 6th and 20th November were taken as read and signed as correct. It was reported that those minutes had been adopted by the Council at its meeting on 3rd December, subject to the omission of the minute of the meeting of 20th November under the heading "St. Patrick's Day 2013" which had been referred back to the Committee by the Council for further consideration.

Routine Matters

The Committee was advised that correspondence had been received from representatives of the University of Ulster requesting permission to provide a presentation on the University's plans to relocate its main campus to York Street.

The Committee agreed to receive a presentation in this regard at its meeting on 15th January.

St. Patrick's Day 2013

The Committee considered further the minute of the meeting of 20th November, an extract of which is set out hereunder:

“St. Patrick’s Day 2013

(Mr. G. Copeland, Events Manager, attended in connection with this item and Councillor Ó Donnghaile left the room whilst it was under discussion.)

The Committee considered the undernoted report:

‘1 Relevant Background Information

- 1.1** *In January 2012 Council agreed to the annual programme of civic events to be delivered during the 2012/13 financial year. This included the staging of the 2013 St Patrick’s event on Sunday 17th March. In August 2012 Members also agreed that Officers would look into the feasibility of the Council incorporating and promoting a specifically alcohol-free event within its St Patrick’s Day celebrations. In addition at October’s meeting Members asked that Officers look at additional ideas and concepts for the 2013 event and beyond.*
- 1.2** *The Council has developed a St Patrick’s Day event over the last seven years (up to 2012) and this event has, since its inception, two elements – a carnival style parade from City Hall to Custom House Square, followed by a live concert at Department of Social Development’s (DSD) purpose built performance space. In 2012 it is estimated that 15,000 people attended the event with participants in both the parade and concert coming from various cultural groups across the city. The proposed programme would see the event move from one day of activity to a possible three day festival.*
- 1.3** *It should be noted that the elements of the proposed 2013 event will be primarily geared towards a family audience (with a range of events were no alcohol will be permitted) and would also contain significant elements to encourage out-of-state visitors to come to the city.*

2 Key Issues

2.1 Parade Tender

The City Events Unit has consulted with the Council’s Procurement in regard to up-scaling the parade tender. Feedback suggests that the process would leave little time for the appointment and subsequent engagement of an appropriately qualified contractor – the initial tender could not go out until after Council meets at the start of December 2012 and the earliest possible appointment date would be towards

the middle of February 2013 - leaving possibly less than four weeks to develop themes and workshops for the event.

Therefore, Officers are proposing that a quotation is used for 2013 and a tender is then issued for the period 2014 to 2017 (subject to review and renewal).

2.2 Revised Events Programme

On the direction of the Committee decision in October 2012, and in reference to 2.1 above, Officers have developed a larger event programme for 2013. It would be proposed that the festival would include:

<u>Event</u>	<u>Details</u>
<i>Find your Belfast Roots - week leading up to the 2013 St Patrick's Day</i>	<i>The Council would work with PRONI in promoting this element of the programme.</i>
<i>St Patrick Themed Tours of the City and St Patrick's historical tours of city's cemeteries</i>	<i>Council officers would explore existing city and cemetery tours to adapt the tours during St Patrick's Festival.</i>
<i>Live at the Big Screen, Saturday 16th to Monday 17th March</i>	<i>This proposed element would run over three nights and involve the screening of classic family films with a Belfast, Ulster or Irish theme e.g. St Patrick – The Legend; Closing the Ring; etc.</i>
<i>St Patrick's Day Parade, Sunday 17th March</i>	<i>Events parade from City Hall to Custom House Square. The appointed contractor would manage content and liaise with community groups, from across the city, in regard to participation. Expected participant numbers circa 500.</i>

***St Patrick's Day
Concert, Sunday
17th March***

***Three hour live music
concert at Custom House
Square. This will entail a
broad range of
entertainers and will
culminate with a 'Pop'
act.***

***St Patrick – Myth and
Legend and The
History of St
Patrick's Day***

***This would be a series of
free to access talks,
possibly at City Hall.
An option to work with
the Ulster Hall to develop
heritage exhibition
showcasing the history
of day and past
celebrations.***

