

Document Pack

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



16th May, 2013

MEETING OF DEVELOPMENT COMMITTEE

Dear Alderman / Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on **Tuesday, 21st May, 2013 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. **Meeting Dates in June (Oral Report)**
3. **Belfast's Economy**
 - (a) Economic Development Support for Business Growth (Pages 3 - 8)
 - (b) Global India Conference
 - (c) European Social Fund - Match Funding Requests (Pages 9 - 12)
 - (d) Renewing the Routes - Update (Pages 13 - 22)
 - (e) City Dressing - Update (Pages 23 - 24)

- (f) Glen Road Development Framework (Pages 25 - 32)
- (g) International Development Framework (Pages 33 - 52)
- (h) Eurocities Culture Forum (Pages 53 - 56)
- (i) St Patrick's Day 2013 - Post Event Report (Pages 57 - 88)
- (j) Belfast Darts Tournament (Pages 89 - 90)

4. **People Communities and Places**

- (a) CS Lewis Anniversary (Pages 91 - 94)
- (b) Belfast Community Investment Programme - Update (Pages 95 - 120)
- (c) Community Centre Awards (Pages 121 - 122)
- (d) Children and Young People - Update (Pages 123 - 126)



Report to:	Development Committee
Subject:	Economic Development – support for business growth
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that the Economic Development Unit delivers a range of support initiatives to stimulate business start-up; improve business competitiveness and productivity and help companies explore new markets. In addition, the unit is involved in supporting a range of employability activities to address challenges faced by those furthest from the labour market and to invest in skills development support particularly in areas where new employment opportunities are likely to emerge.
1.2	At present, the Council is able to draw down up to 75% match-funding for eligible business support activities by making funding applications to Invest NI to attract a combination of Invest NI and EU support. Not all activities are eligible for match-funding (e.g. retail support) and therefore these must be funded from Council budgets only or by seeking additional sources of match-funding.
1.3	In general, the business support is provided through a range of tailored workshops and targeted mentoring to meet the requirements of the individual businesses. Impact is measured by recording employee numbers and turnover before and after participation in the support activity, as well as other variables when relevant e.g. business efficiencies generated from reduced energy costs or amount of new investment in the business.
1.4	While the programme activity is endorsed as part of the annual departmental plan, there is a requirement to ensure that annual financial approval is received for many of the activities to ensure their compliance from an audit perspective.

2	Key Issues
2.1	As part of the reform of local government, there are likely to be a range of additional economic development and regeneration functions, programmes and budgets that will transfer to the Council.
2.2	In anticipation of this, and taking account of the range of provision in the market, we have been working to focus activity on areas of greatest impact and to look at the management arrangement for our activities. As part of this process, it is planned to rationalise some of the current support programmes into a wider programme of flexible, targeted mentoring following a baseline assessment of company needs. An application for funding for this “Go for Growth” programme has recently been submitted to Invest NI and it is anticipated that it will be operational in the new calendar year (following appraisal of the application and commissioning of the service). Once operational, it is likely that up to 150 companies and social enterprises a year will avail of this support. Many additional companies will also be supported through our range of business events; workshops; seminars and networking events. Additional targeted business support programmes will also be developed as part of the demand stimulation work for the Super-connected Belfast programme as well as the proposed creative hub project.
2.3	In the interim – and in order to ensure continuity of support to the small businesses in the city – it is planned that there are a range of business support initiatives which will continue to run. As part of the audit requirements – and to comply with funder stipulations around match funding – it is essential that the Committee agrees the match funding support for the activities annually.
2.4	A list of programmes along with the associated budgetary requirement (both total budget and commitment required from Council) is attached to this report as Appendix 1. All of these have been previously approved by the Development Committee (mostly in financial year 12/13). If these activities progress, it is anticipated that the Council will support 1200 businesses over the course of the year; help create 180 new jobs and support 1100 people to improve their skills.
2.5	Members will be aware that a number of additional business support and employability measures have already been approved by the Committee and are currently in planning or are operational. These include the Belfast Tech Mission; Destination Belfast Programme for the hospitality sector; Procurement support information sessions and workshops; social economy outreach programme; support for independent retailers and a range of European Social fund match funded projects. There are also a number of capital projects (Innovation Centre, Digital Hub) that are under way as well as the super-connected Belfast programme to stimulate investment in ultrafast broadband and promote uptake among small businesses.
3	Resource Implications
	The resource implications for each of the programme activities are set out in Appendix 1. The total match funding requirement for the current financial year from Council is £191,600 out of a total budget of £967,000.

4	Equality and Good Relations Considerations
	No specific equality and good relations implications. All programmes open to small businesses all across Belfast.

5	Recommendations
	<p>Members are asked to:</p> <ul style="list-style-type: none"> – Approve the annual budgets for the identified programme activity – Note the proposal to rationalise business growth support in the coming year in order to improve impact and to move towards an enhanced remit as part of local government reform – Give delegated authority to the Director of Development, in association with the Chair of Development Committee, to approve the most economically advantageous tenders for new programme activity, subject to a form of contract being drawn up by Legal Services.

6	Decision Tracking
	Update reports will be presented to Committee on a quarterly basis, as part of the Departmental plan updates.

7	Attachments
	Appendix 1 - Overview of business growth support programmes requiring approval of financial support from Council.

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EDU programmes requiring Committee approval for budget - 13/14

Programme	Description	No. of participants	Programme budget
<i>Pre-enterprise/start-up support</i>			
BEN events/Enterprise workshops and events/Enterprise outreach support	Belfast Entrepreneurs Network (BEN) is a networking and discussion forum for local SMEs. Member meet regularly to hear input from speakers on a range of topics of interest and also engage in structured networking. Enterprise events bring together business support agencies to promote the range of activities available to those interested in exploring the potential of starting their own business. Enterprise outreach activities are targeted support initiatives (workshops; mentoring; best practice visits) that can be organised to meet local community/business group needs all across the city	7 BEN events over 1 year to March 2014; 2 enterprise events and 10 participants in enterprise outreach in f/y 13/14	Total programme costs £32,000. Match funding of £24,000 has been secured from ERDF/Invest NI with Council commitment of £8,000 required for financial year 13/14
High Growth Pre-enterprise Programme	Targeted support for potential high growth business starts with a particular focus on creativity, innovation and product development. Support activity includes 1-2-1 mentoring, workshops, market research and product development support, participant-tailored best practice visits and business action plans. On the last programme, 18 new businesses were created, employing 31 people	15 participants over 1 year to March 2014	Total programme cost is £37,500. Match funding of £28,125 has been secured from ERDF/Invest NI with Council commitment of £9,375 required for financial year 13/14
Belfast Enterprise Academy	This is a pre-enterprise student support programme that allows participants to explore business ideas and develop the skills required to become an entrepreneur. 20 students from the FE and HE sector take part each year. On the last programme, 5 new businesses were created, employing 12 people	20 participants over 1 year to June 2014	Total programme cost is £30,000. Match funding of £22,500 has been secured from ERDF/Invest NI with Council commitment of £7,500 required for financial year 13/14
Student enterprise competition	The student enterprise competition provides an opportunity for young people at UU, QUB and Belfast MET to practically run a business or enterprise in a competition setting learning practical business skills.	A minimum of 50 participants taking part in the competition before end March 2014	Total programme cost is £5,000. Match funding of £3,750 has been secured from ERDF/Invest NI with Council commitment of £1,250 required for financial year 13/14
<i>Business growth support</i>			
Go for Growth	This is a new initiative which will replace a range of existing programmes (including many of those listed below). It is a flexible, needs-led business development programme offering eligible businesses targeted 1-2-1 mentoring support, skills development through workshops, best practice visits and networking	240 businesses over 2 years	Total programme cost £681,500/ annual cost £340,750. Funding application submitted to Invest NI for 75% match funding (£255,000). Will work with up to 120 businesses in 13/14 financial year - resulting in Council financial commitment of £43,000 in f/y 13/14

