

Document Pack

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



29th November, 2012

MEETING OF DEVELOPMENT COMMITTEE

Dear Alderman / Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on Tuesday, 4th December, 2012 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully

PETER McNANEY

Chief Executive

AGENDA:

1. **Routine Matters**
 - (a) Apologies
 - (b) Minutes
 - (c) Declarations of Interest
2. **Schedule of Meetings - 2013** (Pages 1 - 2)
3. **Departmental Matters**
 - (a) Finance Report - Quarter 2 (Pages 3 - 14)
 - (b) Waterfront and Ulster Halls - Quarter 2 Update (Pages 15 - 20)
4. **Marketing Belfast**
 - (a) Circuit of Ireland Rally / Celtic Chrono Events (Pages 21 - 24)

5. **Belfast's Economy**

- (a) Department for Employment and Learning - Letter of Support (Pages 25 - 28)
- (b) Bursaries Scheme - Update (Pages 29 - 34)
- (c) South by Southwest (Pages 35 - 40)
- (d) Employers' Forum - Proposed Work Programme (Pages 41 - 52)
- (e) INTERREG - Co-operatives Application (Pages 53 - 56)
- (f) Shopmobility (Pages 57 - 62)

6. **Culture, Arts and Tourism**

- (a) Culture and Arts - Small Grants Scheme (Pages 63 - 66)
- (b) Cultural Framework - Audience Development Plan (Pages 67 - 70)



Belfast City Council

Report to:	Development Committee
Subject:	Schedule of Meetings 2013
Date:	14 December 2012
Reporting Officer:	Mr S McCrory, Democratic Services Manager, ext. 6314
Contact Officer:	Mr B Flynn, Democratic Services Officer, ext. 6312

1.0	Purpose of Report
1.1	To advise the Committee of the dates and times of the meetings of the Development Committee for 2013.

2.0	Key Issues
2.1	Members will be aware that the monthly meetings of the Committee are held normally at 5:15 pm on the 2nd and 4 th Tuesday of each month. However, due to the holiday periods and the timing of the monthly Council meetings and, in order to assist with the decision-making process, it has been necessary on occasions to reschedule some of the meetings.

2.0	Key Issues												
2.1	A full list of the proposed meeting dates for 2013 is set out hereunder: <table style="margin-left: 40px; border: none;"> <tr> <td>January - 15th and 29th</td> <td>February - 5th and 19th</td> </tr> <tr> <td>March - 5th and 19th</td> <td>April - 9th and 23rd</td> </tr> <tr> <td>May - 7th and 21st</td> <td>June - 4th and 18th</td> </tr> <tr> <td>July - no meetings</td> <td>August - 6th and 20th</td> </tr> <tr> <td>September - 3rd and 17th</td> <td>October - 8th and 22nd</td> </tr> <tr> <td>November 5th and 19th</td> <td>December - 3rd</td> </tr> </table>	January - 15 th and 29 th	February - 5 th and 19 th	March - 5 th and 19 th	April - 9 th and 23 rd	May - 7 th and 21 st	June - 4 th and 18 th	July - no meetings	August - 6 th and 20 th	September - 3 rd and 17 th	October - 8 th and 22 nd	November 5 th and 19 th	December - 3 rd
January - 15 th and 29 th	February - 5 th and 19 th												
March - 5 th and 19 th	April - 9 th and 23 rd												
May - 7 th and 21 st	June - 4 th and 18 th												
July - no meetings	August - 6 th and 20 th												
September - 3 rd and 17 th	October - 8 th and 22 nd												
November 5 th and 19 th	December - 3 rd												

3.0	Resource Implications
	None.

4.0	Recommendation
5.1	The Committee is asked to approve the schedule of meetings for 2013.

6.0	Decision Tracking
	Following approval of the dates of the meetings by each of the Committees, a bound copy of the schedule will be issued and the website updated accordingly.

This page is intentionally left blank

By virtue of paragraph(s) 2 of the Council's Policy on the
Publication of Committee Reports on the Internet.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 2 of the Council's Policy on the
Publication of Committee Reports on the Internet.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 2 of the Council's Policy on the
Publication of Committee Reports on the Internet.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 2 of the Council's Policy on the
Publication of Committee Reports on the Internet.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 2 of the Council's Policy on the
Publication of Committee Reports on the Internet.

Document is Restricted

This page is intentionally left blank



Belfast City Council

Report to:	Development Committee
Subject:	Letter of Support for FIT4LIFE Project
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Charter NI is currently seeking support through the Department for Employment and Learning's (DEL) Collaboration and Innovation Fund to provide up to 550 young people who are not in education, employment or training (NEET) with the opportunity to engage and participate in an innovative programme to help build their confidence, self-esteem and motivation to want to develop their knowledge, skills and abilities to equip and prepare them for the world of work using technology skills.
1.2	The FIT4LIFE Project is supported by the FIT4LIFE Consortium – a new collaborative venture bringing together key strategic partners, each who excel in their own fields and together will create a positive synergy to ensure young people categorised as NEET regain hope and begin to start their journey along a path towards gaining employment.
1.3	Members are advised that the Council has received a formal request from Charter NI to provide a letter of support for the above-mentioned project to help ensure that young people will have an opportunity to access education, training or other preparation for employment.

2	Key Issues
2.1	As part of the FIT4LIFE project Charter NI, Falls Community Council and Employment Services Board will use their community links to recruit and engage NEET young people from specific disadvantaged communities across the city including East Belfast, West Belfast, Falls, Upper Springfield and Greater Shankhill.
2.2	In each of these communities a drop-in 'Digihub' facility will be created which will provide a warm, welcoming, safe environment for the young people. It will provide facilities for the young people to meet and discuss issues, build personal relationships, be mentored, understand what help they require, identify and assess their abilities, and develop personal action plans to enable the young person to move closer to the world of work.