***Patrick and the
Bells – musical
showcase on 15th
March 2013***

***Performance of the
musical depicting St
Patrick's life story. This
event would be held in
City Hall, would be free to
access but would be pre-
ticketed.***

***St Patrick's Day
Ceili and Dance,
Sunday 17th March
Ulster Hall***

***This concept would be
delivered by the Ulster
Hall and involve an
afternoon and evening
event. The event would
be free to access, but
would be pre-ticketed.
Possible linkage with
community centres to
offer dancing classes a
few weeks prior to the
event.***

***BBC Radio Ulster
and the Ulster
Orchestra's
St Patrick's Day
Concert, Belfast
Waterfront, Sunday
17th March***

***This event would see the
Ulster Orchestra join up
with an international
artist in a celebration of
music tied to the St
Patrick's Day theme.***

***Big Screen
St Patrick's Day
(or weekend) Sports
Coverage and
Sports Activity Day
at Ozone and/or
Leisure Centres***

Council Officers would explore the broadcasting rights issues in regard to the traditional soccer, rugby and Gaelic finals staged around this date. If permissions can be facilitated it would be suggested that an event, with input from partners, would also promote a "healthy lifestyle" message alongside the screening of the games. Youth Blitz offer coaching and games competitions– GAA, Rugby, Soccer on Saturday 16th March.

***St Patrick's Weekend
Market and Food Fair
at St Georges Market***

The festival programme would promote the St Patrick's Day theme Sunday Market plus all day entertainment with dancers and musicians.

***St Patrick's Day
Services***

The programme would highlight the various religious services

Schools Competition

Council Officers would explore option of links with local schools to run St Patrick themed colour competitions etc, showcase best 50 entries in City Hall during St Patricks Festival.

***Street Dressing and
City Hall Lighting***

It is proposed, if budgets permit, that elements of the city centre branding would carry the "brand" created for the St Patrick's Day festival. (This would be

accompanied by the request to utilise the new colour lighting system and turn the City Hall green on the weekend of St Patrick's Day.)

Belfast Féile's Féile an Earraigh (Spring Festival 11th – 17th March 2013)

Council Officers would propose to cross promote and highlight this significant festival in the city's calendar as it would coincide with the proposed festival dates.

The Gathering

As per agreement from October's Committee, Belfast's St Patrick's Day activities have been registered as part of the 2013 Tourism Ireland initiative.

2.19 Meeting with Sober St Patrick's Day Initiative

On the 4th October the Council's City Events Manager met with the organiser, and instigator, of the New York City's Sober St Patrick's Day initiative, Mr Bill Reilly. Mr Reilly highlighted the raison d'être of the event. He also indicated how the event was delivered in 2012 and plans for the 2013 project. Part of these plans is to link to other key global St Patrick's Day events, Dublin, London, Belfast, etc. next year. The Council's City Events Manager highlighted that the city already had a "sober" St Patrick's Day event and the fact that all future plans, subject to Council yearly approvals, would operate in a similar manner. However, it was agreed that the "brand message" of Sober St Patrick's Day could be integrated if agreed by full Council. It is also recommended that as part of St Patrick's Day event that pressure groups and organisations involved in addiction and recovery initiatives are requested to take part in the St Patrick's Day parade.

3 Resource Implications

3.1 Financial

It is estimated that the additional initiatives could be delivered, inclusive of street dressing, at an additional £70,000 on top of the current £140,000 which covers the annual St Patrick's parade (£30,000) and concert (£110,000). Total cost of the 2013 would be £210,000. However, to upscale the parade element in future years it would be recommended that a delivery of £250,000 is earmarked. Members are asked to note that the additional finances for 2013 are not within the current Department budgets. Therefore, it will require a realignment of current 2012/13 monies to accommodate.

In addition, any future increase 2013/14 and onwards, will need to be built into future budget planning and will require: an increase in future Department budgets and/or a curtailing of current work undertaken by the Council.