Programme	Description	No. of participants	Programme budget
Smarter Procurement	This programme supports small businesses and social enterprises to identify and take advantage of sales opportunities in the public sector by developing their skills and knowledge on how to identify procurement opportunities and construct bids more effectively. Participants on the 11/12 programme won £1.15 million of new business; the 12/13 is just completing but already participants have secured <u>£410,000 of new business</u> .	70 businesses over 2 years	Total programme cost (2 years) £150,000/annual cost £75,000. Funding application submitted to Invest NI for 75% of programme costs. Council commitment of up to £18,750 required for f/y 13/14
Strategy in Business	This programme helps companies look at their key growth areas and develop a strong business plan setting out the direction for future development over a two-year period. It recognises the fact that over 50% of companies responding to the Belfast Business survey suggested that they did not have a business plan	Up to 30 businesses supported in current year	£76,742 total budget, £19,185.50 cost to Council in financial year 13/14
Tourism Development Programme	This programme aims to help local tourism businesses with ambitions for growth to develop their tourism product, allowing them to increase sales, deliver best in class experiences and maximise on the opportunities provided by <u>future city events and initiatives</u>	30 participants before June 2014	Total programme cost is £60,000. Match funding of £30,000 secured from ERDF; Council commitment of £30,000 required for financial year 13/14
BITES (Business Improvement through Environmental Solutions)	Programme will assist local small businesses to enhance their competitiveness through support to implement cost improvements across their resource spend inclusive of waste, energy and water	10 businesses supported	£95,000 total budget (includes match funding from other councils), £6,786 cost to Belfast City Council in current financial year
Manufacturing Efficiency	Programme will assist local small manufacturers to enhance their competitiveness through implementation of measures to improve efficiency	6 businesses supported	£35,000 total budget (includes match funding from other councils), £4,375 cost to Council in current financial year
Diversification Support	The Diversification support programme has been designed to facilitate local businesses to take advantage of new and emerging growth opportunities through a range of support for developing new products and identifying new markets	20 businesses supported	£40,000 total budget £10,000 cost to Council in current financial year
Renewable Supply Chain Support	The programme will provide a comprehensive support programme to businesses seeking to exploit opportunities in the renewable energy supply chain. Research will also be undertaken to develop an assessment of future opportunities in the short, medium and long term in the sustainable energy sector that may be relevant and appropriate for Belfast	14 businesses supported	£140,000 total budget (includes match funding from other councils); £33,380 cost to Council in current financial year



Report to:	Development Committee
Subject:	European Social Fund (ESF) match funding requests – additional requests received
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	Members may be aware that European Social Fund (ESF) Priority One provides financial support for training and other activities to assist long term unemployed people obtain sustainable employment. Funding is awarded through an open call for projects. Successful applicants are allocated funding on condition that they can provide 35% match funding from another public sector source.
1.2	At the July 2011 meeting of the Development Committee, Members agreed to provide match funding for four ESF projects. Three projects were managed by community-based training providers, namely Stepping Stones; Upper Springfield Development Trust (USDT) and Time Associates while the fourth project was led by Belfast City Council, with Lisburn City Council as a project partner.
1.3	The ESF projects are funded through Department of Employment and Learning (DEL). Match funding must be secured on an annual basis. At the 19 March 2013 meeting of Development Committee, it was agreed that match funding for year 3 (financial year 2013/14) of the three projects, as well as the Council-led HARTE project, would be set aside from the 2013/2014 EDU budget. In total, a budget of £73,485 was set aside from Council resources to match fund the four projects.
1.4	Although the original letters of offer from DEL were issued on the basis of a three year programme, DEL recently wrote to all project promoters to confirm that they can offer funding to the approved projects for an additional year (2014-2015) should the project promoters wish to take this offer up. Equally, they have confirmed that they are in a position to offer an uplift of 25% in the funding available to interested projects. In both instances, these offers are based on the project being able to draw in the appropriate levels of match funding.

2	Key Issues
2.1	The offer of 25% uplift has led to some projects having difficulty in being able to get agreement from their match funder to provide the additional funding to allow them to draw down the extra money from DEL.
2.2	Many Belfast-based ESF projects are match-funded by Belfast Regeneration Office (BRO). The office has confirmed that, while it is in a position to commit the match-funding at the previous levels of expenditure in the original letters of offer, it is not in a position to provide the match-funding for the increased amount (i.e. to meet the 25% uplift offer from DEL).
2.3	From discussions with BRO, they have received requests from nine projects based in the Belfast City Council area to provide the additional match-funding amount while they are aware of at least three other projects that have declined the offer of the additional funding from DEL as they accepted that they would not be in a position to find the additional match-funding.
2.4	Belfast City Council has now received requests from three of those projects to provide the match-funding to allow them to draw down the additional funding from DEL in the current year. These projects have indicated to DEL that they would be keen to draw down the increased amount but that they are still actively seeking the match funding. All projects should, by now, have confirmed with DEL whether or not they wish to avail of the funding. All funding from DEL is subject to the agreed match funding being in place.
2.5	<p>The projects that are seeking support from Belfast City Council are:</p> <ul style="list-style-type: none"> - Lenadoon Community Forum – Neighbourhood Training for Employment Project - Ashton Community Trust: Progress to Employment - Ashton Community Trust: Women’s Training Project.
	Additional details on the areas of focus of each project are outlined below.
2.6	<p><u>Lenadoon Community Forum: Neighbourhood Training for Employment Project</u> Lenadoon Community Forum’s Neighbourhood Training for Employment Project aims to help local people gain accredited qualifications with a view to increasing their employment opportunities.</p>
2.7	<p>The original plan for year 3 of the programme was to provide support to 340 local residents. The additional support would allow the project promoters to increase this to 450 participants. The types of courses to be undertaken will include:</p> <ul style="list-style-type: none"> - Essential skills combined with ICT - Sage payroll/accounts levels 1 and 2 - ECDL essentials and extra - Manual book-keeping levels 1 and 2 - Bridge to essential skills in ICT.
2.8	Supporting the extra 110 residents would require additional match-funding of £12,010.
2.9	<p><u>Ashton Community Trust – Progress to Employment</u> The Progress to Employment programme provides participants with access to accredited training and resources that will improve their skills and improve their</p>

	<p>chances of a more sustainable future in employment. It focuses on training to match participants' skills with employer's requirements. A mentor will further support the client through one-to-one support. A new NEETs (those not in employment, education and training) programme has just been introduced as part of this initiative.</p>
2.10	<p>In 2012-2013, 546 participants availed of job search support; 287 undertook accredited training and 158 entered into employment. The targets for 2013-2014 will be 25% higher than these figures (i.e. 682 availing of job search support; 358 into accredited training and 197 into employment). The additional numbers will be predominantly made up by targeting NEETs.</p>
2.11	<p>The amount of funding offered by DEL to Progress to Employment in the current financial year (including the uplift) is £365,725. At present, DSD have committed to providing match funding of £94,360. This leaves a shortfall of £33,642.65 to allow the full amount to be drawn down.</p>
2.12	<p><u>Ashton Community Trust – Women's Training Project</u> The Women's Training Project focuses on improving the employability of those women experiencing significant employment gaps, lone parents, those returning to the labour market and women with little or no qualifications. The project aims to offer women training which will increase basic and intermediate skills and a mentor will to support the client through one-to-one support.</p>
2.13	<p>In 2012-2013, 125 participants received accredited training and 48 went into employment. The targets for 2013-2014 are 156 participants to receive accredited training and 60 into employment.</p>
2.14	<p>The amount of funding offered by DEL to Women's Training Project in the current financial year (including the uplift) is £150,643. At present, DSD have committed to providing match funding of £38,868.98. This leaves a shortfall of £13,856.02 to allow the full amount to be drawn down.</p>
2.15	<p>In all three cases, the projects can proceed in line with their original letter of offer i.e. the amount agreed in year 1 with DEL and for which DSD had agreed to provide the 35% match. However if they are to access the additional support offered, they will need to identify an additional match funding amount to make up the requirement for 35% public match funding.</p>
2.16	<p>Members should be aware that, given that the Council has not been asked to support these projects to date, no provision has been set aside within current EDU budgets to meet the match funding requested.</p>

3	Resource Implications
3.1	<p>The additional match funding amounts requested are £12,010 for Lenadoon Community Forum's Neighbourhood Training for Employment Project; £33,642.65 for Ashton Community Trust's Progress to Employment Project and £13,856.02 for Ashton Community Trust's Women's Training Project. The total match funding requests for the current financial year are £59,508.67.</p>

4	Equality and Good Relations Considerations
4.1	No specific equality and good relations implications. These will be tested by DEL as part of the funding application process.

5	Recommendations
5.1	Members are asked to consider the match-funding requests for the three ESF projects, as set out above.

6	Decision Tracking
Update reports will be presented to Committee on an annual basis, should the match funding be allocated.	

