

Development Committee

Tuesday, 29th January, 2013

MEETING OF DEVELOPMENT COMMITTEE

- Members present: Alderman C. Stalford (Chairman);
the High Sheriff (Councillor Kingston);
Alderman Ekin and Stoker;
Councillors Austin, Hendron, Hussey, Keenan, Kelly,
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;
Ms. C. Taggart, Community Services Manager; and
Mr. B. Flynn, Democratic Services Officer.

Declarations of Interest

No declarations of interest were reported.

University of Ulster

A Member reminded the Committee that, at its meeting on 15th January, it had received a presentation from representatives of the University of Ulster regarding its plans to redevelop its existing campus in York Street. He pointed out that the Committee had expressed concern that a delay had been encountered in the processing of the University's planning application by the Planning Service and it had been agreed that a letter be forwarded to the Minister for the Environment, Mr. Alex Attwood M.L.A., highlighting the Committee's concerns and requesting that any issues outstanding be resolved at the earliest opportunity to enable the application to be considered by the Council's Town Planning Committee. He suggested that, in addition to the letter to the Minister, a press release be issued by the Council to highlight the concerns which had been expressed regarding the delay.

The Committee agreed to this course of action.

Arts Council of Northern Ireland

The Committee was reminded that, at its meeting on 20th November, it had agreed to extend to representatives of the Arts Council of Northern Ireland an invitation to discuss issues relating to the future promotion of the arts in the City. It was reported that Ms. R. McDonough (Chief Executive), Mr. N. Livingstone (Director of Strategic Development) and Ms. N. McKinney (Director of Arts Development) were in attendance and they were admitted to the meeting and welcomed by the Chairman.

Ms. McDonough thanked the Chairman for the opportunity to address the Committee and indicated that the Arts Council looked forward to working with the Council

to promote the arts in Belfast. She welcomed the Council's commitment to support the arts and referred specifically to the 'per cent for art' initiative which the Council had endorsed in October, 2012. She stated that one of the primary aims of the Arts Council was to work with other parties to establish a dedicated museum for the arts in Belfast. Such a museum would act as a catalyst for regeneration and tourist development, particularly if it were to be located in an area of disadvantage. She made the point that the Arts Council would be content to explore the feasibility of entering into a memorandum of understanding with the Council to promote art in the City and that she would welcome the establishment of a multi-agency working group which could address the options which existed for the establishment of a dedicated arts museum.

After discussion, during which the representatives from the Arts Council answered a range of Members' questions it was noted that a report in respect of the future working arrangements between the Council and the Arts Council would be considered in due course.

Belfast City Centre Management

The Committee considered the undernoted report together with an associated business plan for Belfast City Centre Management for 2013/2014:

Relevant Background Information

- 1.1 Members will be aware that Belfast City Centre Management (BCCM) made a presentation to the Development Committee on 21 February 2012 outlining their proposals for the delivery of year 2 of a two year business plan (2011-2013).**
- 1.2 Members agreed to make a financial commitment of £190,000 towards the work programme for the year.**
- 1.3 At the 15 January 2013 meeting of the Development Committee, Members agreed to a presentation from BCCM on their plans for the coming financial year, along with a funding request to support the programme of work.**

2 Key Issues

- 2.1 BCCM have developed a draft action plan for the coming financial year and this sets out the range of activities to be undertaken in the course of the year, along with the associated budget for the delivery of this programme of work.**
- 2.2 The action plan involves a series of activities which are coordinated through three working groups, namely: public space management; a safer city and economic performance**
- 2.3 Each working group is responsible for the development and delivery of an activity plan which includes targets,**

measurements and resource allocation. Quarterly reports outlining progress against target are presented in order to release the next tranche of funding.

- 2.4 The work of the organisation is wide-ranging and crosses a number of departments and services, principally within the Development and Health and Environmental Services Departments. The Director of Environmental Health chairs the Public Space Management group while the Director of Development and Head of Economic Initiatives – along with Elected Members – are represented on the board. Other officers across the Council are also represented on other working groups.
- 2.5 The proposed budget for the year totals around £616,000, the majority of which relates to staff costs and overheads. The budget also assumes additional income from other public and private partners, principally Department for Social Development (DSD) - £155,000 and private sector contributions (directly and through Belfast Chamber of Trade and Commerce (BCTC) - £119,000.

3 Resource Implications

- 3.1 BCCM is seeking a financial contribution of £190,000 towards their total running costs of £616,000 for the financial year 2013/2014.

4 Recommendations

Members are asked to:

- Note the BCCM action plan and annual budget forecast 2013-2014, attached
- Note and approve the funding request for £190,000 core funding in the coming year
- Agree that, if the funding is approved, officers should work with the management team at BCCM to further refine the work of the organisation, to ensure compliance with wider Council policies and to support the delivery of Council objectives.”

It was reported that Messrs. A. Irvine and B. McGivern, representing Belfast City Centre Management, were in attendance and they were admitted to the meeting and welcomed by the Chairman.