4 Recommendations

4.1 Members are asked to approve the following recommendations:

- *the issuing of a tender for the St Patrick's Day carnival parade from 2014 to 2017.*
- *the revised outline programme for 2013, with this format used in subsequent years. The content would contain: film screenings; concerts; a parade; sports related activities; tours; talks; food fair and market; links to Belfast's churches and possible joint initiatives with the Public Records Office, National Museums NI and Libraries NI.*
- *linking and cross promotion of Belfast Féile's - Féile an Earraigh (Spring Festival).*
- *that a "Sober St Patrick's Day" brand message is integrated into future Council initiatives connected to this event. Along with 'healthy living' elements via partners in BCC's Environmental Health Department, Park and Leisure Department and Public Health Agency*
- *linking Belfast's St Patrick's Day activities to Tourism Ireland's global campaign, "The Gathering".*
- *increasing the current draft budget for 2013 to £210,000 and for future years to £250,000.'*

A prolonged discussion ensued in respect of the proposals to authorise additional expenditure to enhance the scope of the St. Patrick's Day celebrations in 2013 and in future years. It was suggested that it would be prudent for the Committee to agree only to enhance, on a trial basis, the programme in 2013 and that any decision regarding the extent of the Council's programme in future years could be considered thereafter. Further Members pointed out that, in view of the economic climate and its associated impact on the Council's budgets, it would be inappropriate to increase significantly the expenditure on the St. Patrick's Day programme.

After further discussion, it was

*Moved by Councillor Kelly,
Seconded by Councillor Hendron,*

That the Committee agrees to adopt the recommendations contained within the report and authorises the additional expenditure as outlined for the enhancement of the Council's St. Patrick's Day programme in 2013 only and notes that any further decision on the extent of the programme in future years would be made after the submission and consideration of a report which would assess the impact of the revised programme in 2013.

On a vote by show of hands nine Members voted for the proposal and seven against and it was declared carried."

The City Events Manager tabled for the information of the Committee a report which outlined the detailed costs associated with each element of the St. Patrick's Day programme in 2013 and answered a number of questions in relation thereto. In response to a Member's question, the Director confirmed that, due to time constraints associated with the development of a policy framework, the proposal to illuminate the City Hall as part of the programme in 2013 would not be feasible.

Proposal

Moved by Councillor Reynolds,
Seconded by Councillor Kingston,

That the decision of the Committee of 20th November under the heading "St. Patrick's Day 2013" be amended to provide that the Committee agrees to adopt the recommendations within the report, subject to the following amendments:

- to the removal of that element within the programme relating to 'Live at the Big Screen', with the associated funding of £3,000 being allocated towards the Council's Good Relations funding for St. Patrick's Day events in 2013;

- to the removal of that element within the programme relating to the proposed 'Street Dressing and City Hall Lighting' at a cost of £20,000; and
- to the removal of that element within the programme relating to the proposed cross-promotion of the Féile an Earraigh festival.

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

Further Proposal

Moved by Alderman Stoker,
Seconded by Councillor Reynolds,

That the decision of the Committee of 20th November under the heading "St. Patrick's Day 2013" be amended to provide that the Committee agrees that no additional funding be allocated towards the Council's St. Patrick's Day programme in 2013.

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

Further Proposal

Moved by Councillor Webb,
Seconded by Councillor Hussey,

That the decision of the Committee of 20th November under the heading "St. Patrick's Day 2013" be amended to provide that the Committee agrees to adopt the recommendations within the report, subject to the to the removal of that element within the programme relating to the proposed 'Street Dressing and City Hall Lighting' at a cost of £20,000.

On a vote by show of hands ten members voted for the proposal and nine against and it was accordingly declared carried

Schedule of Meetings 2013

The Committee endorsed a schedule of meetings for 2013, details of which would be available on the Modern.gov website.

Quarterly Finance Report - Quarter 2

The Committee noted the contents of the Department's Quarterly Financial Report for the period 1st July till 30th September, 2012.

Belfast Waterfront and Ulster Halls - Performance Report

The Director provided an overview of the performance figures for both the Waterfront and Ulster Halls for the period 1st April till 30th September, 2012. He outlined the programme of events which had been staged at both venues during that period and provided figures also in respect of the income derived through conference and box office sales.