7	Key to Abbreviations
BRO – Belfast Regeneration Office DEL – Department for Employment and Learning DSD – Department for Social Development	



Report to:	Development Committee
Subject:	Renewing the Routes Programme
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Keith Sutherland, Urban Development Manager, ext 3578

1	Relevant Background Information
1.1	The ongoing Renewing the Routes Programme has delivered local regeneration projects at targeted locations across the arterial routes of Belfast since 2004. The Programme has facilitated the investment of approximately £6.5 million across these key routes and neighbourhoods.
1.2	The Committee agreed a four year rolling programme for the continuation of local regeneration across the target areas of the city in February 2012 (Appendix 1).
1.3	The purpose of this report is to provide updates and seek approval for a number of proposals linked to the ongoing programme. The updates are in respect of: <ul style="list-style-type: none"> - progress of works under our current agreed programme in Ormeau Road and Newtownards Road - proposed consultations on Oldpark and Andersonstown programme.
1.4	The support of committee is sought in relation to: <ul style="list-style-type: none"> - acceptance of funding support from the Department for Social Development (DSD) for joint initiatives in Lower Ormeau/Cromac Street and on Newtownards Road - the approval of continued partnership working with DSD on future regeneration projects; and - approval of additional works using underspend monies to maximise Council's investment in Sandy Row, Castlereagh Street, Antrim Road and Grosvenor Road.

2	Key Issues
2.1	<u>Current Programme</u>
	<p>Since approval in August 2012, the focus has been on the engagement and the development of projects outlined in the Renewing the Routes Plans for Ormeau Road (from Ormeau Embankment to Ravenhill Road Roundabout) and Newtownards Road (from Bridge End to Witham Street). The main emphasis of work on Ormeau Road is a commercial improvement programme targeting over 30 properties alongside environmental improvement works to some of the provincial buildings of local importance such as the Ballynafeigh Orange Hall and Ballynafeigh Community Development Association.</p>
2.2	<p>Similarly, on the Newtownards Road, the commercial improvement programme forms the main focus of works. Construction works on both roads will commence this month and is scheduled for completion in September 2013. In parallel with the physical projects the unit will continue to work with local Members, statutory agencies and internal departments to build upon the impact of these schemes and their potential contribution to the wider regeneration of the areas.</p>
2.3	<u>2013/2014 Programme: Oldpark Road and Andersonstown Road</u>
	<p>Scoping and engagement work for Oldpark Rd (Torrens Avenue to Cliftondene Crescent) and Andersonstown Rd (Hillhead Crescent to Suffolk Road) is due to commence in the coming weeks. It is proposed that an Integrated Development Plan with long and short list of projects will be presented to Committee in August 2013.</p>
2.4	<p>The Committee may wish to note that DSD has programmed a significant Environmental Improvement Scheme extending from the Westland Road/Alliance Avenue/Oldpark Road/Clintonville Road junction to the junction of Cliftonpark Avenue/Oldpark Road/Crumlin Road for 2015. As the Renewing the Routes node would form part of this larger scheme there may be the opportunity to further extend the node in order to support other commercial improvements in the vicinity. The potential for joint initiatives and integrated working will, if appropriate, be considered as part of the ongoing work with DSD as suggested in paragraph 2.7 below.</p>
2.5	<u>Joint working project with DSD</u>
	<p>On 21 August 2012, the Committee supported a proposal for partnership working with DSD's Belfast Regeneration Office (BRO) to explore additional funding to complement the activity on our current programme. BRO have now formally requested the Council to extend our current work by implementing a commercial improvement scheme from Cromac Street to Stranmillis embankment incorporating Lower Ormeau and add value to our current work on Newtownards Road from Bridge End to junction at Albertbridge Road with support of £310,000. (Appendix 2: DSD Contract for Funding for Lower Ormeau £155,000 and Newtownards Road £155,000).</p>
2.6	<p>The Department has confirmed that all costs associated with the commercial improvement programme will be covered by DSD's budgets. It is suggested that Committee accepts the offer of funding from DSD and the allocation of Council staff resources to the development and delivery of the additional regeneration activity utilising the existing contracts set up for the Programme.</p>

2.7	<p><u>Ongoing work with DSD</u> DSD has approached the Council to explore opportunities for partnership working in other areas outside the Renewing the Routes Programme. The successful delivery of previous joint initiatives has demonstrated the potential for collaboration on the delivery of shared programmes. Initial discussion has taken place with a view to exploring how DSD funding could add value to future activity such as local regeneration schemes to extend the current programme areas and hubs outside the main Renewing the Routes areas.</p>															
2.8	<p>Approval is therefore being sought from Committee for the Unit to continue engagement with DSD to explore the potential for further joint initiatives in other parts of the city.</p>															
2.9	<p><u>2011/2012 Programme Underspend</u> Integrated Regeneration Plans for Sandy Row, Castlereagh Street, Antrim Road and Grosvenor Road were approved by Committee in August 2011. A summary of the work completed as part of this programme is set out in Appendix 3.</p>															
2.10	<p>The completion of these initiatives in the agreed Action Plans was achieved within the agreed allocations and an underspend has been identified allowing the consideration of additional projects across all four areas. In addition to the projects identified in the original plans under the long and short lists there are new project opportunities being presented in table 1 below.</p>															
2.11	<p>In parallel with the main Renewing the Routes Programme £42,000 was provided by DSD to implement the commercial improvements at Woodstock Link. There was also an element of underspend for this project and it has been agreed by DSD that resources can be allocated to Castlereagh Street.</p>															
2.12	<p>Table 1: Proposed Additional Projects</p> <table border="1" data-bbox="327 1220 1380 1758"> <thead> <tr> <th><u>Area</u></th> <th><u>Works</u></th> <th><u>Indicative Cost</u></th> </tr> </thead> <tbody> <tr> <td>Antrim Road</td> <td>-Additional commercial improvement units</td> <td>£26,500</td> </tr> <tr> <td>Castlereagh Street</td> <td>-Additional commercial improvement units and environmental improvements</td> <td>£32,900</td> </tr> <tr> <td>Grosvenor Road</td> <td>-Environmental Improvement of boundaries and enclosures along Grosvenor Road -Signage to Grosvenor Road Recreation Centre (located at Community Garden)</td> <td>£35,700</td> </tr> <tr> <td>Sandy Row</td> <td>-Additional tourism sign -Additional Commercial Improvement Units -Information signage for Sandy Row commercial area</td> <td>£31,250</td> </tr> </tbody> </table>	<u>Area</u>	<u>Works</u>	<u>Indicative Cost</u>	Antrim Road	-Additional commercial improvement units	£26,500	Castlereagh Street	-Additional commercial improvement units and environmental improvements	£32,900	Grosvenor Road	-Environmental Improvement of boundaries and enclosures along Grosvenor Road -Signage to Grosvenor Road Recreation Centre (located at Community Garden)	£35,700	Sandy Row	-Additional tourism sign -Additional Commercial Improvement Units -Information signage for Sandy Row commercial area	£31,250
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Sandy Row	-Additional tourism sign -Additional Commercial Improvement Units -Information signage for Sandy Row commercial area	£31,250														

3	Resource Implications
3.1	The allocated budgets for the Renewing the Routes Programme is included as part of the Department estimates process.

3.2	There are no additional resource implications arising from the proposed assistance to the joint working project with DSD in the development and implementation of an environmental/commercial improvement project for Newtownards Road and Lower Ormeau incorporating Cromac Street. The Department has confirmed that all capital costs associated with the commercial improvement programme will be covered by DSD's budgets and permission is being sought from Committee for staff assistance in the development and delivery of the commercial regeneration project.
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4	Equality and Good Relations Considerations
4.1	There are no relevant equality and good relations implications attached to this report.

5	Recommendations
5.1	<p>Committee are asked:</p> <ol style="list-style-type: none"> 1. To note the ongoing work in relation to the current programme on Ormeau Road (from Ormeau Embankment to roundabout at Ravenhill Road) and Newtownards Road (Bridge End to Witham Street); 2. To note the ongoing work in relation to the development and consultations of 2013-2014 Programme in Oldpark Rd (Torrens Avenue to Clifftodene Crescent) and Andersonstown Road (Hillhead Crescent to Suffolk Road) the proposal for a report outlining potential projects to be brought back to Committee for consideration. 3. To approve the support for the delivery of a DSD funded environmental/commercial improvement programme for Newtownards Road and Lower Ormeau incorporating Cromac Street as detailed in paragraph 2.5; 4. To approve ongoing engagement with a view to developing the potential for joint initiatives with DSD; 5. To endorse the proposals for additional projects utilising the underspend from the 2011/2012 programme as detailed in paragraph 2.12.