Mr. Irvine provided an overview of Belfast City Centre Management and how it had met its targets in delivering additional services which had contributed to a cleaner, safer, vibrant and accessible City centre. He reviewed how the organisation had

implemented a range of cost efficiencies and how it had provided a valuable link between the private and public sectors. He then reviewed the areas for future development which had been identified and indicated that the organisation would wish to work in partnership with the Council in delivering a valued service which would enhance further the image of Belfast.

After discussion, it was

Resolved – That the Committee agrees to adopt the recommendations within the report and to provide funding in the sum of £190,000 to Belfast City Centre Management for the financial year 2013/2014. In addition, the Committee agrees that officers would submit a detailed report to the Committee on Business Improvement Districts (BIDs) in the near future.

City-wide Employability Support

The Committee considered the undernoted report:

“1 Relevant Background Information

- 1.1 Members will be aware that, in April 2012, approval was given to support the work of West Belfast and Greater Shankill Employment Services Board (ESB) for a period of 9 months, to end of January 2013. The cost of the work was £58,500 and a work programme for the period was drawn up, focusing on supporting the Council in some of its employability-related activity.**
- 1.2 This was the third tranche of funding that ESB had received from the Council to support employability-related activity. In March 2011, a request for £15,000 interim funding was made as the organisation expected to receive funding under the proposed Social Investment Fund (SIF). By June 2011, the funding still had not been released so ESB made a further request for an additional 6 month’s funding (£30,000), again in anticipation of SIF support. In the period January-March 2012, the organisation received funding from a private sector sponsor.**
- 1.3 Members will be aware that SIF funding has not yet been allocated and that all work to be undertaken must be publicly tendered. That being the case, ESB has not been able to identify another source of funding for its activities so the organisation has approached the Council to request funding for a one year programme of work.**

2 Key Issues

- 2.1** Members may be aware that the Employment Services Board (ESB) was established in 2001 as part of the West Belfast and Greater Shankill Task Forces. Along with the Employers' Forum (managed by Business in the Community (BITC)) and the Jobs Assist Centres (JACs)), it was intended that they would provide a support framework for developing targeted initiatives to help those furthest from the labour market to find employment.
- 2.2** ESB was funded by DETI and DEL initially to perform a range of functions but, since March 2011, it has had no core funding and has been seeking support from a range of sources.
- 2.3** ESB is a stakeholder organisation, bringing together a range of organisations including the Area Partnership Boards for West Belfast and Greater Shankill; Belfast Trust; Department for Employment and Learning (DEL); Social Security Agency; training organisations and the Employers' Forum. Belfast City Council is also represented at both officer and Member level.
- 2.4** Since April 2012, ESB has carried out a number of city-wide activities on behalf of the Council under a Service Level Agreement (SLA), at a cost of £58,500. These included:
- Assisting Council in the creation of model to maximise the impact of internal work placements, apprenticeships and internship opportunities on key target groups
 - Maximising volunteering opportunities presented by investment in festivals, cultural & arts initiatives and major city events.
- 2.5** ESB also carried on a range of additional activities targeted at the west Belfast and Shankill areas specifically, including employability support for the Neighbourhood Renewal Partnerships (NRPs) in those areas.
- 2.6** Members will recall that, at the 16 October 2012 meeting of the Development Committee, a proposal to support the work of the Employer's Forum – in conjunction with DEL and private sector partners – was endorsed. An annual work programme was approved at the 4 December 2012 Development Committee and the annual funding contribution of £25,000 towards this work was approved – to be matched by DEL and private sector contributions. The Employers' Forum – like the Employment Services Board – was created by the Task Forces and therefore had a specific focus on opportunities in west Belfast and

Shankill. The Forum is now operating on a city-wide basis but employers are committed to maintaining a focus on the areas of the city where targeted interventions are required.

- 2.7 In developing the programme of work, employer representatives on the Employers' Forum suggested that they supported a "dual structure" of employer representatives and employability stakeholder bodies as they considered that this had functioned well in the case of the work in west Belfast and Shankill (role that had previously been performed by ESB). As such, they said that they would find it useful to engage with a forum where employability bodies (statutory bodies/providers) could be brought together to find practical solutions to challenges that they presented.
- 2.8 The Employment Services Board has indicated that they would be keen to carry out this function, building on the work that they carried out in the west Belfast and greater Shankill area. However, at this stage, the Employment Services Board does not have access to any additional financial resources as the Department for Employment and Learning (DEL) has suggested that it is not prepared to fund the organisation. As such, Belfast City Council would have to fund 100% of costs.
- 2.9 Members will recall that, as part of the Investment Programme, a commitment has been made to create a citywide employability and skills group. A number of meetings have taken place recently involving DEL; Office of the First and Deputy First Minister (OFMDFM); Social Security Agency; Invest NI and Department for Social Development (DSD) to gain consensus around the citywide model and to begin to prioritise activities. In parallel, OFMDFM is in the process of rolling out the Social Investment Fund and one of the priority areas of activity is "Pathways to Employment". Steering groups have been established in the north, south, east and west of the city. These groups have now prioritised a range of employability activities which will be developed and implemented in the coming years. Belfast City Council representatives on each of the groups have been keen to endorse the notion of city-wide schemes where possible, particularly on the employability theme.
- 2.10 As a result, the Council recognises the need for strategic-level engagement of statutory partners in order to gain consensus on the key employability challenges for the city and to prioritise and develop activity which will support the city's economic growth and target those furthest from the labour market. In taking this function forward, there are two options:

Undertake the function internally, using staff resources, ensuring an appropriate level of commitment to take account of the intensive range of engagement, development, collaboration and leadership required for this function

Commission an external organisation – such as the Employment Services Board – to undertake the work, based on a contract for services/service level agreement.

2.11 Members should be aware that advice was previously sought from Legal Services in relation to the council's support for ESB. At the 27 June 2011 meeting, the Legal Services Manager outlined the Committee's options to provide funding under the special powers set out under Section 37 of the Local Government Finance Act (Northern Ireland) 2011. Key stipulations of this act include:

- 1. The Council has the power to incur expenditure, subject to it being satisfied that a direct benefit will accrue and that the benefit will be commensurate with the payment made;**
- 2. The Council must objectively assess that there will be a direct benefit in terms of the objectives of the organisations as opposed to contributing to the running costs.**

2.12 Therefore, if Members wished to commission an external organisation to carry out this work, consideration may have to be given to undertaking a procurement exercise for this work.

2.13 Following a meeting with Employment Services Board, indicative costs for the city-wide stakeholder engagement work were provided. Based on one Member of staff and administration support, ESB suggest that the service would cost around £95,900 (if they were to provide this service). Adding in another development officer to support the work would bring the costs to around £133,000.

2.14 If the Council was to carry out this function directly, it would involve allocating a member of staff (likely at level PO3 – annual costs around £40,000) with some administrative support – total costs likely to be in the region of £50,000 annually.

3 Resource Implications

3.1 Financial

The costs for this service depend on the decision as to how it should be delivered – estimated costs for internal delivery are around £50,000 per annum with estimates for external delivery (as provided by ESB) in the region of £95,900.

3.2 Human Resources

Will depend on how work is commissioned: if the work is led internally, it will involve one Economic Development Officer and some part-time administrative support: if it is carried out externally, it will involve some project management by an Economic Development Officer.

4 Recommendations

4.1 Members are asked to:

Consider the proposals for the stakeholder engagement work – in tandem with the employer engagement activity – and decide the preferred approach (internal/external delivery), taking account of costs and legal services' advice on commissioning.”

After discussion, the Committee agreed that the Council should seek to provide the service on an internal basis and that an Economic Development Officer, which the Council was in the process of appointing, would be tasked to undertake the stakeholder engagement work as outlined.

'Backin' Belfast Animation Campaign

The Committee considered the undernoted report:

“1 Relevant Background Information

1.1 Members will be aware that in response to the current downturn in trade in the city, Belfast City Council has been working with Belfast Visitor and Convention Bureau and other stakeholders to develop an immediate campaign to drive footfall into Belfast.

1.2 The Backin' Belfast campaign involves the delivery of a £600,000 multi-layered, high impact marketing programme which will utilise all available platforms including: Radio, TV,

Bill Boards, building wraps, posters, social media promotions, advertising as well a sustained PR campaign.

1.3 The campaign will run over the following proposed phases:

Phase One:	
18 January – 3 February	Concentration – Evening Economy Animating spaces to encourage footfall into pubs, restaurants as well as enhancing the existing offer.
Phase Two:	
4 February – 17 February	Concentration – Evening Economy, Retail, Hotels (Valentine’s Day Focus) Broadening the campaign to animate spaces to encourage Valentine’s Day spend during day and evening: objective to encourage footfall into retail, pubs, restaurants as well as enhancing the existing offer.
Phase Three:	
18 February – 31 March	Broadening the campaign to animate spaces to encourage springtime spend during day and evening: objective to encourage footfall into retail, pubs, restaurants as well as enhancing the existing offer.

2 Key Issues

- 2.1 To complement the marketing campaign and help strengthen the product on the ground, Belfast City Council is investing in the delivery of a £250,000 programme which will include both indoor and outdoor events and animation. Animation will include live music in public spaces, theatre entertainment, colourful and vibrant carnival programming, animal farms, artisan food sampling, free tours, sports activity and flashmob type dance and music. Following an immediate two week programme there will be a further four week programme which will include a range of initiatives such as themed weekends, cultural nights, foodie weekends and bite size restaurant/music/art events.
- 2.2 To further support the private sector investment it is proposed to offer a programme of additional entertainment or special events to increase footfall and spend. This programme will upscale existing product and create unique experiences that will strengthen the Backin’ Belfast marketing and PR campaign.