The Director indicated that, despite the current economic conditions, the performance figures for both the Waterfront and Ulster Halls had been positive. He pointed out that turnover at the venues had shown a 5% increase on the figures recorded for the same period in 2011/2012 and that spending had been reduced due to a decrease in staffing and security costs. He reminded the Committee that the Strategic Policy and Resources Committee, at its meeting on 24th August, had agreed to explore both an internal and external model for the future management of the new conference facilities at the Waterfront Hall which would enable the Council to identify the most cost-efficient and effective model which would be applied to the venue. He indicated that the Committee would be updated in due course once this exercise had been completed.

The Committee noted the information which had been provided.

Celtic Chrono Cycle Event and the Circuit of Ireland Rally

(Mr. R. Cregan, Director of Finance and Resources, and Mr. G. Copeland, City Events Manager, attended in connection with this item.)

The Committee considered the undernoted report:

"1 Relevant Background Information

1.1 In November 2012, Officers received funding requests from organisers for events that are planned for the City in 2013. The two projects in question are: Circuit of Ireland Rally (29th to 31st March 2013) and the Celtic Chrono Time Trial (16th June 2013). Organisers were directed to the Council's Support for Sport scheme with regard to funding, however, both organisations stated that the £10,000 cap, of the Support for Sport process, was insufficient in relation to their particular event. Members are being requested to provide guidance to Officers for the funding request.

1.2 Circuit of Ireland Rally (29th to 31st March 2013)

The Circuit of Ireland was re-established as a highly successful rally in 2008 and ran a spectator friendly "Special Stage" in Titanic Quarter in 2012. The event, last year, secured the Intercontinental Rally Challenge (IRC) endorsement, which in turn provided significant profile and

media coverage via Eurosport and UTV. This in turn showcased sites within Belfast and Northern Ireland to an international audience. Similar plans have been put in place for the 2013 event, which would take place over the Easter weekend next year. The organisers are requesting £25,000 from Council to help stage the event next March. In 2012 the Circuit of Rally received £6,590 via the Council's Support for Sport programme. It should also be highlighted that the event actually takes place within this financial year, and in order to qualify for Support for Sport, it must at least cover the new financial year so it can't apply.

1.3 Celtic Chrono Time Trial (16th June 2013)

This event is an Union Cycle International (Umbrella Body for World Cycling) endorsed initiative and is one of four such events in Europe. The event is organised by BGN Sports Management and will be in its second year in 2013. The event has two aspects: professional men, women and paracyclists events and a family cycle event. The key vision of organisers is to create a sustained approach to promoting an active life style via cycling. In 2013, the organisers are seeking £30,000 from Council for an event that will cost £135,000. In 2012, via the Support Scheme, the event was awarded £5,272.00. Approximately 850 spectators attended the event in 2012 with 40 elite cyclists and 350 leisure cyclists.

2 Key Issues

2.1 Circuit of Ireland Rally (29th to 31st March 2013)

The organisers anticipate around 15,000 visitors to the 2013 Easter weekend rally event that would be run over a three-day period with an estimated 10,000 spectators travelling to the Titanic Quarter on the 29th March to experience the start of the rally in Belfast. The event will be complemented by a ceremonial 'start' from the City Centre. The event hopes to: attract up to 4,200 out-of-state visitors; create international media coverage via Eurosport and provide a £4.00 return for each £1 of public subsidy. The total cost of the event is £654,012 and Belfast City Council (BCC) are being asked to contribute £25,000.

2.2 Celtic Chrono Time Trial (16th June 2013)

This would be the second year of the Celtic Chrono event, which has gained endorsement from Union Cycle International. The event would take place on the morning of Sunday 16th June and it is planned, with Council

endorsement, to utilise Ormeau Park as the main start and finish locations, but also to link to other BCC Parks as part of the chosen routes. As stated above there would be two parts to the cycling event. The first would be a series of professional cycle races for men, women and male and female paracyclists. The second element would be a family Celtic Chrono Leisure Cycle. The estimated cost to stage the event is £135,000 and the organisers are requesting that BCC provides £30,000. Approximately 850 spectators attended the event in 2012 with 40 elite cyclists and 350 leisure cyclists.