2.3	<p>The 'Digihubs' will provide a centre of excellence in the community for experimenting and learning to use the latest state of the art technologies. Digiclubs will provide bespoke formal and informal 'learning by doing' opportunities in ICTs. The formal opportunities will use state of the art learning resources that FIT have developed with European partners and have already proved to be effective with NEET young people such as:-</p> <ul style="list-style-type: none"> - Work Positive - a resource that uses learner engagement and collaboration pedagogy to facilitate participants to change their attitude to work versus welfare and to gain valuable knowledge and skills on how to successfully enter the workforce. It addresses confidence, motivation, self esteem, behaviour in the workplace, handling money, dress codes in work, diversity in the workplace, preparation of CVs, Interview skills. - eCert - a unique way of giving people the opportunity to gain practical knowledge and to achieve basic competency in the use of computers. The programme is designed to be delivered in a relaxed, informal and fun way. The programme has been successfully introduced to many hard-to-reach groups through a Train-the-Trainer and Peer-Tutor approach and has a related set of supporting resources. - My IT - gives learners an opportunity to develop their literacy, language and numeracy skills in a very practical manner e.g. filling in an online job application. Made up of seventeen exercises My IT! is designed as an interactive web-based environment through which the learner gains competency by doing ICT/ internet activities. - GAPCs - a dynamic programme which imparts ICT training while promoting involvement in outdoor education and addressing the basic fundamentals of literacy and numeracy. It builds confidence and motivation in young people by demonstrating their ability to become proficient in ICT, effective in teamwork and outdoor pursuits and thereafter demonstrating the potential of these skills to acquire knowledge and to access information, educational and entertainment resources through the medium ICT.
2.4	<p>During the FIT4LIFE programme each participant will undergo 'friendly' aptitude assessment, engage in career guidance and technology skills development programmes with the explicit goal of progression into further education or employment opportunities.</p>
2.5	<p>Members are asked to note that in supporting the implementation of the 'Pathways to Success' Strategy for young people who are not in Education, Employment or Training (NEET), the Department for Employment and Learning recently invited applications to a new Collaboration and Innovation Fund.</p>
2.6	<p>'Pathways to Success' actions have a particular focus on helping young people who face barriers to participation and the Collaboration and Innovation Fund aims to:</p> <ul style="list-style-type: none"> - Enhance collaboration and sharing of good practice; - Improve signposting; - Better engage and involve young people in developments and initiatives; - More widespread use of mentoring; and - Support for innovation where there is a demonstrated need.
2.7	<p>Members are advised that Charter NI has submitted an application to this fund to help cover the costs associated with delivering this programme and therefore any</p>

2.8	<p>support to be offered via the Council will be non-financial.</p> <p>Members are also reminded that the objectives of the FIT4LIFE programme closely link to the objectives of the Council's Super-connected Belfast initiative. Through this programme of work we aim to increase digital literacy levels of 5,000 citizens over the next three years by providing training and educational opportunities across all sections of society.</p>
-----	--

3	Equality and Good Relations Considerations
3.1	There is no specific equality or good relations implications to this report.

4	Recommendations
4.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Note the contents of this report and give their commitment to issue a Letter of Support to Charter NI in relation to the FIT4LIFE Project.

5	Decision Tracking
There is no Decision Tracking attached to this report.	

6	Key to Abbreviations
<p>DEL - Department for Employment and Learning ICT - Information and communications technology NEET – not in education, employment or training</p>	

This page is intentionally left blank



Belfast City Council

Report to:	Development Committee
Subject:	Bursary Scheme
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	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	<p><u>Eligibility criteria</u></p> <p>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:</p> <ul style="list-style-type: none"> - 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	<p>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.</p>
2.6	<p><u>Performance to date</u></p> <p>The information presented below provides an interim update on the delivery of Prince's Trust award scheme to the start of November 2012. To date:</p> <ul style="list-style-type: none"> – £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	<p>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.</p>
2.8	<p><u>Next steps</u></p> <p>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:</p> <ul style="list-style-type: none"> – 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

	<p>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.</p> <ul style="list-style-type: none"> – 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	<u>Financial</u> A budget of £100,000 annually over the period of the Investment Programme has been set aside for this activity.
3.2	<u>Human Resources</u> The work required will be undertaken by existing staff resources.

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

5	Recommendations
5.1	Members are asked to note the contents of this report.

Appendix 1 – Belfast Met – Full-time courses 2012-13

Course	Title	Level
C3071	Access Certificate in Foundation Studies Maths & Computing (QUB)	3
C3077	Access Diploma in Computing with Business & Multimedia (UU)	3
C3048	Edexcel BTEC Level 3 Extended Diploma in Hospitality	3
C5055	Edexcel BTEC Level 5 HND Diploma in Graphic Design	5
C5017	Foundation Science Degree in Hospitality & Tourism Management (UU)	5
C5019	Foundation Degree in Events Management	5
C2077	(Games, Web & iMedia) Edexcel BTEC Level 2 Diploma in Creative Media Production	2
C3110	(Games) Edexcel BTEC Level 3 Extended Diploma in Creative Media Production	3
C3110	(Film & TV) Edexcel BTEC Level 3 Extended Diploma in Creative Media Production	3
C3110	(Interactive Media) Edexcel BTEC Level 3 Extended Diploma in Creative Media Production	3
C3110	(Media) Edexcel BTEC Level 3 Extended Diploma in Creative Media Production	3
C3037	Edexcel BTEC Level 3 Extended Diploma in Electrical/Electronic Engineering	3
C3116	Edexcel BTEC Level 3 Extended Diploma in IT	3
C5048	Edexcel BTEC Level 5 HND Diploma in Computing & Systems Development	5
C5060	(Computer Games Design) Edexcel BTEC Level 5 HND Diploma in Creative Media Production	5
C5060	(Media) Edexcel BTEC Level 5 HND Diploma in Creative Media Production	5
C5101	Edexcel BTEC Level 5 HND Diploma in Electronic Engineering	5
C5054	Edexcel BTEC Level 5 HND Diploma in Interactive Media	5
C5042	Foundation Degree in iMedia (UU)	5
C5045	Foundation Degree in Software Engineering (UU)	5
C5112	Foundation Degree in Architectural Technology with Sustainable Design (UU)	5
C5029	Foundation Degree in Building Services and Renewable Energies	5
C4039	Foundation Degree in Product Design and Development	5
C2039	Edexcel BTEC Level 2 Diploma in Travel and Tourism	2
C3326	Edexcel BTEC Level 3 Extended Diploma in Travel and Tourism	3

This page is intentionally left blank



Report to:	Development Committee
Subject:	South by Southwest 2013
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Members will be aware that, at the meeting of the Development Committee, 6 November 2012, a proposal to support Council participation by the Chair and Deputy Chair of Development Committee (or nominees) along with two officers, at the annual South by Southwest (SXSW) music and media conference in Austin, Texas was approved.
1.2	SXSW is an annual event and the 2013 event takes place from 11–17 March and is a key event for assisting local creative companies secure new business opportunities as well as promoting Belfast as a key investment location for film, television, digital media and music related projects. It was agreed a proposed itinerary would be presented in relation to additional civic and city meetings to be organised between representatives from Belfast and the City of Austin.