- 2.3 Activity will take place every weekend 1 February – 31 March and will focus on the following times: Friday 4.30pm to 9pm, Saturday 12noon to 9pm and Sunday 1pm to 6pm. The following areas will be prioritised:

Outdoor

- Arthur Square/Street
- Bank Square
- City Hall Grounds
- Cotton Court
- St Anne's Square

Indoor

- Castle Court
- St George's Market
- Venues, bars, clubs and restaurants with indoor spaces which have entertainment licences
- Victoria Square

- 2.4 In order to ensure that the short-term animation programme complements the long-term Cultural Framework activity and funding streams, a process has been put in place to ensure that support is open and transparent. An Expression of Interest letter was 22 January to all Belfast based Culture and Arts clients, the Festivals Forum and venues. 41 Expression of Interest replies were received on 28 January and they are currently being assessed by a panel and scored in relation to the following criteria.

1. Vibrant, high quality, innovative programming which will increase civic confidence and pride
2. Ability to generate high footfall into the city
3. Demonstrate an impact on city businesses, and increase uptake of the retail and hospitality offer
4. Ability to deliver effectively within a tight timeframe.

- 2.5 Proposals will also support existing activity and be non-ticketed and not-for-profit.

- 2.6 To support the cultural programming a wider Steering Group has been established which will help to support the campaign directly and through wider stakeholder communications.

- 2.7 Supported activity will focus on key headline events for each weekend that are complemented by clustered animation. Belfast City Council is working closely with BVCB and Ardmore to ensure the animation is integrated into the entire Backin' Belfast campaign. Outdoor radio broadcasts will tie in with the animation locations and impact team schedules complementing the animation programmes.

- 2.8 **Belfast City Council has engaged with established partners such as Food NI who will support the campaign through food sampling and organising chef demonstrations – building on previous campaigns such as Great Belfast Food Week and more recently Belfast Restaurant Week.**
- 2.9 **Attached is the £25k programme of activity that took place from Friday 25 January 2013 through to Sunday 27 January 2013. We have instigated an immediate evaluation of this activity which will inform the dynamic campaign going forward.**
- 3 **Resource Implications**
- 3.1 **£250k from allocated Backin' Belfast campaign budget. Dedicated team from the T, C and A unit in partnership with the Events unit will deliver the programme along with external delivery resources.**
- 5 **Recommendations**
- 5.1 **To support the approach detailed in the report and agree the allocation of funding towards the programme.”**

The Committee endorsed the Action Plan for the campaign and authorised the expenditure as outlined.

Support for Local Traders affected by Disruption

The Committee considered the undernoted report:

Relevant Background Information

- 1.1 **Members will be aware of the concerns of many traders – both city centre-based and across the city’s neighbourhoods – at the impact of the recent protests and associated disruptions on their businesses. A number of requests for support have been received and officers and Members have met with a range of groups to gain an understanding of the key challenges and to consider what types of support may be required to help the businesses at this difficult time.**
- 1.2 **Members will be aware that the retail action plan for the current year was approved by the Development Committee on 17 April 2012. This included a range of business support, marketing and promotion and networking initiatives to support primarily local independent traders. A funding allocation of £210,000 was set aside for this work.**

- 1.3 There has been a significant interest in the establishment of new traders' groups in the course of the last year. At present, we are supporting 9 groups to undertake a range of activity. The groups are at varying stages of development but all have a collective interest in promoting and marketing their areas with a view to increasing footfall and spend

2 Key Issues

- 2.1 Traders across the city have raised their concerns regarding the challenging economic climate which has been exacerbated by recent demonstrations and disruptions. East Belfast particularly Newtownards Road, Albertbridge Road, Castlereagh Road, and Castlereagh Street have been affected directly by disruptions. Correspondence has been received from traders in the north of the city (Ardoyne Road and Cambrai Street) as well as the south (Lisburn Road).
- 2.2 At present, Belfast City Council is supporting three traders' groups in East Belfast: Belmont/Strandtown, Ballyhackamore and Castlereagh Street/Road. Two new traders' groups have just been established or are in the process of being established in the Newtownards Road and Holywood Arches areas and both are keen to work with the Council to become constituted bodies and be able to lever in resources to support their future activities.
- 2.3 East Belfast Partnership (EBP) hosted a meeting of traders in the area on 24 January 2013 and the trader representatives in attendance identified the key challenges facing them. At that meeting, representatives from Belfast City Council and the Belfast Visitor and Convention Bureau (BVCB) made them aware of the Backin' Belfast campaign and the opportunities to piggyback on this initiative. While there was a genuine interest in considering how this could work for their businesses and the wider localities, the traders also felt that targeted initiatives for that part of the city would be required.
- 2.4 They considered that a variation on the Backin' Belfast campaign would work for them: *Backin' East Belfast*. This would send out the message that this part of the city was still open for business. Rather than the focus on the evening economy and hospitality sector that was driving the Backin' Belfast campaign, they were keen to promote the message that the retail and services offering was still available and were keen to encourage local residents – not just tourists – to support

their local businesses. In tandem with this, they agreed that they would be interested in exploring how they could become involved in the wider Backin' Belfast campaign by promoting offers etc. and were keen that sound bites/video coverage from the east of the city would be used in this campaign.