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

7	Key to Abbreviations
<p>BRO – Belfast Regeneration Office DSD – Department for Social Development</p>	

8	Documents Attached
<ol style="list-style-type: none"> 1. Appendix 1 - Renewing the Routes Programme Target Areas 2012-2016 2. Appendix 2 - Letters of Offer from the Department of Social Development (DSD) for additional works to Newtownards Road and Lower Ormeau incorporating Cromac Street to Stranmillis Embankment. 3. Appendix 3 - 2011/2012 Programme: Summary of Projects 	

Appendix 1: Renewing the Routes Programme Target Areas 2012-2016

Year	Area	Road	Location
2012/13	South	Ormeau Rd £150,000	Ormeau Embankment to roundabout at Ravenhill Rd
	East	Newtownards Rd £150,000	Bridge End to Witham Street
2013/14	North	Oldpark Rd £150,000	Torrens Avenue to Clifftodene Crescent
	West	Andersonstown Rd £150,000	Hillhead Crescent to Suffolk Rd
2014/15	South	Lisburn Rd £150,000	Bradbury Place to Tates Avenue
	East	Castlereagh Rd £150,000	Beersbridge Rd to Grand Parade
2015/16	North	York Rd £150,000	Fife Street to York Street
	West	Shankill Rd £150,000	Peters Hill to Agnes Street

Appendix 3: 2011/2012 Programme: Summary of Projects

The agreed 2011/2012 programme focused on four areas, Antrim Road, Castlereagh Street, Grosvenor Road and Sandy Row. A summary of the work completed as part of this programme includes:

Antrim Road

The main emphasis of work on the Antrim Road centered on our trademark commercial improvement scheme. 32 properties received cosmetic upgrade to their unit along with a public realm resurfacing scheme to Atlantic Avenue shopping area and a lighting scheme at St Ignatius Orthodox Church.

Castlereagh Street

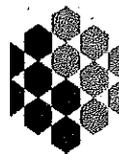
17 commercial units received cosmetic upgrade of their units which typically included paintworks, signage and strip lighting. An environmental scheme to a block of residential schemes also received a spruce up. Two, separate environmental improvement schemes to Mountpottinger Presbyterian Church and Mountpottinger Non Subscribing Church also benefited from a range of environmental improvement works such as lighting, improvement works to stained glass, paint work and stonework.

Grosvenor Road

We worked closely with local community groups, Parks and Leisure and Community Service colleagues in creating a community garden adjacent to the Grosvenor Road pitches. The successful completion of the garden is widely used by local schools and groups. The commercial improvement scheme has been a success with 90% of units participating in the project. As a direct result of the improvements vacant units to the block have now become occupied. A tourism blade was installed outside the shops on Grosvenor Road which provides a link for tourists coming from the city centre to the trail of tourism blades on Falls Road installed by the IDF programme.

Sandy Row

A collaborative project was implemented by TREE who engaged with local long term unemployed youths underwent extensive training in acquiring transferrable skills and worked in parallel with Council by aesthetically improving a number of vacant properties. Council successfully delivered a comprehensive commercial improvement programme to 22 units and carried out improvement works to Sandy Row Orange Hall. A tourism blade was also installed at the Hope Street end of Sandy Row to draw attention to site of local and historical importance.



Department for

**Social
Development**

www.dsdni.gov.uk

Ms Catherine McKeown
Belfast City Council
Development Department
Adelaide Exchange
24 -26 Adelaide Street
Belfast
BT2 8GD

Physical Development Branch
Belfast Regeneration Office
Level 2 Cityside, James House
2 - 4 Cromac Avenue
Ormeau Road
Belfast, BT7 2JA
Telephone (02890) 819656
Facsimile: (02890) 819620
Email: stephen.dobbin@dsdni.gov.uk

Your ref:
Our ref: CDB/57/49/12
Date: 11th March 2013

Dear Catherine,

SHOP FRONTAGE SCHEME AT ORMEAU ROAD, BELFAST.

We agreed that you would project manage the proposed project at Ormeau Road, Belfast which consists of enhancing the appearance of the Ormeau Road area through the improvement of dilapidated shop fronts and the upgrading of shop signage.

I am pleased to confirm that BRO is willing to go into partnership with Belfast City Council on the delivery of this project and is prepared to offer funding up to a maximum of £155,000.00. BRO will also assist with the management of the project and the necessary publicity arrangements.

This agreement is on the basis of the details set out above and more specifically that the project delivers the desired benefits/improvements along this road. Based on the presumption that Belfast City Council follows set internal procedures concerning contractors, receipts, follow up inspections etc, BRO will adhere to their own internal procedures in relation to requests for payments from statutory bodies.

With regard to the reimbursement of costs for work which will be undertaken for this scheme, the following documentation will be required for reimbursement:-

Telephone: 02890 819656

Fax: 02890 819620

Public Realm and Environmental Improvement

E-mail: stephen.dobbin@dsdni.gov.uk

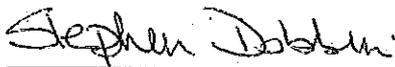
A letter headed invoice from the statutory body (BCC) which confirms:

- That work has been completed to the required standard and complies with specifications as agreed within the original contract;
- Is signed by appropriate grade (within statutory body's delegated limits) confirming percentage and amount of work completed;
- The letter clearly states the above project reference number and total amount due.

On receipt of above documentation, BRO will arrange for payment to be made to Belfast City Council.

I would be grateful if you could liaise with me about suitable publicity arrangements for this scheme at the appropriate time.

Yours sincerely,



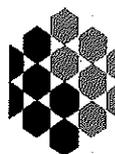
Stephen Dobbin
Belfast Regeneration Office
PREI Schemes

Telephone: 02890 819656

Fax: 02890 819620

Public Realm and Environmental Improvement

E-mail: stephen.dobbin@dndni.gov.uk



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2 - 4 Cromac Avenue
Ormeau Road
Belfast, BT7 2JA
Telephone (02890) 819656
Facsimile: (02890) 819620
Email: stephen.dobbin@dsdni.gov.uk

Ms Catherine McKeown
Belfast City Council
Development Department
Adelaide Exchange
24 -26 Adelaide Street
Belfast
BT2 8GD

Your ref:
Our ref: CDB/57/48/12
Date: 11th March 2013

Dear Catherine

SHOP FRONTAGE SCHEME AT NEWTOWNARDS ROAD, BELFAST.

We agreed that you would project manage the proposed project at Newtownards Road, Belfast which consists of enhancing the appearance of the Newtownards Road area through the improvement of dilapidated shop fronts and the upgrading of shop signage.

I am pleased to confirm that BRO is willing to go into partnership with Belfast City Council on the delivery of this project and is prepared to offer funding up to a maximum of £155,000.00. BRO will also assist with the management of the project and the necessary publicity arrangements.

This agreement is on the basis of the details set out above and more specifically that the project delivers the desired benefits/improvements along this road. Based on the presumption that Belfast City Council follows set internal procedures concerning contractors, receipts, follow up inspections etc, BRO will adhere to their own internal procedures in relation to requests for payments from statutory bodies.

With regard to the reimbursement of costs for work which will be undertaken for this scheme, the following documentation will be required for reimbursement:-

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Fax: 02890 819620

Public Realm and Environmental Improvement

E-mail: stephen.dobbin@dsdni.gov.uk

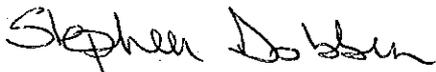
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- The letter clearly states the above project reference number and total amount due.

On receipt of above documentation, BRO will arrange for payment to be made to Belfast City Council.

I would be grateful if you could liaise with me about suitable publicity arrangements for this scheme at the appropriate time.

Yours sincerely,



Stephen Dobbin
Belfast Regeneration Office
PREI Schemes



Report to:	Development Committee
Subject:	City Dressing 2013/2014
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	At a meeting of the Development Committee held in December 2011, Members approved the <i>Patterns of the City</i> - Belfast City Dressing Plan which is an initiative integral to the Belfast brand, ensures our city is visually animated throughout the year. <i>Patterns of the City</i> was commended for best Partnership Initiative at the annual Northern Ireland Tourism Awards in 2012.
1.2	<p>The purpose of is:</p> <ul style="list-style-type: none"> • To decorate and provide a sense of occasion visually; • To provide a sense of welcome; • To provide information in a stimulating way; • To create a feel of a special occasion across a city or destination; • To provide visual stimulation to create interest; • To arouse curiosity in an appealing way.
1.3	A City Dressing Steering Group oversees the ongoing implementation of the City Dressing Integrated plans. The Steering Group members include BCC, BCCM, BVCB, DRD, DSD, and NITB. The plan, when appropriate includes time bound campaigns for a range of international and key events including Belfast 400 (2013) and the World Police and Fire Games (2013) and Giro d'Italia (2014).
1.4	Localised time bound/commercial campaigns are managed by Belfast City Centre Management. BCCM implement a commercial city dressing model within the city centre, which is included in their Business Plan/Service Level Agreement with BCC. A separate contract is being developed by Legal to allow certain campaigns to be extended on a commercial level by BCCM beyond the city centre boundary. BCC will be reimbursed for the use of these sites.
1.5	The generic approach to city dressing via the <i>Patterns of the City</i> concept ensures that the welcome is inclusive, distinctly Belfast, instils civic pride and embraces the key tourism destinations.