2	Key Issues
2.1	SXSW is the premier global event focusing on the film, television, interactive and music industries. It involves a conference and exhibition as well as a series of pre-arranged meetings, film and music showcases and interactive media presentations.
2.2	The official SXSW Belfast/Northern Ireland creative industries showcase now takes place on 11 March at the UK Music Embassy in Austin, Texas, with local interactive, film and music businesses profiling their products and services to international buyers attending the conference. A second Belfast@SXSW showcase event is planned for the 13 March and a proposed civic itinerary is attached in Appendix 1. Belfast City Council will also be profiled throughout the week at SXSW as part of the UK Trade and Investment (UKTI) exhibition stand in the Austin Convention Center.

2.3	The City of Austin is considered to be one of the most proactive cities in relation to the development of the creative industries and as a test bed for new technologies and initiatives that accompany these technologies. The proposed itinerary has been drafted to include meetings with key elected members of Austin City Council, the City's head of creative industries and head of international development as well as the head of the new music division within Austin City Council. The purpose of these meetings will be to look at best practice and possible future collaboration as Belfast City Council develop our new creative industries support plan from 2013–2015.
2.4	Additional meetings are to be arranged with the City Manager, to discuss the City's innovative programmes to support open data and open government. This will provide us a unique opportunity to promote the Super Connected Cities programme but to also gain an insight into how the City of Austin is opening data streams to provide new opportunities for the digital media sector while providing technology solutions to city problems.
2.5	Members will be aware that at a meeting of the Development Committee on 21 February, 2012, approval was given to accept the invitation from Queen's University Belfast to participate in their visit to Nashville, and agreed the attendance of the Chair and Deputy Chair, or their nominees, and one member of staff. To maximise the benefits of being in the USA at SXSW and to reduce costs associated with a separate visit to Nashville. It is recommended that the 2 itineraries are combined where possible. An updated itinerary on the Queen's mission to Nashville will be brought to Committee upon receipt of details from Queen's.

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

4	Recommendations
	Members are asked to: <ol style="list-style-type: none"> 1. Note the contents of the report. 2. Note and agree the proposed itinerary in Appendix 1.

5	Decision Tracking
	Progress report on outcomes to be presented to Committee in June 2013.

6	Key to Abbreviations
	SXSW – South by South West

SXSW 2013 Itinerary

Sunday 10 March 2013

Travel Belfast to Austin

Monday 11 March 2013

AM Conference Registration
Trade Show attendance
Austin Convention Centre

PM NI / Belfast Creative Industries Showcase
UK Embassy venue – Latitude 30

Tuesday 12 March 2013

AM Meeting with the City of Austin

- **Jim Butler** head of City's creative industries
The City of Austin values the creative industries as vital contributors to the community's character and prosperity. An economic impact study commissioned in 2011 estimates the total economic impact of gaming and digital media to be over \$990 million, with projected growth over the next decade. The Cultural Arts Division works to develop the digital media and gaming industry in Austin in partnership with local economic development, workforce, and financing organizations.
- **Don Pitts** head of the City's Music Division
The City of Austin Music Division is dedicated to promoting the artistic excellence and cultural diversity of Austin musicians and to creating a sustainable cultural and economic environment for the community that enhances the liveability and economic vitality of Austin. We implement and manage programs that support the Austin music industry and community through four initiatives.
- **Ben Ramirez** heads up the City's international economic development efforts. The International Economic Development Program is the City's focal point for international business, trade, educational and cultural activities. Their mission is to foster and expand Austin's global presence by:
 - Assisting companies with international business opportunities and expanding abroad.
 - Attracting foreign direct investment.
 - Fostering a healthy business climate to integrate the region's industrial, financial, and commercial institutions into the world economy.
 - Facilitating international exchanges in commerce, education, and culture.

PM Conference and Trade show attendance

Wednesday 13 March 2013

AM Meeting with the City of Austin and elected members

Efforts will be made to meet with the elected members of Austin City Council and the Mayor - Lee Leffingwell. Full bios of elected members is enclosed below.

It should be noted that due to spring break in the USA at this time of the year, it may be difficult to confirm all meetings.

- **Mark Ott** City Manager and staff

To discuss the City's Open Government strategy, **AustinGO**. AustinGO's mission is to create an innovative platform for open government and to implement City initiatives intended to increase government transparency, efficiency and collaboration utilizing innovative technology and strategies.

Austin Open Data Portal

The Austin Open Data Portal is designed to provide high value city data to users interested in finding out more about their city, researching specific topics or using data to develop software applications. The data found here is designed to be accessible, usable and customizable based on your needs.

Code for America Programme

The City of Austin has been selected as 2012 partner with the groundbreaking program Code for America. As a partner City, Austin will work with talented developers and peer cities to find creative and innovative solutions to common City problems.

PM Belfast@SXSW business networking event
NI / Belfast Creative Industries Showcase
UK Embassy venue – Latitude 30

Belfast Music Showcase
Venue TBC

Thursday 14 March 2013

AM Visit to the **Capital Factory** and meet Director **Jason Cohen**
Capital Factory's mission is to identify and nurture capital efficient technology startups in Austin, Texas. Capital Factory is comprised of mentors and investors who have built, scaled, and sold lean startups themselves. Joshua Baer, Bill Boebel, Jason Cohen and many other Capital Factory mentors have bootstrapped their technology businesses to millions of dollars in revenue.

PM Conference and Trade show attendance
Free

Friday 15 March 2013

Travel Home

Austin City Council Members

Mayor Lee Leffingwell

Official Term: June 15, 2009 – June 15, 2015

Lee Leffingwell is an Austin native who grew up in the Bouldin neighborhood in South Austin. First elected to the City Council in 2005, he became Austin's mayor in 2009. His father was an Austin firefighter and later a Travis County Deputy Sheriff; his mother worked as an admissions clerk at the University of Texas. Mayor Leffingwell attended Austin public schools then graduated from the University of Texas with a degree in mechanical engineering.

Mayor Pro Tem: Sheryl Cole (Council Member Place 6)

Official Term: June 15, 2006 – June 15, 2015

First elected to City Council in 2006, Council Member Sheryl Cole is the first African American woman elected to the Austin City Council. A resident of Austin for over 25 years, Council Member Cole earned her B.A. in accounting from the University of Texas and became a Certified Public Accountant in 1986, working for two years with the Big Five accounting firm Ernst & Young. In 1989, Council Member Cole returned to the University of Texas for law school, earning her J.D. in 1991 and joining the law firm Wright & Greenhill. In 1995, Council Member Cole became staff counsel at the Texas Municipal League, where she served until 2001.