- 2.5 The east Belfast trader representatives presented a range of ideas for a targeted campaign for their area, in parallel with the Backin' Belfast which would include:

Promotional materials (branded t-shirts/"A" boards/building wraps on large and/or derelict properties); Some street animation – although the representatives felt that this would not be appropriate for all areas.

- 2.6 The representatives also asked that Members be requested to look at a range of wider initiatives, including a hardship scheme (using the precedent of the flooding scheme) and consideration of how licensing conditions may be temporarily relaxed to allow additional events to take place in a range of alternative venues.
- 2.7 Members acknowledged the need for immediate support but were also concerned that those areas, in which activities such as street animation may not be appropriate at present, would not lose out on support at a future date.
- 2.8 The chairs of the respective trader groups in the area committed to meeting together regularly to coordinate their marketing and promotional campaigns in the future.
- 2.9 The groups were also anxious to ensure ongoing commitment from Belfast City Council. The retail support plan for the coming year is currently being developed – including an evaluation of the current activity – and this will be presented at a future meeting of the Development Committee.

3 Resource Implications

- 3.1 A targeted campaign for local traders in the east of the city in the short-term would cost up to £25,000. Additional monies may be required if support for other areas or activities is agreed.

4 Recommendations

Members are asked to:

- **Note the requests from traders across the city – particularly east Belfast – for additional support due to the general downturn and the impact of the current disruptions**
- **Note and approve the funding request for £25,000 towards a targeted campaign for the east of the city, to be undertaken in parallel to the Backin’ Belfast campaign**
- **Note the development of the future retail support plan, to be presented to an upcoming meeting of the Development Committee.”**

After discussion, the Committee agreed to accede to the funding request for £25,000 to assist in the undertaking of a targeted campaign in the east of the City and noted that a further report would be submitted in due course which would outline the options available to the Council to address requests which might be submitted from traders affected by disruption in other parts of the City.

York Street Interchange

The Committee was reminded that the Minister for Social Development, Mr. N. McCausland, M.L.A., had, on 6th December, 2012, outlined the Department for Regional Development’s Road Services preferred option for the redevelopment of the York Street Interchange. It was reported that the Department (DRD) had considered the option which had been chosen to be the most viable insofar that the following benefits would be accrued:

- It would remove a bottleneck on the strategic road network;
- It would deliver an affordable solution to reduce congestion on the strategic road network;
- It would improve reliability of strategic journey times for the traveling public;
- It would improve access to the regional gateway from the eastern seaboard transport corridor;
- It would maintain access to existing properties, community facilities and commercial interests;
- It would maintain access for pedestrians and cyclists; and
- It would improve separation between strategic and local traffic.

The Director outlined the Council’s role in the next stage of the redevelopment and consultation process and indicated that the concerns which had been raised previously

in terms of air quality, future residential development, together with connectivity to other areas of the City, would be addressed in due course.

The Committee noted the information which had been provided.

B-Team Project Pledge

The Committee was reminded that the Council was the Lead Partner in the European Regional Development Fund's INTERREG IVC project viz., 'B-Team', which sought to bring together practitioners and experts from different countries to address the problems associated with the regeneration of brownfield sites.

As part of the project, the partners sought to improve regional policies and to promote the development of vacant sites in each location. Practical exchange of knowledge took place during 'Brownfield Days' and the experience and lessons learned were collated and discussed at 'European Dissemination Events'.

The Director reported that the final B-Team conference had taken place from 7th till 8th November, 2012, in Seville. He indicated that the Council had signed-up to the 'Seville Pledge', which outlined the participants' commitment to revive and regenerate brownfield sites in their own particular cities. Subsequent to the Council signing up to the 'Seville Pledge', it was reported that officers had drafted a 'Brownfield Pledge' specifically for Belfast, a copy of which is set out hereunder:

Belfast Brownfield Pledge

In consideration of the regeneration and redevelopment proposals for brownfield sites the City Council pledges to pursue the following actions at a strategic level:

Leadership

1. To maintain a leadership role and ensure a proactive approach in promoting the utilisation of brownfield sites in the regeneration of the City, in line with the local development plans and the council's Investment Programme 2012-2015, and to work in direct partnership or collaboration with regional agencies and organisations.
2. To encourage the development of brownfield sites through a holistic manner that will provide for investment and employment opportunities for those who live and work in the city.
3. To explore the potential for the establishment of a database for brownfield sites throughout the City, similar to the National Land Use Database so that brownfield redevelopment can be managed, coordinated and tackled appropriately.