3 Resource Implications

3.1 Financial

The two events stated are requesting:

- Celtic Chrono - £30,000
- Circuit of Ireland Rally - £25,000

Members are asked to note that the funding required for the event is not included within current or planned and projected departmental estimates for this and next year. Therefore, funds would need to be allocated from either existing finances and or removed from other activities planned by the Council.

3.2 Human Resources

No additional resources would be required

3.3 Asset and Other Implications

There would be no implications in this area.

4 Recommendations

4.1 Members are requested to provide guidance to Officers for the funding request from the Celtic Chrono and Circuit of Ireland Rally for 2013 only.

In considering the report, the Director of Finance and Resources reminded the Committee that the Strategic Policy and Resources Committee, at its meeting on 23rd November, had agreed that any underspends which had been identified within 2012/2013 departmental budgets would, in the first instance, be referred to that Committee for re-allocation. He, therefore, pointed out that any financial assistance which the Committee might wish to provide towards either event could only be deemed as 'support in principle' and would require endorsement by the Strategic Policy and Resources Committee.

After discussion, it was

Moved by Councillor Reynolds,
Seconded by Councillor McKee, and

Resolved - That the Committee agrees to provide, in principle, financial assistance in the sum of £25,000 for the staging of the Circuit of Ireland Rally in Belfast in 2013, subject to further consideration.

Letter of Support for FIT4LIFE Project

The Committee was informed that Charter NI had sought the Council's support for its application for financial assistance for a project under the Department for Employment and Learning's Collaboration and Innovation Fund. The Director reported that the project, which was known as FIT4LIFE, would seek to provide assistance to upwards of 550 young people who were currently not in education, employment or training and provide them with an opportunity to develop their skills and assist them to return to the workplace. He reported that Charter NI had requested that a letter of support be endorsed by the Committee to assist in its application.

The Committee agreed that a letter of support be drafted on its behalf and noted that the letter would contain a stipulation that the project should benefit all areas of the City.

Employability and Skills Development - Bursary Scheme

The Committee considered the undernoted report:

“1 **Relevant Background Information**

- 1.1 **A proposal to develop a Bursary Scheme to support young people in the city take part in further education, training and employment was presented at the Strategic Policy and Resources Committee on 22 June 2012.**
- 1.2 **At that meeting Members were advised that £300,000 had been made available through the Council's Investment Programme over the next three years to provide financial help to young people aged 16–24 who face financial barriers to participating in education or training, provided they meet agreed criteria set out by the Council.**
- 1.3 **Members were also informed of the proposed arrangements for programme management and administration including a proposal to work alongside existing support initiatives as offered by both Belfast Metropolitan College and the Prince's Trust.**

- 1.4 As part of the discussion Members considered the levels of funding available through the scheme and agreed to two different types of bursaries being made available in year 1 of the programme. These included a £70,000 annual budget for further/higher education support initiatives and £30,000 for other initiatives helping individuals into training or education (not at further or higher level) or helping them access employment.
- 1.5 To ensure the scheme would be in place for the 2012/13 academic year it was agreed that support would be channelled through the Belfast Metropolitan College and the Prince's Trust in the first year of the programme. In the case of the proposal to work with Belfast Metropolitan College bursaries would be used to incentivise young people to take a particular course of study which would lead them towards employment in the key growth sectors including computing, IT and multimedia, science and tourism and hospitality. In the case of the proposal to work with the Prince's Trust, bursaries would be provided to help disadvantaged unemployed young people access education, training or employment.
- 1.6 In order to meet all of the Council's auditing requirements associated with implementing this scheme, Belfast Metropolitan College confirmed they would be prepared to administer the bursary within their existing resources.
- 1.7 Similarly with the Prince's Trust they would use their income from fundraising activities to cover the costs associated with the awards administration. All of the Council funding would therefore be aimed directly towards the bursary recipient. The Prince's Trust would make direct payments for the agreed items e.g., clothing for a job interview or course fees to gain a certain qualification required for a job etc. The end result of this approach is that there are no additional costs incurred for the Council for administering the scheme.
- 1.8 Furthermore Members agreed to an application process being put into action with both partner organisations and for eligibility criteria to be established, both of which would help assess an individual's suitability to receive an award.
- 1.9 At the same time Members gave consideration to how the programme might develop for years 2 and 3 and agreed that information on programme participants, including employment/training outcomes, would be gathered and reported back to the Council at a later date.