Council Member Place 1: Chris Riley

Official Term: June 15, 2009 – June 15, 2014

Council Member Chris Riley was born and raised in Austin. The son of Peter and Eva Riley, he attended Austin High School and served as a Congressional Page for Congressman J. J. "Jake" Pickle before attending Harvard College, where he graduated with honors in Economics. He then earned his law degree from the University of Texas School of Law. In 1990, he passed the bar and moved downtown. He worked as an attorney at the Texas Supreme Court for five years before entering private practice with Shields & Rusk, P. C. (later known as the Rusk Law Firm).

Council Member Place 2: Mike Martinez

Official Term: June 15, 2006 – June 15, 2015

Council Member Mike Martinez has devoted virtually his entire career to public service. Before taking office in 2006, Council Member Martinez served as an Austin firefighter for 13 years. In 1993, Council Member Martinez served as a Drill and Ceremony team member of the Austin Fire Department's Honor Guard. During his tenure, he served as a leader in the firefighting community. In 2003, he was elected president of the Austin Firefighters Association where he led a successful public campaign to secure collective bargaining rights for Austin firefighters. He also served as the Chair of the Austin Firefighters Association Political Action Committee from 2001-2004, where he represented the interests of public safety professionals in elections and campaigns.

Council Member Place 3: Kathie Tovo

Official Term: June 15, 2011 – June 15, 2014

Prior to her election to City Council on June 18, 2011, Council Member Kathie Tovo worked extensively in public policy with a particular emphasis on issues related to families and schools. She served on the city's Planning Commission, where she was an officer and member of the Comprehensive Plan, Codes and Ordinances, and Neighborhood Planning subcommittees. Her other city task force and commission positions included the Waller Creek Citizens Advisory Council; the Downtown Street Closure Task Force; Create Austin; the Downtown Arts Master Plan; the Planned Unit Development Stakeholders Process; and the Families and Children Task Force.

Council Member Place 4: Laura Morrison

Official Term: June 15, 2008 - June 15, 2014

Council Member Laura Morrison was first elected to serve as an Austin City Council Member in June 2008 and was re-elected to another term in May 2011. Although she works on all issues, her primary focus has been sustaining neighborhood character, protecting the environment, promoting affordable housing, supporting local businesses, and improving public health and social services. When working on any issue, Council Member Morrison always integrates transparency, collaboration and community involvement.

Council Member Place 5: Bill Spelman

Official Term: June 15, 2009 – June 15, 2015

Council Member Bill Spelman tries to bridge the gap between theory and practice. In his day job, he is a professor at the LBJ School of Public Affairs at the University of Texas, where he teaches courses in applied math and statistics, urban policy, and public management. Between 1997 and 2005, he was also executive director of the Texas Institute for Public Problem Solving, which trained 13,000 police officers throughout Texas in the practice of community policing. Before coming to UT in 1988, he spent seven years with the Police Executive Research Forum, a national association of big-city police chiefs, working with local police departments nationwide to develop the (then-new) concepts of community policing and the epidemiology of crime.



Report to:	Development Department
Subject:	Employers' Forum – proposed work programme
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	At the 16 October meeting of the Development Committee, Members were reminded that, following an earlier approval to proceed, officers were engaging with Business in the Community to consider how the Employers' Forum for west Belfast and greater Shankill could be engaged to act as the employer conduit on a city-wide basis. This work would be funded by the employers (as happens at present) and supplemented by resources from Belfast City Council and the Department for Employment and Learning (DEL).
1.2	Draft terms of reference for the work were endorsed in principle and Members agreed to allocate funding of £25,000 per annum for a three-year period (subject to annual review). The funding allocation was also conditional on Members' approval of a work programme which would oversee the work of the Forum.
1.3	This work programme has now been drafted and is attached to this report (Appendix 1).

2	Key Issues
2.1	The Employers' Forum is a collective of employers who have committed to providing opportunities – particularly for those furthest from the labour market – to access work placement, training and employment opportunities. Members have previously been advised that, since their establishment in 2003, initiatives undertaken by the Employers' Forum have helped almost 1300 long-term unemployed people into work.
2.2	A list of forum members is attached as Appendix 2. There is a core board which meets three times a year and there are other employers who work with Business in the Community (as the Forum facilitator) on a more ad-hoc basis.
2.3	To date, the focus of the work has been on working with those from west Belfast and greater Shankill. However the forum has now agreed to work across the

	city. There has also been an undertaking that the board will proactively seek representation from employers within future growth areas (IT; software development; creative industries).
2.4	At the previous Committee, it was agreed that the Citywide Employers' Forum would oversee a programme of employment interventions that will: <ul style="list-style-type: none"> - assist unemployed and economically inactive individuals move into sustained employment; and - consider skills deficits in sectors key to future jobs growth as well as areas and regions in greatest need, with a view to addressing imbalances.
2.5	It was also confirmed that any programmes, interventions or services will complement those already delivered by Department for Employment and Learning (DEL), Belfast City Council and Business in the Community (BITC).
2.6	Since the last meeting, work has been undertaken to develop the work programme for the city-wide grouping and this is attached as Appendix 1 . The work programme was endorsed by the Employers' Forum at their meeting on 19 November 2012. It was agreed that the programme 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. Regular updates on progress will be provided to this Committee.
2.7	At the 16 October meeting of Committee, it was confirmed that the current Chair of the Employers' Forum - Michael Ryan – was willing to remain in this position as part of the citywide group.

3	Resource Implications
3.1	At the 16 October Development Committee, Members agreed to provide funding of £25,000 per annum, for a period of three years (subject to annual review). This funding will 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).

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

5	Recommendations
5.1	Members are asked to note and approve the work programme, attached at Appendix 1.

6	Decision Tracking
A report on progress will be presented to Committee in May 2013.	
Timeframe:	May 2013
Reporting Officer:	Shirley McCay

7	Key to Abbreviations
BITC – Business in the Community DEL – Department for Employment and Learning	

8	Documents Attached
Appendix 1 - Citywide Employers' Forum – proposed work programme Appendix 2 - Employers' Forum – current membership list	