2	Key Issues										
2.1	<p>The TCA budget will be invested into rolling out <i>Patterns of the City</i> in Tourism Place Destinations identified in the Tourism Framework.</p> <p>Below is an update on destination status:</p> <table border="1"> <thead> <tr> <th>Location</th> <th>City Dressing Status</th> <th>Details</th> </tr> </thead> <tbody> <tr> <td>City Centre</td> <td>Completed/implemented</td> <td rowspan="3">Infrastructure and banners installed</td> </tr> <tr> <td>Gaeltacht Quarter</td> <td>Completed/implemented</td> </tr> <tr> <td>Titanic Quarter</td> <td>Completed/implemented</td> </tr> </tbody> </table>	Location	City Dressing Status	Details	City Centre	Completed/implemented	Infrastructure and banners installed	Gaeltacht Quarter	Completed/implemented	Titanic Quarter	Completed/implemented
Location	City Dressing Status	Details									
City Centre	Completed/implemented	Infrastructure and banners installed									
Gaeltacht Quarter	Completed/implemented										
Titanic Quarter	Completed/implemented										
2.2	<p>Other Tourism Place Destinations identified are as follows:</p> <ul style="list-style-type: none"> • Queen's Quarter/ Lisburn Road • Cathedral Quarter • East Belfast • Shankill • North Belfast Cultural Quarter <p><i>Patterns of the City</i> will be progressed in these destinations via their Tourism Action Plans.</p>										
2.3	<p>In celebration of the 2012 Our Time Our Place year, the City Dressing Steering Group approved introducing new creatives into the city centre patterns scheme. Apart from the Gaeltacht Quarter, this year Our Time Our Place banners were replaced with Belfast 400 artwork.</p>										
2.4	<p>To replace Our Time Our Place banners in the Gaeltacht Quarter, Fáilte Feirste Thiar has requested the development of a specific banner which would celebrate the anniversary of Féile 25 (1 to 11 August 2013) and Blian na Gaelige. Consideration of this request is sought.</p>										
2.5	<p>Council has also been approached by Community Groups who are keen to introduce <i>Patterns of the City</i> into their neighbourhood. The TCA unit does not have the budget or resources to implement city dressing in areas outside of the locations identified in the Tourism Strategy. A process will be devised to address interest from other areas and included in a future city dressing report.</p>										

3	Resource Implications
3.1	<p>A contribution of £2,500 is required to remove existing banners and install new banners/dressing in Gaeltacht Quarter to celebrate the anniversary of Féile 25 and Blian na Gaelige (includes new artwork design, removal of Our Time Our Place banners, manufacture and installation of new banners/dressing)</p>

4	Equality and Good Relations Considerations
4.1	<p>New banner designs will be equality Screened.</p>

5	Recommendations
5.1	<p>Members consider a contribution of £2,500 to install new banners in the Gaeltacht Quarter to celebrate the anniversary of Féile 25 and Blian na Gaelige.</p>

6	Decision Tracking
	<p>An update report will be issued in September 2013.</p>

7	Key to Abbreviations
	<p>BCC – Belfast City Council TCA – Tourism, Culture, and Arts Unit BCCM – Belfast City Centre Management</p>

8	Documents Attached
	<p>n/a</p>



Belfast City Council

Report to:	Development Committee
Subject:	Glen Road Development Framework
Date:	21 May 2013
Reporting Officers:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Cathy Reynolds, Estates Manager, Property & Projects, ext 3493 Keith Sutherland, Urban Development Manager, ext 3578

1	Relevant Background Information
1.1	The Development Committee, at their meeting on 26 January 2012 received a presentation and update from the Department for Social Development (DSD) and their consultants on the draft Glen Road Development Framework (also known as Glen 10). A Location Map is enclosed at Appendix 1. Glen 10 is one of the identified partnership projects in the Council's Investment Programme 2012 – 2015. The Council also owns land within the Glen 10 subject area, including land leased to third parties.
1.2	The need to prepare a Development Framework arose from the fact that Glen Road was identified as an area of major development potential in West Belfast and the way that it develops will therefore have an impact locally and at a city wide level. A clear plan for the coordinated development of the area was viewed as providing an opportunity to put in place infrastructure that will connect sites and address local issues and concerns; provide for high quality design and achieve forms of development which are sensitive to the surroundings.

2	Key Issues
2.1	The final Development Framework represents the culmination of almost two years of cross-statutory engagement, public consultation and engagement with the private landowners. Consultation responses showed that the Framework has the broad support of stakeholders.
2.2	The Development Framework is designed to provide an agreed plan for the area

	<p>that leads to its development potential being realised in a co-ordinated way. It is important to note that this is a non statutory document and to be successful requires all stakeholders who will need to voluntarily take account of the principles set out in the document.</p>
2.3	<p>These guiding principles for development seek to address the physical, planning and infrastructure constraints; promote integration of the sites with the surrounding neighbourhoods; seek to optimise the value of the sites and incorporate a transport and infrastructure assessment. The intention is not to constrain development but to influence landowners to develop proposals that will complement the wider development of the area to the benefit of all and maximise the regeneration and social outcomes.</p>
2.4	<p><u>Delivery Executive:</u> A Steering Group and a Reference Group assisted in the preparation of the Development Framework. The Reference Group included statutory interests (inc BCC), landowners and community representatives. Going forward, the Framework is suggesting that this Reference Group could evolve and its role reconstructed as a “Delivery Executive”. This would involve:</p> <ul style="list-style-type: none"> - Working as a forum in which developers and landowners can share early thinking, design and feasibility work in relation to their individual sites with a view to realising the shared infrastructure links, green infrastructure and drainage provisions as set out in the Development Framework; - As a forum in which developers and landowners can informally and positively engage with statutory interests and Government Departments at an early stage in developing proposals identifying opportunities for enhancing proposals and complementing planned public/private investment; - As an early opportunity for the community to help to shape proposals relating to Glen Road and for all interested parties to share progress updates with the community in a structured fashion and at regular intervals throughout the year. As; - An opportunity for the community to flag up any local issues arising from the development and construction process that require addressing. An opportunity to engage a range of statutory interests and Government Departments in this respect; - As a forum in which new funding opportunities and programmes which could assist in the implementation of the Development Framework are identified and secure; and, - Subject to the involvement of an urban design/ architectural professional (on a voluntary basis) within the Delivery Executive, the group could also offer early screening of development proposals against the guidance set out in the Design Compendium with an onus on raising design standards to a consistently high standard across the site.
2.5	<p>Participation in the Delivery Executive would be on a voluntary basis, continuing the collaboration that has been achieved to date. It is recommended that membership of the group might be extended to include urban design/architectural skills and, given the concerns about traffic generation, transport planning skills.</p>
2.6	<p>The majority of land in the Glen Road area is in private ownership. The responsibility for delivery will therefore remain with individual landowners and developers. The quality of proposals will be shaped and informed by the community using tools such as the Design Compendium, evidence provided in</p>

	the Traffic Impact Assessment Report and the overall vision for this Development Framework.
2.7	<p><u>Funding & Delivery Mechanisms:</u> Early in the process of preparing the Development Framework, consideration was given to a range of potential funding and delivery mechanisms which might be used to assist in the delivery of site wide infrastructure. These were then assessed against an appraisal of the costs and values that are capable of being achieved in the Development Framework area. The following delivery mechanisms were considered:</p> <ul style="list-style-type: none"> - Establishment of a special purpose delivery vehicle to co-ordinate delivery; - Public Sector Funding for essential infrastructure and clawback; - Establishment of a dwelling tariff in order to raise the necessary funds for infrastructure improvement; and, - Individual Landowner Delivery arrangements.
2.8	It was felt that the preferred arrangement for delivering joint infrastructure is for each site to contribute its own share of the overall infrastructure specified in the Development Framework. The form of development that is proposed enables road, pedestrian, cyclist, water drainage and landscape infrastructures to be effectively joined up across the entire site and individual development sites within it.
2.9	It is being recommended that landowners and developers bringing forward proposals should look to incorporate features of the Development Framework such as sections of the artery road, the principal landscape routes, SUDS drainage channels and ponds, natural play spaces and public realm in accordance with the guidance provided.
2.10	<p><u>Early Wins:</u> A small number of “early win” projects have been identified which can potentially be delivered cost effectively and within the next two years. They include the following:</p>
2.11	<p><u>Access Improvements which will ease congestion:</u></p> <ul style="list-style-type: none"> - Signalisation of the junction of Glen Road with the Monagh Bypass; - Signalisation of Glen Road Heights; and, - Signalisation of the junction of the Glenmona site and the Monagh Bypass.
2.12	<p><u>Landscape improvements which will enhance the appearance of the area:</u> Early structure planting along the eastern edge of the Glenmona site (bypass edge) to create a high quality landscaped frontage to the site.</p>
2.13	<p><u>Public Realm Improvements to enhance the quality of the pedestrian environment:</u> Early focus on public realm improvements along the Glen Road with potential focus on improving the quality of the local shopping environment in the vicinity of Glen Road/ Bearnagh Drive.</p>
2.14	<p><u>Pre-Construction Preparation to protect resident’s quality of life:</u> The Delivery Executive should give early consideration to the type of measures which developers should build into contractor building contracts. The need for an early focus on this matter is driven by the perceived and actual impacts of recent building projects in the Glen Road on local residents. The Delivery Executive should devise a “charter” of characteristics which developers can use</p>