Sustainability

4. To promote sustainable urban living by supporting mixed uses, environmentally efficient initiatives and coherent neighbourhoods in and around brownfields integrating the social, environmental and economic potentials of the area.
5. To ensure greater support for brownfield redevelopment in City development plans and other related documents such as the proposed Masterplan. Strategic brownfield sites should be considered for different uses within the context of a common framework guiding their phased development.

Connectivity

6. Seek to ensure that the redevelopment of brownfield contributes to a well connected city by using environmentally efficient links, incorporating high quality designed public realms and open spaces complementing the sustainable development agenda of the City.

Strategic Policy

7. To continue the support for policies and practical financial incentives to attract appropriate uses of brownfields. To consider the use of flexible lease agreements and more flexible planning policy at the local level to address vacancy and under utilisation of sites and spaces.
8. To continue the role of the City Council in strategic retail policy seeking to protect the city centre role and reduce under-utilisation.
9. Support in sustainable parking strategy for Belfast City Centre and effective enforcement to prevent temporary car parks developing in brownfield sites to promote the use of land for other more sustainable uses.

Development Management

10. To highlight the importance of planning as a mechanism for the communication with developers

and consultees on key issues regarding the redevelopment of brownfields, particularly in relation to contaminated land. Manage environmental issues at the early stage in the development process. Develop and provide guidance to developers to enhance understanding of the challenges associated with its development.

Communication and Community

11. To recognise the importance of branding and communication in promoting brownfield sites and encouraging new uses. To promote activities that shall establish sites in the mental map of the city and its communities. Identify the opportunities for early wins that build trust, confidence and positivity.
12. To maintain and enhance awareness of political leaders, landowners, local communities in relation to the importance of brownfield regeneration and to ensure active engagement and participation through an active, inclusive and open approach to all stakeholders.
13. To support the potential for social clauses in development briefs for brownfield sites in order to respond to local community needs or aspirations, and to ensure that renewal of these sites addresses shared community benefits.

The proposal would be for the City Council to support the following actions at a site-specific level for the case study areas - 1) City Centre- Smithfield Market, 2) Springvale/ Forth River and 3) Gasworks- Northern Fringe subject to prioritisation, site specific approvals and timescales of development.

City Centre/Smithfield Market

1. Consider the support for the short term environmental improvements recommended by the B-Team partners such as the establishment of an urban boulevard (Millfield), considering changes to the car parking behind Smithfield market with the opportunity for more active uses such as outdoor market/urban gardens along with the green “hanging gardens” at Castle court and the promotion of local niche uses.

2. Review of buildings that could support potential for pilot student accommodation, explore 24h access through Castle court Shopping Centre and the enhancement of pedestrian links to local communities, as identified medium-term actions.
3. Consider the long-term vision of the Smithfield Market area as highly connected sustainable hub (bus, cycle, pedestrians) promoting mixed use based on existing character and the creation of strong vibrant city neighbourhood. Consider a bus rapid transit route improving connections to Smithfield & Union to the rest of the city.
4. Consider investigation of the policy gaps identified in the Brownfield scoping exercise and use the survey of the vacant spaces in the city centre to develop a strategic approach in brownfield regeneration.

Springvale/Forth River

1. Consider the various recommendations from European partners for redeveloping the Springvale/ Forth River area into mixed uses such as an activity hub, new residential area including live-work units for self-employed and eco-housing, recreational area and employment area as part of the ongoing engagement with the various owners.
2. Continue the engagement activity with the local community groups and key stakeholders to promote potential for the entire area as open and shared site providing services which meet local needs.
3. Create synergies with local and proposed uses (hold workshops for local people and businesses; encourage workforce to use whole site and explore potential for temporary use to bring activity and use to the space and access). Capitalise on the assets already in place and establish links to existing and proposed infrastructure (Belfast MET, E3, resource hub, and innovation centre).
4. Support proposals to enhance local community greenway and nature conservation; ensure linkages to existing greenway (phases of development – establish gateway/landmark; quality of development/design).

5. **Seek to ensure Council leadership in the redevelopment of the site which should link to the City Strategic Plans, and aspire to have one-site approach (DSD and Invest NI) with collaboration across government and other bodies for the management/ redevelopment of the area.**

The Gasworks- Northern Fringe

1. **Consider the various recommendations from European partners for redeveloping the Northern Fringe into mixed uses including the provision of a green corridor with anchor building, a shared space that allows for community and wider public uses and mixed commercial and residential developments.**
2. **To ensure that any shared and/or green space takes consideration of the built heritage of the Gasworks site and supports community aspirations for the site.**
3. **Development should contribute to the wider social and economic development objectives of the city.**
4. **Improve connectivity and the quality of public realm and consider possible pedestrian connections of the area to the Lagan towpath and the east bank of the river.”**

The Committee endorsed the contents of the Brownfield Pledge.

City Development Conference

The Committee noted the contents of a report which outlined the proposals for the holding of a City Development Conference at the end of March, 2013, and which had been approved by the Strategic Policy and Resources Committee at its meeting on 13th December, 2012.