This page is intentionally left blank

Citywide Employers' Forum – Proposed Work Programme, November 2012 – 2015

Objective	Outputs	Outcomes and timeframe
<p>1. To extend the West Belfast and Greater Shankill Employers' Forum to establish a city wide presence that will channel employer skills, resources and expertise to ensure a greater alignment between employability, skills development and employer needs across Greater Belfast for the duration of the partnership.</p> <p><i>Rationale</i></p> <ul style="list-style-type: none"> • achieve a modern competitive economy across Belfast by increasing economic activity rates; • up-skill hardest to reach unemployed, to sustain employment • impact most deprived communities where dependence on benefits or low skilled employment is disproportionate 	<p>1.1 Extend membership of the Employers' Forum to have representation from the sectors key to future jobs growth;</p> <p>1.2 Provide advice and strategic direction on the types of intervention required to enable employers to assist the unemployed and economically inactive into employment as raised by partners at 3 Board meetings per year;</p> <p>1.3 Build on 'what works' by continuing and extending programmes and interventions already championed by the West Belfast and Greater Shankill Employers' Forum. This would include Henderson's 'Roots and Wings' retail training programme, etc., as agreed with employers;</p> <p>1.4 Develop and support one innovative sector-based intervention that will encourage young people about to enter the job market and the long term unemployed and economically inactive to develop skills that match the needs of sectors key to future jobs growth in Greater Belfast;</p> <p>1.5 Maintain strong links with the community by involving DEL Employment Programme Providers to respond to the needs of stakeholders across Greater Belfast, with a focus on deprived communities;</p> <p>1.6 Ensure the Forum engages in strategic and operational exchanges between central and local government, on matters relating to employment and skills issues. This will ensure a flow of relevant information from those who recruit, train and manage staff and those organisations tasked with the provision of education and training. To this end, DEL/Belfast Council can opt to table one agenda item at each Board meeting, related to skills and employability;</p> <p>1.7 Monitor progress of employability interventions, against agreed outcomes. Forum directorate will have review meetings with Belfast Council and DEL officials on a quarterly basis.</p>	<p>Forum governance 3 meetings of Forum Board annually 4 meetings of partnership directorate annually</p> <p>Sectoral representation <u>Year 1</u> – Creative industries/digital media; and Business Services; <u>Year 2</u> – Financial and Business Services; <u>Year 3</u> – Advanced Manufacturing and/or Advanced Engineering;</p> <p>Build on Existing programmes and interventions</p> <p>Sector based intervention <u>Year 1</u> – agree sectoral focus, appoint lead, establish sub-forum to include delivery partners and produce initial proposal and targets; <u>Year 2</u> - develop 'joined up' programme; <u>Year 3</u> – deliver programme against agreed targets</p>

Objective	Outputs	Outcomes and timeframe
<p>2. To assist unemployed and economically inactive individuals to move into sustained employment by building on 'what works'</p>	<p><i>2.1 Delivery of short, sharp, highly focused interventions, aligned with priority sectors as agreed by partnership directorate and CEF. These will focus on industries identified by the CEF and will draw from deprived areas as agreed by CEF.</i></p>	<p>An annual action plan, based on industry needs and focussing on areas in greatest need, will be developed and delivered to include the following interventions –</p> <ul style="list-style-type: none"> ▶ business talks/career information sessions; ▶ interview skills sessions; and motivational talks; ▶ company site visits; ▶ work experience/sampling. <p>Business talks will focus on identified sectors, may involve one or more companies and will align with job vacancies, whilst developing the social skills of participants.</p> <p>Interview skills, facilitated by employers, will combine master-classes and 1-to-1 mock interviews and 30% will fall within the month preceding actual interview.</p> <p>Motivational talks will be delivered by leading business people and will targeted at the long term unemployed in the most socially deprived areas.</p> <p>Work experience will vary between 3 days – 2 weeks, and will enable the workless to experience the realities of working life and to engage with colleagues and customers.</p>

Objective	Outputs	Outcomes and timeframe
	<p><i>2.2 Skills development and/or re-training will be delivered to address need and facilitated by members and supporters of the Employers Forum.</i></p> <ul style="list-style-type: none"> ▶ <u>mentoring by employers</u>:- on a one-on-one basis, or in small group format. There will be a particular focus on intergenerational mentoring, as older workers typically have huge emotional intelligence and networks, which would particularly benefit young unemployed persons who require extra support. ▶ <u>access to company in-house training programmes</u>:- companies to open up selected places within an in-house training programme, to long term unemployed and economically inactive (a combination of accredited & non-accredited programmes). Eg: company could provide customer care/World Host training, or open up places within specialized training courses (asbestos training, etc.). ▶ <u>bespoke training programmes</u>:- accredited and non-accredited courses recognizing the 'skills creep' (the increase in jobs forecast in the future to require qualifications) and delivered by employers. 	<p>10 persons x 3 years (30 in total). Focus on matching those from disadvantaged areas to particular job sectors, as agreed by partnership directorate and CEF.</p> <p>Build skills for 51 people (17 x 3 years) that will encourage movement in to sectors that are key to future jobs growth .</p> <p>Increase skills for 90 people (30 per year) as prioritised by DEL and Belfast Council to support sectors key to future jobs growth eg</p> <p>→ <i>Supervisory Development Programme</i>: targeted at individuals who wish to become a supervisor, or to build upon previous experience gained;</p> <p>→ <i>Strive 2 Work</i>: based on the principles of self-help, this programme equips those wanting to re-enter the job market after a period of unemployment, with the confidence and practical skills to do so. It comprises a 3 week training programme to ensure participants are work ready followed by an interview.</p> <p>30% of participants will move into employment (as a stretch target, based on DEL overall target of 25%)</p>

Objective	Outputs	Outcomes and timeframe
<p>3. Develop and support one sector-based intervention (based on the needs of sectors key to future jobs growth in Greater Belfast), that will -</p> <p>a) attract young people towards employment in sectors where there are currently skills gaps;</p> <p>b) address the identified skills gap through the development and delivery of a modular programme that will be open to young people and the long term unemployed and economically inactive.</p>	<p>3.1 Develop an innovative ‘pathway’ that will build upon existing interventions, and develop new ones that together, will positively impact a sector that is key to future jobs growth in Greater Belfast.</p> <p>3.2 Building on existing programmes and interventions, the pathway will bring together business and education (post primary and further) to create and deliver a pragmatic offering for young people and those who are long term unemployed or economically inactive.</p> <p>3.3 The Forum directorate, led by BITC, will facilitate discussion between providers, employers and education partners to address the skills/needs imbalance. This will explore:-</p> <ul style="list-style-type: none"> ▶ a joined up approach to developing and delivering a skills/employment pathway; ▶ areas of responsibility and input to the pilot programme; ▶ the programme structure, and marketing strategy. <p>3.4 Pilot testing of the program strategy and materials will need to take place, with intended implementers (employers) and recipients (young people/the unemployed).</p> <p>3.5 The growth sector focussed on may be ICT, Business Services, Creative industries/digital media, Advanced Engineering/Manufacturing or possibly Retail and Hospitality.</p> <p>3.6 The pathway, created by a focus group of business people and education partners (post primary schools and Belfast Metropolitan College), may include:-</p> <p>→ Charter/Work inspiration¹ experiences for a cluster of schools (typically 15-17 year olds);</p> <p>→ Development of bespoke programmes delivered by business people and education partners focussing on the sectoral skills identified to involve young people and long term unemployed (involving Business Class² intervention, catering for 11-18 year olds).</p> <p>Inclusion in short interventions as included in Objective 2 to build on the skills base developed, programmed over one year.</p>	<p>Sector based intervention</p> <p><u>Year 1</u> – agree sectoral focus, appoint lead, establish sub-forum to include delivery partners and produce initial proposal and targets;</p> <p><u>Year 2</u> - develop ‘joined up’ programme;</p> <p><u>Year 3</u> – deliver programme against agreed targets.</p> <p>The pathway intervention created will represent a best practice model that can be applied to any cluster group of business, delivery and education partners - focussing on any sector.</p>