	<p>in negotiations with contractors, to help inform their choice and to ensure that companies awarded contracts meet the criteria for “considerate contractors”.</p>
2.15	<p><u>One Year Action Plan:</u> The Framework sets a proposed one year action plan. The suggested areas of work include:</p> <ul style="list-style-type: none"> - Agreement on the terms of reference for the Delivery Executive - Investigate, along with BCC, the potential for the area becoming a Community Planning Pilot - Evaluate merits of preparing a statutory planning document to guide development - Produce a “Checklist of Requirements” for developers in relation to the design, access and infrastructure provisions of the Development Framework. - Commission the ‘Early Wins’ - Consider undertaking a full Transport assessment - Investigate requirements for sewer/storm drainage upgrades - Investigate feasibility of a SUDS drainage system - Consider requirement for Strategic Environmental Impact Assessment - Consider requirement to undertake a visual impact assessment - Undertake further engagement with partners
2.16	<p><u>Launch of Development Framework:</u> DSD are proposing to launch the Development Framework at an event on Wednesday 5 June 2013 at 10.30am in the Glenowen Inn. It is proposed to invite ministers, locally elected representatives, landowners and statutory bodies.</p>

3	Resource Implications
3.1	<p><u>Finance</u> None at this time. The Council is landowner of land within the subject area and is currently in negotiations with a social housing provider to purchase land. Separate reports have been brought to the Strategic Policy & Resources Committee on this.</p>
3.2	<p><u>Human Resources</u> Staff Resource involved as a result of representation on the Delivery Executive and in relation to the management and negotiation in respect of Council land in the subject area.</p>
3.3	<p><u>Asset & Other Implications</u> The Council owns land in the subject area and the Development Framework should provide a sustainable framework for investment that optimises value and maximises the social and regenerative benefits of the wider area.</p>

4	Equality and Good Relations Considerations
4.1	An Equality Impact Assessment was undertaken by DSD.

5	Recommendations
5.1	Members are asked to note the update on the Glen Road Development Framework, including the proposed Action Plan, and to further note the

	proposed launch by DSD on 5 June 2013.
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6	Decision Tracking
There is no decision tracking attached to this report.	

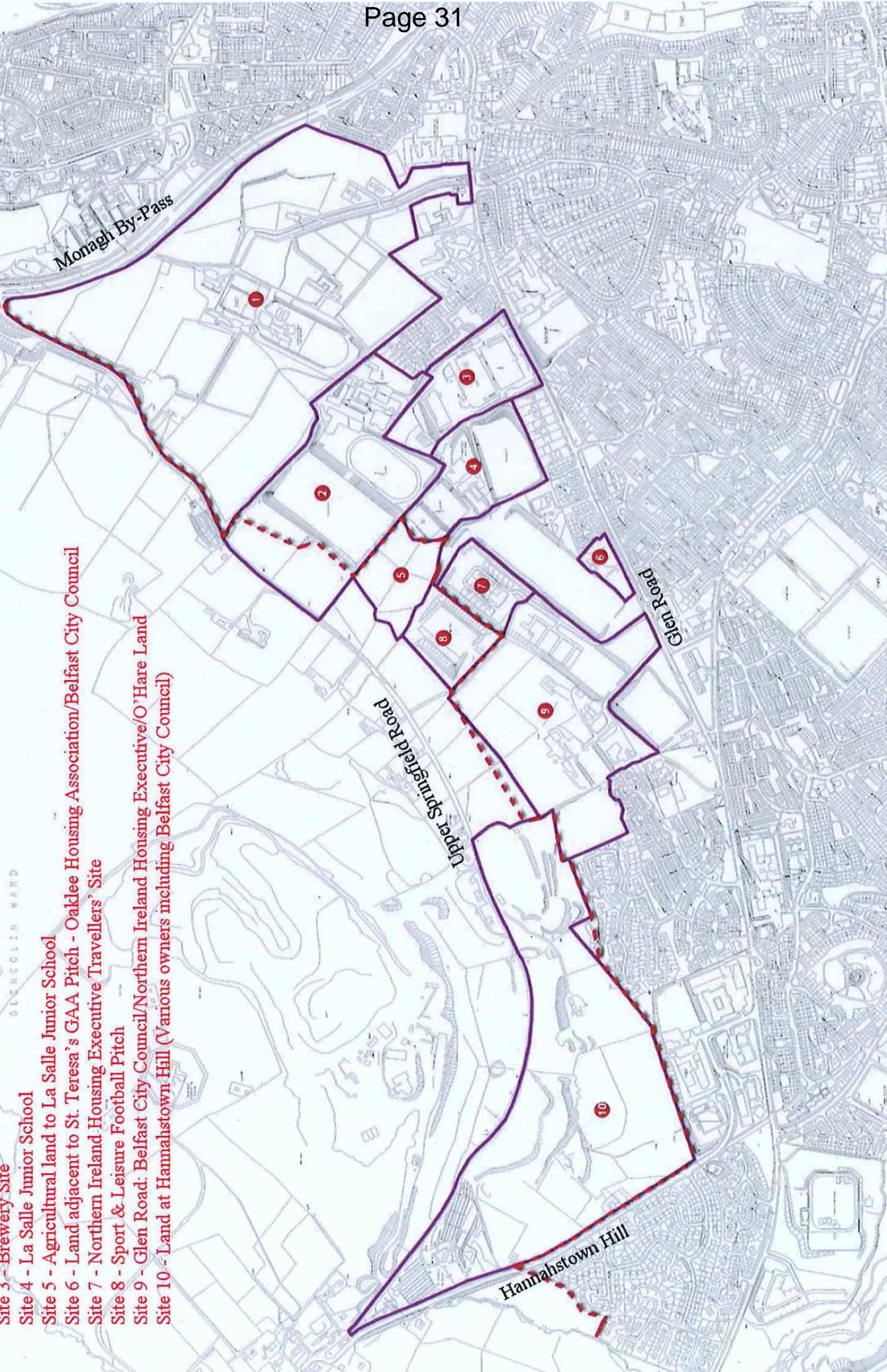
7	Key to Abbreviations
DSD – Department for Social Development	

8	Documents Attached
Appendix 1 – Location Map	

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Appendix '1'

- Site 1 - St. Patrick's & Glennona
- Site 2 - St. Mary's Christian Brothers Grammar School
- Site 3 - Brewery Site
- Site 4 - La Salle Junior School
- Site 5 - Agricultural land to La Salle Junior School
- Site 6 - Land adjacent to St. Teresa's GAA Pitch - Oaklee Housing Association/Belfast City Council
- Site 7 - Northern Ireland Housing Executive Travellers' Site
- Site 8 - Sport & Leisure Football Pitch
- Site 9 - Glen Road: Belfast City Council/Northern Ireland Housing Executive/O'Hare Land
- Site 10 - Land at Hannahstown Hill (Various owners including Belfast City Council)



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Report to:	Development Committee
Subject:	International Marketing Framework for Belfast
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3577

1	Relevant Background Information
1.1	Members will be aware that one of the key commitments in the Council's Investment Programme 2012- 2015 is to market Belfast internationally. Belfast City Council (BCC) has committed to working with city partners to market Belfast proactively on the international stage to attract investment, increase tourism and build the networks necessary to support growth.
1.2	BCC is one of many city stakeholders with established connections to the world through a range of channels and relationships. In order to win new investment, attract talent and visitors, push forward our indigenous businesses and connect our communities to the world, Belfast must present a united proposition that enables all stakeholders to fulfil their own goals - in short, city stakeholders must speak to the world as one city, with one voice.
1.3	<p>There is a great potential to capitalise and build on existing networks and relationships, building on Belfast's reputation as a world class city. These include;</p> <ul style="list-style-type: none"> - BCC has a long established sister city relationship with Hefei and Nashville - Belfast Metropolitan College have recently opened a New Delhi office - The University of Ulster's recently opened Confucius Institute with Hangzhou, which will facilitate student and staff exchanges with China - Queen's University's recent mission to Nashville Vanderbilt University - Invest Northern Ireland's annual international trade mission programme, seeks business investment and research opportunities in world markets including China - NI Connections network links Belfast directly to world- wide Diaspora