Request to Extend Tenders - Event Equipment

The Director reported that the Council had, in early 2011, invited tenders for the provision of large-scale civic event production services viz., public address, staging and lighting. However, he pointed out that no suitable tender had been submitted in this regard. Accordingly, a new contract specification would be drafted and a revised tender issued for the service. Accordingly, the Director sought the Committee's authority to extend, for a period of four months, ending 30th April, 2013, the Council's existing arrangement with Production House Group to deliver the service, and that this would be

reviewed on a month-to-month basis until the tendering exercise had been completed and a suitable contractor appointed.

The Committee granted the authority sought.

Support for Sport Scheme

The Committee considered the following requests for assistance which had been received under the Support for Sport Scheme in relation to events and promotions and adopted the recommendations in relation thereto:

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Development Committee,
Tuesday, 29th January, 2013

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(Item 7a – Support for Sport Scheme).

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Belfast Community Investment Programme - Outcomes Framework

The Committee considered the undernoted report:

Relevant Background Information

- 1.1 The 'Belfast Community Investment Programme' (BCIP) is a new joint programme being established by Belfast City Council and the Department for Social Development (DSD) that will go to open call in October 2013. Initially it will offer one year contracts beginning April 2014 (with the expectation that this would move towards multi-annual funding arrangements from April 2015).
- 1.2 BCIP will bring together all of Community Service's existing grant schemes (Advice and Information, Capacity Support, Revenue and other small community grants) and combine them with the Belfast Regeneration Office's Neighbourhood Renewal funding for community development and the Voluntary and Community Unit's Community Investment Fund. This will create a single fund for the city in excess of £5million annually which will be managed directly by the council.
- 1.3 **Purpose of BCIP**

BCIP's aims to offer strategic support for Belfast's community development infrastructure and ensure that such infrastructure is capable of having a positive impact in communities. It aims to do this in a way that reduces bureaucracy for groups seeking funding; and provides all partners with an agreed approach to determining community development outcomes and measuring the impact of the work that is being supported.
- 1.4 This is based on the understanding that community development activity creates more resilient and adaptive communities. Evidence from Belfast and elsewhere shows that such communities can respond much more effectively to economic, social and environmental changes. It can help them address and respond to the worst effects of these changes and it sustains an environment that fosters initiatives and opportunities.
- 1.5 The programme is an investment (both through grant aid and developmental support) to ensure that Belfast has an effective city-wide community development infrastructure (i.e., the workers and volunteers, organisations, networks and buildings needed to sustain community development activity).

- 1.6 For public service deliverers, such as Belfast City Council and Government Departments, the existence of such an infrastructure is an important component in making sure that our services are designed and delivered effectively and efficiently. For example, it would be much more difficult for the council to deliver services such as our Renewing the Routes programmes or individual Employability, Community Safety or Health initiatives without the existence of strong community sector partners.
- 1.7 This infrastructure will become more critical as we begin to incorporate Community Planning or area-based planning approaches to our work. Evidence from cities which have adopted successful approaches to Community Planning (such as Dundee) has shown that the existence of a strong community development infrastructure is a pre-requisite for the establishment and delivery of Community Planning.
- 1.8 DSD's draft Urban Regeneration and Community Development Framework (which will form the basis of the transfer of urban regeneration and community development responsibilities to councils) echoes the strategic case for more cohesive and engaged communities. It highlights the importance of community development in the pursuit of Government policy aims and recognises the importance of strong community infrastructure to enable social and economic objectives to be achieved in more sustainable and efficient ways.

2 Key Issues

2.1 Delivering the project

BCIP is operating under a challenging time framework with the open call scheduled for October 2013. Since July 2012, when the Council and the DSD Minister agreed to move forward with BCIP, officers from both organisations have developed and instigated a substantial 15 month project plan. There are a number of major elements to the plan including:

- (Autumn 2012) Development of a shared outcomes framework to determine what BCIP should focus on and how we should measure our impact;
- (Winter 2012/13) The development of new grant strands that reflect the agreed outcomes;
- (Spring 2013) Development of grant administration, monitoring, and performance management systems;

- (Spring 2013 onwards) Transition support for the community sector to prepare them for the new programme and its delivery
- (Summer/Autumn 2013) Preparation for open call, assessment and grant recommendations

2.2 There was a commitment by partners from the outset to engage with the sector during the entire development phases of the programme in addition to a formal public consultation programme in the spring of 2013 and an Equality Impact Assessment.

2.3 Given the substantial workload and compressed time scales for the programme, DSD and the council have agreed to establish a project office (located in the Cecil Ward building from February 2013) which will bring together seven officers from both agencies to ensure delivery of the project.

2.4 The draft outcomes framework

There is a commitment by both the council and DSD to take an 'outcomes planning' approach to the development of BCIP. In other words we committed to first building agreement between partners and with the sector on the outcomes we wished to achieve and then working backwards to determine the likely activity and outputs that BCIP could support in order to contribute to these outcomes. For each outcome we also determine a basket of measures required to measure success.