¹ Charter Work Inspiration

Established in 1999 and funded by the Department of Education NI, the Charter Work Inspiration programme reduces the administrative burden of work experience for employers and encourages them to offer meaningful placements and career inspirations. Working with the schools, Charter ensures fairness, equality of access and work experience opportunities for all, particularly trying to improve access for those children from less privileged backgrounds. Charter works with employers, to ensure that students' vocational interests and career choices are matched to their work placement or inspiration. In addition to helping employers plan and manage their work experience provision, Charter also offers advice on insurance, indemnity and health and safety issues.

² Business Class (son of BITC earlier intervention 'Adopt a School')

Business Class enables businesses to make a more meaningful, sustainable and long-lasting difference to schools. Inspired by the successful development of Business Class partnerships in schools in England, BITC NI introduced the project to NI, creating a cluster of five schools in Belfast, each of which have been partnered with a local business for support over a three year period. One year on and these partnerships are growing and deepening, each in its own unique way. Head Teachers drive the agenda, determining, through a detailed needs-assessment process, their priorities for their business partner across four areas: *Leadership and Governance, The Curriculum, Enterprise and Employability and Wider Issues*.

Business Class aims to overcome short-term and piecemeal business and school engagement by developing a strategic action plan of activity by which both schools and businesses can measure engagement and impact. With its strategic cluster approach, the project is bringing about a sea change in the way businesses work with post-primary schools. Each school and business partnership forms part of a localised cluster involving a diverse range of businesses. The cluster meets each term to share ideas and best practice, identify common challenges and develop effective interventions. Building on the success of our Belfast Business Class cluster, our vision is that schools in disadvantaged areas across NI will have access to long-term, strategic and sustainable support from BITC's member firms.

This page is intentionally left blank

Appendix 2

Employers' Forum – current membership (at November 2012)**Board members**

Bombardier Aerospace	Michael Ryan (Chair)
Business in the Community	Deirdre Timoney (Director)
Belfast City Council	Jill Minne
Belfast Health and Social Care Trust	Joan Peden
Belfast Metropolitan College	Michelle McCaughley
Bombardier Aerospace	Alec McRitchie
Bombardier Aerospace	Carol Phillips
Delta Print & Packaging	Fergal Doyle
Energy & Utility Skills	Ronnie Moore
FG Wilson Engineering	Patricia Greene
Henderson Group	Emma Gibson
Lagan Construction Group	Kevin Anthony Lagan
Lloyds Banking Group	Alison Thornbury
Northstone NI	Jim Leitch

Wider participants/supporters

Diageo
 Farrans Construction
 Firstsource
 Gilbert Ash
 Graham Construction
 H & J Martin Limited
 HCL
 ISL Waste Management
 J Sainsbury
 JP Corry Ltd
 LBM
 McLaughlin & Harvey
 Montupet
 Mount Charles Catering
 O'Hare & McGovern
 Phoenix Natural Gas
 Ryobi
 Teletech
 Tesco
 Wastebeater
 Whitemountain Quarries

It was agreed that this membership needs to be revisited to include representation from priority skills areas.

This page is intentionally left blank



Report to:	Development Department
Subject:	Cooperatives project – EU funding proposal
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	At the 17 April 2012 meeting of the Development Committee, Members were informed of an opportunity for Belfast City Council to become part of an EU funding application under the INTERREG programme for a project focused on the potential of co-operatives as a complementary approach to economic growth.
1.2	At that meeting, Members agreed that Belfast City Council should register its interest in being a partner in the proposal. It was also confirmed that, should the bid be successful in attracting funding, a report would be brought back to the Committee at a future date to confirm any resourcing commitments required as part of the project.
1.3	The funding application was submitted in May 2012. The lead applicant has recently been advised that, although the application was not successful in that funding round, the concept was considered to be worthy of further development. It was therefore recommended that the application be re-worked and submitted to the funding secretariat by end January 2013.

2	Key Issues
2.1	The “Co-op Grow” project is one of a number of projects that have been advised to carry out additional development work and re-submit their projects for consideration in January 2013. The total value of all the competing bids is €25million and there is up to €6million remaining funds available under this measure. This is the last time that a call for projects will be launched as the expenditure has to take place between 2013 and 2015.
2.2	Cooperatives are defined as “autonomous associations of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise”. As such, they represent a collective approach to the risk and reward associated with enterprise.