2	Key Issues
2.1	During the last year significant consultation with key stakeholders has been undertaken to recognise the various international relationships that city stakeholders are already engaged in to generate a common understanding of what Belfast has to offer the international market and to identify opportunities to build on existing relationships.
2.2	Following consultation with over 20 city stakeholders, including the anchor institutes, a draft international marketing framework has been produced to ensure that Belfast is positioned as a strong, attractive and competitive destination of choice for those who trade, invest, visit and study.
2.3	<p>The proposed aims of this framework are as follows:</p> <ul style="list-style-type: none"> - To maximise economic return of development for Belfast - To increase the economic benefits of marketing Belfast internationally
2.4	<p>The following objectives are proposed to help increase the economic benefits of developing a city-wide approach to proactively marketing Belfast internationally:</p> <ul style="list-style-type: none"> - Deliver increased economic return to Belfast through collaborative international marketing - Develop meaningful international partnerships and civic relationships to support Belfast's growth - Promote the global attractiveness of the city for business, education and tourism - Create the optimum mechanisms for international marketing for Belfast
2.5	<p>The draft framework (Appendix 1) outlines the benefits of a co-ordinated city wide approach to international marketing and provides the basis for further engagement and partnership with key city stakeholders to maximise the positive impact for the city. It outlines that it is essential that all stakeholders are committed to work together on three core element of the framework, namely;</p> <ul style="list-style-type: none"> - Belfast infrastructure and product – determining what Belfast can offer, in terms of amenity, housing, connectivity, cultural experience and shared spaces - Belfast Marketing – agreeing our proposition and audience through its brand, key messages, city narratives and the most effective marketing structures - International City Links – building Belfast's global reputation and relationships through research, connections, missions and sister cities, to ensure that Belfast product and marketing are fully utilised
2.6	<p>In developing the framework, an outline action plan has been proposed for the period 2013 – 2015, which includes:</p> <ul style="list-style-type: none"> - Baseline work – this has already been completed through extensive stakeholder engagement, data capture and analysis and collaborative discussions - Developing marketing tools – underway including new International Belfast branding and city narratives - Delivering products and city links underway with delivery of the Chinese new year celebrations, the planning of the Global India Business Meeting and wide India in Belfast Week as well as plans for exploratory missions to North America
2.7	The International Marketing Framework was formed around 3 primary market

	segments namely: business, leisure and tourism, education & learning, and trade & investment. There are 5 geographical target areas, namely China, the Far East, Europe, India, North America while maintaining a broad focus on the rest of the world, particularly in terms of the emerging economies e.g. Brazil
2.8	Proposed outcomes and annual targets for BCC are outlined in section 8 of the report. As the regional driver, Belfast has a key role to play in helping to deliver a number of regional targets; however, it is important to recognise the targets need to be agreed with city stakeholders as they can only be achieved in partnership and by supporting the work and targets of other city stakeholders such as Invest NI, Belfast Metropolitan College, the universities etc. Commitment to agreed targets will be critical for the success of the international marketing of Belfast and in building strong partnerships across the city.
2.9	Members are asked to agree the draft International Framework and within it to specifically agree the following next steps which have been identified to enhance the existing place based relationships that city stakeholders are developing to take forward an agreed International Marketing Framework for Belfast. <ul style="list-style-type: none"> - Agree the framework including future governance and measures of success with key stakeholders - Commission and develop a set of city propositions/narratives – different groups will have different needs and will require different information, thus we propose the following set of city narratives targeting: <ul style="list-style-type: none"> - Investors (partially covered and aligned to the emerging Integrated Economic Strategy) - Tourists (aligned to the Integrated Tourism Framework) - Students (aligned to the developing student housing strategy/framework for Belfast) - Refresh the Belfast Brand - Research the most effective international integrated marketing mechanisms and agree the best option for Belfast - Explore new links and markets and assess the viability of building collaborative city relationships - Continue to deliver products and assess/monitor their effectiveness which will inform future planning and delivery (for example, Chinese New Year, Global India Week and South by South West).

3	Resource Implications
3.1	Members have agreed a short-term budget of £80,000 for international relations, as well as a £150,000 budget specifically for the Global India Business Meeting.
3.2	Currently international relations work is being undertaken by re-deploying the work of the European Unit. This will be revisited after 12 months and a detailed resource case will be presented to members to establish a realistic International budget for future years.

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 International Marketing Framework for Belfast and agree to continued engagement with key city stakeholders.

6	Decision Tracking
There is no decision tracking attached to this report. Timeline: Reporting Officer: Shirley McCay	

Proposed International Marketing Framework for Belfast

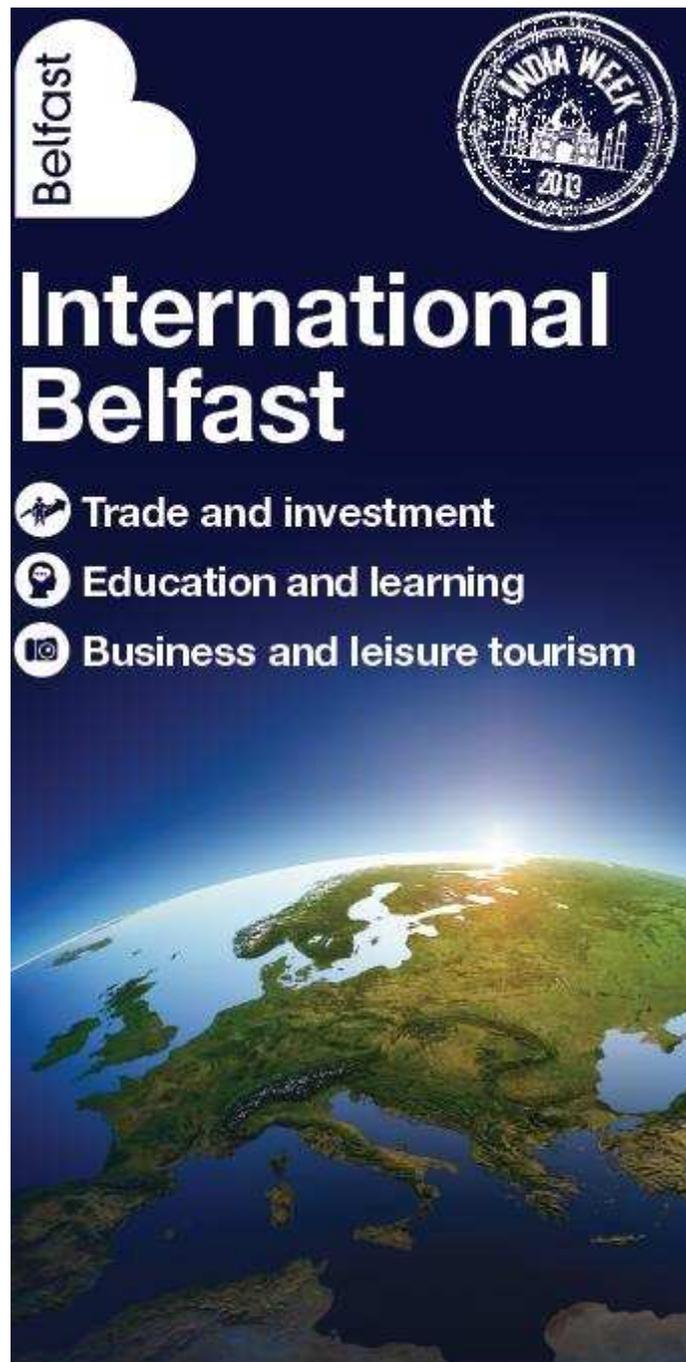


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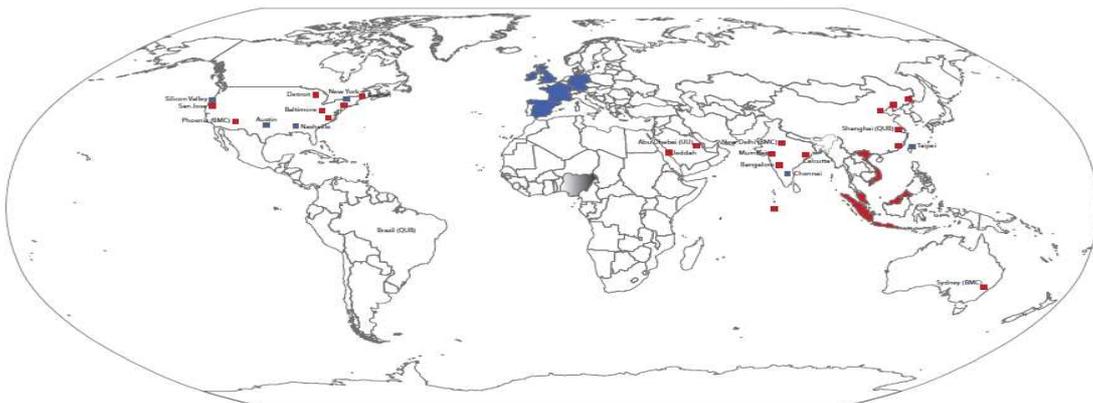
1. Introduction

Belfast City Council is one of many city stakeholders with established connections to the world through a range of channels and relationships. In order to win new investment, attract talent and visitors, push forward our indigenous businesses and connect our communities to the world, Belfast must present a united proposition that enables all stakeholders to fulfil their own goals – in short, city stakeholders must speak to the world as one city, with one voice.