2 Key Issues

2.1 In light of the above review, an overview of progress during the implementation phase of the scheme, along with detail on next steps, is set out below.

2.2 Eligibility criteria

Eligibility criteria for the two separate bursaries were set and agreed with both project partners. To be eligible for financial support via Belfast Metropolitan College individuals must be resident in the Belfast City Council area; aged 16-24 at the date of application; must meet the criteria set out by the College for the HE bursary fund and must be preparing to study or currently studying on a full-time further/higher/vocational education training course at Levels 2-5 in one of the priority areas identified in Appendix 1. Criteria for the College's HE Bursary Fund are as follows:

- Student must be enrolled on a full time HE course**
- Student must meet the academic progression criteria**
- Student must have paid College fees**
- Student must meet UK residency criteria**
- Joint household income must not exceed £55.000**
- Attendance record must be 100% - exceptions given for valid medical reasons**

2.3 Recipients of this Award are required to complete at least 80% attendance at all classes and must complete all appropriate examinations and assessments. At the time of agreeing a proposal with the College it was anticipated that up to 140 bursaries at a value of approx £500 each would be allocated in Year 1.

2.4 The second of the small bursary schemes is aligned to the Prince's Trust Development Awards and targets unemployed young people aged 16-25 who live in all areas of Belfast, and specifically in the city's most deprived electoral wards including Whiterock, Falls, New Lodge, Shankill, Crumlin, Clonard, Ardoyne, Upper Springfield, Duncairn, Water Works, Ballymacarett, Woodvale, Shaftesbury and the Mount. The aim of this programme is to support 145 young people and help over 80% of those who receive a Development Award to achieve a positive outcome, progressing into education, training or employment.

2.5 Through this scheme, young people are offered help with action planning and ongoing support to help them achieve their goal. The Prince's Trust will track each individuals progress at three months following receipt of an Award and collate and report back to the Council on the young person's electoral wards, what the award was used for and the outcome for the young person.

2.6 Performance to date

The information presented below provides an interim update on the delivery of the Prince's Trust award scheme to the start of November 2012. To date:

- £10,063.25 in Development Awards has been issued. (Average Award: £176).
- Development Awards have been provided to 57 disadvantaged young people aged 16-25 in Belfast City Council area. (Average age of recipients: 21 years old).
- 79% (45 Awards) have been provided to young people living in the top 25% of deprived wards in Belfast (NISRA multiple deprivation measure 2010).
- 96% (55 Awards) have been provided to young people who are unemployed. The remaining 4% (2 Awards) were provided to young people progressing into training/education.
- 72% (41 Awards) have been provided to young people who have little or no qualifications – educational underachievers.
- 87% of young people who have received a Development Award from The Prince's Trust in Northern Ireland this financial year have achieved a positive outcome, moving into education, training or employment.
- Now that the programme is fully operational we expect to see an increased level of activity over the remainder of the financial years, with over 42 Awards currently in the pipeline over the next month alone.

2.7 With regard to Belfast Metropolitan College work is still underway in terms of finalising details of a proposed bursary scheme and a Funding Agreement between the Council and the College is being finalised. At this stage it is anticipated that up to 140 bursaries at a value of approx £500 will be allocated via the College in year 1 of the programme. It is also envisaged this programme would be launched at a breakfast event to be hosted by the Lord Mayor early next year. Details of this event are outlined below.