2.3	As a business model, cooperatives are recognised as being resilient in challenging economic conditions. The key distinguishing factor that co-operatives have is that they have members, not shareholders, which make decisions democratically. Members of the cooperative are simultaneously owners of the enterprise and beneficiaries of the enterprise activity.
2.4	While cooperatives are widely found in many parts of Europe, there are limited examples of cooperatives in Northern Ireland, outside of a number of well-known agricultural cooperatives and, to some extent, credit unions. In 2011, Cooperatives UK reported the existence of 239 cooperatives in Northern Ireland generating a total turnover of £0.9bn. The number of cooperatives within the UK has been experiencing growth in the since 2008 with 2010 being particularly favourable with growth for the UK sector of 9.2%.
2.5	<p>The Co-op Grow project involves four work packages including:</p> <ul style="list-style-type: none"> - <u>Work package 1: From best practice to next practice in cooperatives and policies</u>. Partners will pool their relative experiences of policy and practice in cooperatives to get an overview of the perspective across the North-west Europe area - <u>Work package 2: The proof of the pudding</u>. Partner regions will have the task of establishing a target number of cooperatives in their respective areas and exchange of practice between cooperatives will be supported - <u>WP 3: Regional funding</u>. Regional partners will considers public support mechanisms to encourage greater development of cooperatives - <u>WP 4: Transnational community of cooperative learning</u>. This will be a summary of the learning from all cooperative experiences with a toolkit for best practice.
2.6	The key partner in Belfast will be Trademark. Trademark is a an official partner of the Irish Congress of Trade Unions (ICTU) and sits on the board of the Northern Ireland Cooperative Forum, representing a nascent worker and social cooperatives sector in Northern Ireland. It has been involved in the establishment of 8 new cooperatives in Northern Ireland in 2012, equaling the same numbers created in the previous nine years. Trademark is also a founding member of the Worker Cooperative Network www.workerscooperativenetwork.org established at a Trademark sponsored and facilitated event in Belfast in 2012.
2.7	The other partners in the project are Limerick City Council/University of Limerick; Sheffield Hallam University; Belgium Cooperative Group and Chrysalide (a French cooperative group). The project is being led by the Dutch Ministry of Industry.
2.8	If Belfast City Council was to take part in the project, the learning could be used to inform the local enterprise support offer – particularly given the Council’s enhanced role in this regard post-2015.
2.9	In order to minimise the resource implications, the Council could participate in the project as an “observer”. This would mean that we engage in the learning but are not expected to undertake specific elements of practical work. This would appear to be the most appropriate role for the Council, given that we have no practical involvement in cooperatives at this stage.

2.10	As an observer, the Council could expect to have 50% of any costs associated with participation reimbursed (for travel expenditure/other overheads). Some element of staff time could be included as part of the match funding.
2.11	At this stage, the final programme is still being developed and therefore the final financial and staff resource commitment of any council participation has not been confirmed. If the Council wished to proceed, it would be possible to set an upper limit on both staff time and cash resources available for the scheme.

3	Resource Implications
3.1	The resource implications will depend on the role that the Council undertakes in this project and the extent of any engagement. As an observer, there will be some element of both staff and cash resources, although these cannot be confirmed at this stage.

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

5	Recommendations
5.1	Members are asked to note the intention to re-submit the Co-op Grow project and to consider whether Belfast City Council should go forward as an observer on this project.

6	Decision Tracking
A report on the final funding decision will be presented to the Committee in May 2013, should Members agree to Council involvement in the scheme.	
Timeframe: May 2013 Reporting Officer: Shirley McCay	

This page is intentionally left blank



Belfast City Council

Report to:	Development Committee
Subject:	Shopmobility
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Shopmobility Belfast is a charitable organisation employing 10 staff which provides access to mobility equipment such as electric scooters and wheelchairs. The service is available to anyone who has accessibility issues including people with disabilities, older people and those with temporary mobility difficulties;
1.2	The organisation is based at a number of locations in the city and it also provides an outreach service at events such as Rose Week and the Balmoral Show. The organisation has also placed a number of scooters at Belfast Zoo and in Ormeau Park.
1.3	Council have provided support to Shopmobility as part of the Council's Economic Development Strategy since 1995 towards the ongoing development and operating costs of Shopmobility including rental of city centre premises, marketing and promotional materials, and the purchase of a mobility unit and minibus. Until 2008, Council was able to secure 50% of costs associated with the support from the European Regional Development Fund;
1.4	In August 2010, a report was presented to Development Committee to advise of a written request for funding from Shopmobility for a contribution of £25,000 towards its running costs for the year. At this stage the Committee agreed to approve the funding, subject to Shopmobility being advised that no direct financial support would be provided in future by the Development Department. This was subsequently approved at the Council meeting with the proviso that a future report be brought forward with future funding options for the organisation;
1.5	In March 2011, a report was presented to the Development Committee containing a number of options for the future funding of Shopmobility. Two options were presented: <ol style="list-style-type: none"> 1. To adhere to the original August 2010 decision; and 2. To explore opportunities to support the organisation through a legal agreement with Belfast City Centre Management (BCCM) to undertake a piece of work related to City Centre accessibility.

1.6	It was also noted at this meeting that other organisations throughout the City provided similar services, and, should the Council continue to provide direct funding to Shopmobility on an arbitrary basis, it could leave it open to legal challenge.
1.7	Committee subsequently agreed to option 2, however the BCCM Board confirmed that they believed the services to be provided were not proprietary and that, potentially, an organisation other than Shopmobility could provide these services.
1.8	Shopmobility – and one other organisation – responded to this tender and following an assessment process the contract was subsequently awarded to Shopmobility. This contract was administered through BCCM.
1.9	Shopmobility also receive small levels of financial support from other Council departments, principally Parks & Leisure, for work undertaken in City Parks and at major events.
1.10	Recent research conducted by Shopmobility suggests that customers of their service make 6400 visits to the City Centre annually, accompanied by 2 friends/family members and collectively spend approximately £960,000 within the retail and hospitality sectors.
1.11	A number of other Councils across Northern Ireland currently fund Shopmobility in their respective areas. These include Lisburn (£1,000 per annum), Carrickfergus (up to £5,000 per annum) and Cookstown (£1,500 per annum). Both Lisburn and Carrickfergus fund Shopmobility through their respective Small Grants Schemes whereas Cookstown Borough Council provide an annual in-kind contribution to Shopmobility by hosting them rent free in the Burnavon Arts centre.

2	Key Issues
2.1	Shopmobility have approached the Economic Development Unit (EDU) for a contribution towards their running costs for the 2012-13 financial year of £45,000 out of a total of £269,000. Other sources of funding include DRD (£120,000), Belfast Health Trust (£28,000) and the Titanic Signature Building (£6,500). A copy of the budget is enclosed for Members' attention;
2.2	Advice from Legal Services indicates that funding can be provided under the 2002 Miscellaneous Provisions Order. However, the advice also suggests that if there are any other organisations who could undertake the same sort of service as Shopmobility, any direct payment to them may be challengeable.
2.3	In previous years the request has been for between £20,000 and £25,000.
2.4	In light of the legal advice presented, a number of options have been identified and are presented for Members' consideration: <ol style="list-style-type: none"> 1. Do not accede to the request for funding; 2. Agree to providing funding of £25,000 in line with the level of support provided in recent years; 3. Agree to meet the full requested amount of £45,000; and 4. Development of a contract for city centre accessibility services. Please note that a contract for services would be subject to a public procurement exercise either through a quotation or a tender with no guarantee that Shopmobility would be successful.