2.5 The council's Community Development strategy provides the underpinning policy for the framework and is the basis for a common working definition of 'community development'.

2.6 The framework defines the impact that community development is expected to have in the city and identifies a basket of potential proxy indicators with which to measure this impact. These outcomes and their associated indicators will then form the basis of the design of the grant programme and its criteria. It will also be the basis for grant and programme monitoring and evaluation.

2.7 The framework proposes two 'strategic' outcomes for community development work:

1. Residents are active and involved
2. Communities are engaged and influential

2.8 Supporting these are three BCIP programme outcomes:

3. Community groups are more resilient and thriving

4. People have access to welcoming and inclusive community space
5. People have access to services and support.

Any new grant streams being designed under the BCIP programme will have to align to one or more of these outcomes.

2.9 A series of potential qualitative and quantitative indicators are identified in the attached report for each of the five outcomes (pages 18 to 22). These offer a way of measuring the impact of BCIP over time. Most of the indicator information would be collected through standard grant monitoring processes. However, a number would have to be gathered through additional evaluation processes or via survey techniques. Not all funded activities will need to report on all indicators.

2.10 At this stage the indicator set is 'best case' option for measuring BCIP. However, in practice it may prove impractical or too expensive to use the suggested set. Over the next period officers, will be working to establish an optimal set of indicators for the programme.

2.11 Once Members have considered the Outcomes framework and agreed on a final draft, the project team will begin work on the design of supporting grant stream that align with the agreed outcomes. It is likely that the strands will reflect three main areas of activity:

- Support for core community capacity;
- Support for community buildings; and
- Support for Generalist Advice and Information.

2.12 On the 6th February (at City Hall) the team are planning a public workshop for the community sector on the final agreed outcomes framework and a discussion on the nature of the final grant streams.

2.13 Member engagement

Following a second round of community engagement, officers will prepare a draft BCIP programme document which will describe proposals for new grant streams; indicative criteria and supported activity for each. This will be presented to Development Committee in March for approval along with plans for a twelve week public consultation and Equality Impact Assessment beginning April 2013. Following this consultation a final Equality-proofed programme document will be presented to Development Committee in June 2013.

- 2.14 During the summer of 2013 officers will be working to finalise the technical and administration processes required prior to the open call for applications in October. Community Development Officers from both the council and DSD will also be working with the sector to prepare them for the open call.
- 2.15 It is expected that the grant application and assessment process will be complete by February 2014 at which time recommendations for award of grants to groups will then be made to Development Committee.
- 2.16 Members of Development Committee had requested that in addition to this ongoing reporting that a new Member Officer Working Group be established to enhance Member engagement on BCIP. Given the demand on Members' diaries it has proven difficult to secure Party nominations for this new group and an initial meeting scheduled for December 2012 was postponed.
- 2.17 An alternative proposal is that the existing Community Planning Reference Group act as the reference group for BCIP. There is a strong strategic fit in this proposal as the Group already has a remit that includes the corporate Community Development strategy. This paper has also described the supporting role that community development is likely to play in any future Community Planning model and the Reference Group may help ensure that the final design of BCIP aligns with current thinking in Community Planning.

3 Resource Implications

- 3.1 Project costs for the development of BCIP are being jointly supported by Development Department and the Department for Social Development.
- 3.2 As part of the project plan officers will seek to establish the costs associated with the ongoing delivery of BCIP.

4 Equality and Good Relations Implications

- 4.1 The final form of the programme will have to be screened for its equality impact. This screening will be carried out as part of the project design. However, the project involves significant pre-consultation and engagement with the sector during the design stage.
- 4.2 The programme will be subject to a twelve week public consultation and a full Equality Impact Assessment in spring 2013.

5 Recommendations

5.1 Members are asked to:

- i. Note the progress on the project to date and the milestones towards the public consultation in April 2013.**
- ii. Consider and agree the draft outcomes framework and note the further work required on the associated indicator set.**
- iii. Note the plans for continued Member engagement on BCIP and consider the proposal that the Community Planning Reference Group act as the reference group for BCIP during its development stages.”**

The Committee adopted the recommendations.

World Cities Against Poverty - 8th Forum

The Director informed the Committee that the 8th Forum of the World Cities Against Poverty would take place in Dublin from 9th till 10th February. He explained that the Forum would examine how technology could be used to address urban poverty and to make cities safer and sustainable. He provided an overview of the keynote speakers, together with the range of topics which would be explored at the various sessions, and illustrated how the themes to be addressed would be relevant to the Council's strategic aims and objectives.

The Committee approved the attendance at the conference of the Chairman and the Deputy Chairman (or their nominees), together with two officers, and approved also the associated travel, accommodation, subsistence and conference fees, the cost of which was approximately £500 per delegate.

Submission of Minutes

Resolved – That, in accordance with Standing Order 12, the foregoing minutes be submitted to the Council for adoption at its meeting on 4th February.

Chairman