2.8 Next steps

As part of the project development work on the scheme, Members suggested that they would be keen to maximise leverage from the private sector in order to increase the budget available and it was confirmed that consideration would be given to progressing this, once the scheme was operational. At the same time it is important for the Council to now consider implementing a targeted promotion and awareness campaign across the city to promote the Bursary Scheme. It is therefore proposed that a number of promotional events be held early in the New Year including:

- A breakfast event, hosted by the Lord Mayor, in conjunction with the Chairman of the Strategic Policy and Resources Committee, for the key business and community and other relevant sectors. This breakfast would help demonstrate the potential impact of the scheme to other public and private sector funders and may help in increasing the size of the fund for future years. Potential contributors to the Bursary Scheme would be targeted to attend and we would consider using channels such as the Business Alliance and the Employers' Forum, which is to be extended to include the whole city, as a conduit for engagement with private sector businesses – both as a means of maximising resources available and also in ensuring that the bursaries are linked to a training or employment outcome, where possible.
- A celebratory event for recipients of the awards which would help to demonstrate that the Council is taking direct action to support young people to take part in learning and further education, and that funding for the Bursary Scheme is being provided by way of the Council's Investment Programme.

2.10 Members are advised that any future promotional campaign is likely to involve council communication channels (press releases; facebook, twitter etc) as well as targeted promotion through our facilities in the communities (principally leisure

and community centres) and engagement with partners organisations e.g., schools, colleges and training organisations across the city.

- 2.11 Members are also asked to note that should the Council wish to continue to work alongside the College or other educational establishments in year 2 of this initiative then branding of next year's programme will need to be agreed by the start of the calendar year. Members are advised that any future branding of the programme will be in line with the council's Investment Programme to ensure that Council's intervention is visible.
- 2.12 Further reports on this new initiative will be brought back to this Committee and to the Strategic Policy and Resources Committee once clarification is sought on the outstanding points.

3 Resource Implications

3.1 Financial

A budget of £100,000 annually over the period of the Investment Programme has been set aside for this activity.

3.2 Human Resources

The work required will be undertaken by existing staff resources."

After discussion, it was

Moved by Councillor Ó Muilleoir,
Seconded by Councillor Keenan,

That the Committee agrees to note the progress achieved to date in the implementation of the Council's Bursaries Scheme and agrees that the Council's Strategic Policy and Resources Committee, at its meeting on 14th December, be requested to approve that the £70,000, which had been set aside within the current financial year for allocation by the Belfast Metropolitan College, to be carried forward for redistribution by that organisation in the 2013/2014 financial year.

South by Southwest 2013

The Committee noted the contents of an itinerary which had been drawn-up to coincide with the visit by the Council's deputation to the South by Southwest Annual Music and Media Conference in Austin, Texas, from 11th to 17th March 2013.

Employers' Forum - Proposed Work Programme

The Committee noted and approved the contents of a report which outlined a programme of activities which would oversee the work of the Council-supported Employers' Forum for the period from 1st November, 2012 till 31st March, 2015, a copy of which was available on the Council's Modern.gov website.

Co-operatives Project - European Union Funding Proposal

The Committee was reminded that, at its meeting on 17th April, it had agreed that the Council would register an interest in becoming an observer in a European Union-supported INTERREG project which sought to explore the benefits which co-operative societies provided as catalysts for economic growth. It was reported that, whilst the original application for funding had been unsuccessful, the funding secretariat had considered the concept to be worthy of further development and had recommended that the application be revised with a view to it being re-submitted for consideration within the next funding round in 2013.

The Committee agreed to this course of action.

Shopmobility – Request for Funding

The Committee was advised that a request for financial assistance of £45,000 had been received from Shopmobility to assist towards its running costs for the financial year 2012/2013. The Director reminded the Committee that the Council had provided Shopmobility with financial assistance since 1995 as part of the Council's Economic Development Strategy and he outlined the various options which were available for the Committee's consideration. He indicated also that the amount requested by the organisation was in excess of the amount which had been requested in previous years by the organisation which, he pointed out, had been in the region of £20,000 to £25,000.

After discussion, it was

Moved by Councillor Ó Muilleoir,
Seconded by Councillor Webb, and

Resolved - That the Committee agrees to commence a tendering exercise to appoint a suitably-qualified organisation to provide City centre accessibility services for the Council in the financial year 2013/2014 to a maximum value of £25,000.