3	Resource Implications
3.1	The resource implications vary depending on which option is preferred: <ul style="list-style-type: none"> 1. No resource implications; 2. A commitment of £25,000 would be required; 3. A commitment of £45,000 would be required; 4. A commitment of up to £45,000 would be required in addition to staff time to oversee the procurement process and the project's implementation.
4	Equality and Good Relations Considerations
4.1	Legislation and good practice will be adhered to with the proposal making a positive contribution to equality and good relations by enhancing access to the city centre for those with accessibility problems.
5	Recommendations
5.1	Members are asked to consider the options provided and provide guidance on the preferred option.
6	Decision Tracking
There is no decision tracking attached to this report.	
7	Key to Abbreviations
DRD – Department for Regional Development	
8	Documents Attached
Appendix 1 – Shopmobility Budget 2012-2013	

This page is intentionally left blank

Shopmobility Belfast								
Income and Expenditure Account (budget)								
1st April 2012 to 31st March 2013(October2012)								
						Budget	Applied for	Secured
Income								
	Belfast City Council					45,000	45,000	0
	DRD					120,000	0	120,000
	Lloyds TSB					5,000	5,000	0
	Wheelchair Hire/Scooter Hire					10,000	10,000	0
	Belfast Health Trust					28,000	0	28,000
	Donations/Invoices/Services					16,000	8,000	8,000
	Santander					10,000	0	10,000
	Park Centre					5,500	0	5,500
	Connswater Shopping Centre					0	0	0
	Belfast Parks Grant					2,000	0	2,000
	Titanic Experience					6,500	0	6,500
	CTA Road Safety Grant					8,000	0	8,000
	Black Santa					500	500	0
	Employment Grants					7,500	0	7500
Total Income						264,000	68,500	195,500
Expenditure								
	Staffing Costs							
		Salaries				160,000		
		Training				500		
		Volunteers Exp				6,000		
		Travel & subsistence				200		
	Premises & Equip Costs							
		Rent				54,000		
		Insurance				7,500		
		Electric & Gas				5,000		
		Repairs & Maintenance				3,000		
		Minibus/Bus Running Cost				3,000		
		Equipment Repairs				5,000		
	Running Costs							
		Printing, Postage, Stationery & Promotional				3,000		
		Telephone & Broadband				4,600		
		Recruitment				200		
		Audit and Accounting				5,000		
		Computer software				2,000		
		Depreciation				10,000		
Total Expenditure						269,000		
Surplus / (Deficit)						(5,000)		

NOTES; INCOME AND EXPENDITURE OUTSIDE BELFAST CITY COUNCIL'S REMIT HAS BEEN TAKEN OUT OF BUDGET

This page is intentionally left blank



Belfast City Council

Report to:	Development Committee
Subject:	Culture and Arts Small Grants
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	As Members will recall, the Development Committee approved the Cultural Framework for Belfast 2012–15 in September 2012. The Cultural Framework contains details of new funding schemes to support the successful delivery of the strategy. These include:
1.2	<u>Arts and Heritage Project Funding</u> This fund replaces the Rolling Programme, which awarded grants of up to £3,000 to innovative arts and heritage projects.
1.3	To date in 2012/13, Rolling Programme has supported 19 projects. It is projected that these projects will engage 1,598 participants and reach an audience of 39,226. £31,490 has been allocated to date, and the amount remaining in the budget is £17,800.
1.4	<u>Community Festivals Fund</u> Belfast City Council accepted the commission from the Department of Culture, Arts and Leisure (DCAL) to administer the Community Festivals Fund in the Belfast area. The fund is 50 per cent funded through DCAL and 50 per cent through Council revenue. At the Development Committee in August 2008, Members agreed to delegate the authority to award grants under this fund to the Director of Development.
1.5	The Community Festivals Fund invites applications from arts, heritage and community organisations that are planning a community festival in Belfast. The primary aim of the fund is to increase the capacity of festival providers, and it also supports the cost of festival programming, such as exhibitions, family days, historical talks and concerts.
1.6	In 2012/13, £146,000 has been invested in 37 festivals through the Community Festivals Fund. Fourteen festivals have or will (by March 2013) take place in the city centre; 11 in South Belfast; 5 in West Belfast; 3 in North Belfast; 3 in East Belfast; and 1 in Shankill.

1.7	It is projected that these festivals will engage 54,295 participants and reach an audience of 475,680. There is no money left in the Community Festivals Fund budget for 2012/13.
-----	---

2	Key Issues
2.1	Arts and Heritage Project Funding and Community Festivals Fund will open on 3 January and close on 1 February 2013. The maximum grant available under each scheme is £10,000.
2.2	These grants will be administered by the Central Grants Unit supported by the Tourism, Culture and Arts Unit. The grants will be widely advertised in local newspapers, on the Council and partner websites and through mailing lists. There will also be a series of information surgeries in venues across the city.
2.3	<u>Arts and Heritage Project Funding</u> Arts and Heritage Project Funding is for one-off projects that are innovative and/or will support organisational development.
2.4	At the Development Committee in April 2008, Members agreed to delegate authority to the Director of Development to award grants under the Rolling Programme. Members are requested to also delegate authority to award grants under Project Funding to the Director of Development.
2.5	An amount of £160,000 is included in the 2013/14 draft budget estimates.
2.6	<u>Community Festivals Fund</u> DCAL's contribution to the Community Festivals Fund 2013/14 is subject to the outcome of the central government budget consultation. Confirmation of their subvention is expected by March 2013. £74,000 is included in the Department's budget estimates for 2013/14.
2.7	No funding will be approved prior to confirmation of an offer from DCAL and ratification of the 2013/14 budget estimates.
2.8	Members are requested to continue delegating authority to award grants under Community Festivals Fund to the Director of Development.

3	Resource Implications
3.1	<u>Financial</u> Funding is included in the Tourism, Culture and Arts Unit's draft budget estimates for 2013/14.
3.2	<u>Human Resources</u> This will be covered within the work programme of the Tourism, Culture and Arts Unit.

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 <ol style="list-style-type: none">1. Note the contents of this report, and2. Agree to delegate authority to the Director of Development to award grants under the Arts and Heritage Project Fund and Community Festivals Fund

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

7	Key to Abbreviations
DCAL - Department of Culture Arts and Leisure	

This page is intentionally left blank



Report to:	Development Department
Subject:	Cultural Framework: Attracting Audiences
Date:	4 December 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Members will be aware that 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	<p>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:</p> <ul style="list-style-type: none"> 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	<p>The brief would include:</p> <ul style="list-style-type: none"> - 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	<p>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.</p>

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.

6	Decision Tracking
Following appointment, an action plan will be brought to Committee in Spring 2013 for approval.	
Timeframe: Spring 2013	Reporting Officer: Shirley McCay

This page is intentionally left blank