Culture and Arts – Small Grants

The Committee considered the contents of a report which outlined the administrative arrangements which had been put in place to oversee the implementation of the Arts and Heritage Project Fund and the Community Festivals' Fund, both of which had been established as part of the Council's Cultural Framework for Belfast for 2012/2015.

The Committee noted the information which had been provided and agreed to delegate authority to the Director to award grants under the Arts and Heritage Project Fund and Community Festivals Fund.

Cultural Framework - Attracting Audiences

The Committee considered the undernoted report:

“1 Relevant Background Information

- 1.1 Members will be aware that one of the four key themes within the Cultural Framework for Belfast 2012–2015 is Attracting Audiences.**
- 1.2 Engaging, retaining and developing audiences locally, nationally and internationally is one of the most critical challenges facing the cultural sector today. The Framework recognised that we have invested heavily in the cultural infrastructure, and now we must attract larger audiences to ensure the sustainability of the arts and the city, and ensure there is a demand to sustain the supply.**
- 1.3 Culture and arts is part of the experience economy. Audiences buy tickets and refreshments, increasing organisations’ earned income and making them less reliant on public subsidy. Surrounding restaurants, hotels and businesses also benefit from increased footfall, supporting the wider service economy. Visitors to the city in particular bring additional spending power and attract yet more visitors by broadcasting the Belfast story around the world. Increased income can help organisations grow, but engaged audiences also sustain the cultural scene as a whole, increasing the demand for high-quality, culturally relevant programming.**
- 1.4 Attracting audiences is especially difficult in the current economic climate. Few organisations have dedicated marketing staff, while the decline of culture and arts coverage in the media has led to less exposure and profile. And there is no dedicated, coherent marketing resource for culture and arts. Increasingly, the only platform to market activity is social media.**
- 1.5 The Framework stated that much more must be done to improve access to culture and arts across Belfast, including working closely with stakeholders, agencies and media to encourage enjoyment of what the city has to offer. Consideration was also given to establishing a dedicated marketing resource to promote Belfast’s culture and arts.**

2 Key Issues

2.1 Approval is sought from Committee to go out to quotation for a three year 'Attracting Audiences' scoping exercise and action plan. The aim of the plan is to increase the number of residents and visitors taking part in culture, arts and heritage and to achieve the following targets by 2015:

- a) Increase audiences figures by 10 per cent**
- b) The number of residents attending ticketed events will increase from 1 in every 5 households to 1 in every 3**
- c) The number of visitors to the city attending cultural activity will increase from 15 per cent to 25 per cent**
- d) Invest in and deliver three cultural product development initiatives per year**
- e) Generate the equivalent of £10m in positive media coverage**
- f) Establish audience satisfaction levels and increase year on year**

2.2 The brief would include:

- A review of marketing roles and responsibilities in the city to maximize opportunities and identify/address gaps**
- The commissioning and dissemination of research to increase our understanding of Belfast audiences (including the services provided by Audience NI)**
- The development of targeted initiatives, such as a 'Five-a-year' campaign**
- Working with Tourism Ireland, the Northern Ireland Tourist, Board and Belfast Visitor and Convention Bureau to develop initiatives to attract 'culture seekers' from the Republic of Ireland, Great Britain and Europe**
- A review and enhancement of communications, including on-street opportunities, digital media and co-promotion across the city and city venues**

- Identification of collaborative marketing and cross-selling initiatives across the cultural sector
- Establish a baseline, targets and actions to increase the level of national and international media coverage and develop closer relations with the media in order to position Belfast as a creative and cultural city
- Develop a cultural diary for the city and identify key collaborative PR stories for the sector.

2.3 An internal working group including Corporate Communications, the Events Unit and the Tourism, Culture and Arts Unit will be established to work with the organisation awarded the contract.

3 Resource Implications

3.1 £25,000 to be provided from within the existing 2012/13 Tourism, Culture and Arts budget.

4 Equality and Good Relations Considerations

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

5 Recommendations

5.1 It is recommended that Members approve the sum of £25,000 (to be provided from within the existing 2012/13 Tourism, Culture and Arts budget) in order to deliver an Attracting Audiences baseline, scoping exercise and action plan.”

The Committee adopted the recommendation.

Chairman