There is a great potential to capitalise and build on existing networks and relationships, building on Belfast's reputation as a world class city. The range of existing international relations and connections is shown in the map below and city stakeholders are already engaging on a range of international relationships such as:

- Belfast City Council has a long established sister city relationship with Hefei and Nashville
- Belfast Metropolitan College have recently opened a New Delhi office
- The University of Ulster's recently opened Confucius Institute with Hangzhou, which will facilitate student and staff exchanges with China.
- Queen's University's recent mission to Nashville Vanderbilt University
- Invest Northern Ireland's annual international trade mission programme, seeks business investment and research opportunities in world markets including China
- NI Connections network links Belfast directly to worldwide Diaspora.

The map below highlights some of the key existing (blue) and more recent or emerging international links (red).



□ □

There are significant benefits from harnessing the power of city stakeholders to develop a more collaborative city-wide approach to the international market because:

- Collaborative working has the potential to enhance success for all
- Relationships are strengthened *across* the city and *for* the city in the global arena

- More effective use of resources
- Sharing expertise across the city
- Creates a single, city-wide approach with a shared voice

Taking forward an International Marketing Framework for Belfast requires:

- identifying the key city organisations, agencies and companies engaged in international marketing activity
- agreeing the target audiences, messages and methodologies for an integrated approach to international marketing
- agreeing and focusing on key destination markets
- identifying where collaborative activity between stakeholders makes business and political sense

This document is designed to provide the basis for further consultation and engagement with key stakeholders.

2. Purpose of the International Marketing Framework

The purpose of this international marketing framework is

to ensure that Belfast is internationally positioned as a strong, attractive and competitive destination of choice for those who trade, invest, visit and study

Aims and Objectives

Based on consultation with city stakeholders, the proposed aims are as follows:

- To maximise economic return of development for Belfast
- To increase the economic benefits of marketing Belfast internationally

The following objectives are proposed to help increase the economic benefits of developing a city-wide approach to proactively marketing Belfast internationally:

- Develop meaningful international partnerships and civic relationships to support Belfast's growth
- Promote the global attractiveness of the city for business, education and tourism
- Create the optimum mechanisms for international marketing for Belfast

This framework will help us build on existing international relationships and partnerships to develop effective collaborative approaches to achieve shared city development goals. This means that the city has one voice internationally which will provide the foundation to create sustainable and meaningful relationships with different cities and organisations which will support and sustain growth in Belfast. This will be achieved by attracting inward investment, increasing tourism as well as attracting and retaining talent in the city.

What we hope to achieve

The key outcomes from this city-wide approach to international marketing reflect the regional agenda to enhance our global competitiveness and image, focusing on:

- Increasing the value of exports for local business and inward investment
- Increasing tourism spend and the number of tourists visiting Belfast

- Increasing the number of international students and academics attracted to and remaining in Belfast

In order to achieve this, it is essential that all stakeholders are committed to work together on three core elements of the framework:

- 1) **Belfast infrastructure and product** - determining what Belfast can offer, in terms of amenity, housing, connectivity, cultural experience and shared spaces.
- 2) **Belfast Marketing** – agreeing our proposition and audience through its brand, key messages, city narratives and the most effective marketing structures
- 3) **International City Links** – building Belfast’s global reputation and relationships through research, connections, missions and sister cities, to ensure that the Belfast product and marketing are fully utilised.

3. Belfast Infrastructure and product

Following initial research and engagement with the main city stakeholders three key markets have been identified as the focus to build an integrated and collaborative approach to international city marketing for Belfast – these key markets focus on Investment & Trade, Tourism and Education and Talent. Belfast city narratives will be developed targeting each of these market segments.

1.	Investment and Trade
Why it's important	<ul style="list-style-type: none"> - To secure new foreign direct investors to locate in Belfast and NI - To create jobs, sustain existing jobs, build the local supply chain and wealth creation - To build research and development capacity - To secure trade deals and partnerships to deliver income to Belfast and NI companies, aiding their growth and expansion and increasing exports
Belfast's current offer	<ul style="list-style-type: none"> - Connectivity: Belfast is the gateway and regional driver for the Northern Ireland economy with two modern airports - Belfast Harbour is Northern Ireland’s principal maritime gateway and logistics hub, serving the Northern Ireland economy and increasingly that of the Republic of Ireland - Northern Ireland was the first region in Europe to have 100% access to broadband; - Competitive business environment: Operating costs for business in Northern Ireland is highly competitive and amongst the lowest in the UK - Telecoms costs and prime office rents in NI and greater Belfast are among the most competitive in the world - 65% of companies investing in NI already reinvesting or are planning to invest further - There is significant land development potential in Belfast such as Belfast Harbour, Titanic Quarter and Springvale - Belfast is now a major international filming location and its creative industries sector along with environmental and new energy technologies are the fastest growing sectors in the economy - Quality of life: Belfast has one of the lowest residential housing costs in Europe - It scores highly when compared to other cities in relation a good work-life balance

	and a relatively short average commuting times to work.
How we will improve the offer	<ul style="list-style-type: none"> - Belfast successfully secured £13.7million to improve the city's broadband infrastructure to become a world class digital city by 2015. - A £400 million investment in the Royal Exchange retail-led scheme in the north east of the city - An £8 million bid for the development of a green business park on the North Foreshore - An £8 million development of an Innovation Centre at Springvale. - The council is working with Invest NI to develop a £4 million Digital Hub to promote digital technology based enterprises in the city. - The planned Belfast Rapid Transit scheme will be a new cross city public transport route that will link east and west of the city with each other and with the city centre

2.	Tourism
Why it's important	<ul style="list-style-type: none"> - To maximise the growth in the tourist industry and economy - To attract new and repeat leisure and business visitors to Belfast and NI - To encourage tourist expenditure in the local economy with direct economic returns to local industry the local economy
Belfast's current offer	<ul style="list-style-type: none"> - Belfast is a vibrant, cultural city with a unique historical legacy - There are over 6000 bedspaces in the city ranging from budget accommodation to five star suites - Key cultural venues are located across the city –Lyric Theatre, Grand Opera House, the MAC, Culturlann, Ulster Hall - The Titanic Belfast visitor centre opened in 2012 as a major visitor attraction and focal point for the city's maritime heritage - Belfast hosts around 50 cultural and arts festivals throughout the year and 300 bars and clubs. - The city has an abundance of open space, including parks and greenways - Belfast is a major cruise destination, with over 50 cruise ships docking in Belfast harbour last year and a target of 60 cruise ships visiting Belfast, generating up to £6m for the economy in 2013
How we will improve the offer	<ul style="list-style-type: none"> - Belfast is a city of choice for major international events and is scheduled to host the World Police & Fire Games 2013, Giro d'Italia 2014 and Tall Ships 2015 - New hotels and stadia are planned for the city, including the redevelopment of Windsor Park and Casement Park stadia - Over the next two years over £6 million will be invested in tourism and cultural products of Belfast - By 2016, significant investment will transform Belfast Waterfront Hall into a state of the art convention and exhibition centre, with additional 2100m² exhibition and banqueting space for 750 delegates, plus additional breakout facilities.

3.	Education and Learning
Why it's important	<ul style="list-style-type: none"> - To attract international students to Belfast and NI to undertake further and higher education

	<ul style="list-style-type: none"> - To support the increasing cultural diversity and dynamism of the city - To enrol international students in their own countries on study programmes delivered by educational establishments in Belfast - To attract academics and researchers to Belfast to undertake their studies, enhancing the relationships the education-business links and supporting Belfast's international profile
Belfast's current offer	<ul style="list-style-type: none"> - Belfast has a young, diverse and dynamic population with over 22,000 full time students and a growing ethnic minority population - Belfast has a number of key third level educational establishments within its boundaries and close to the city centre. - Belfast educational institutes are key drivers in the development of Nis technology and knowledge industries - Belfast's two universities have globally recognised research centres across a range of disciplines - Belfast Metropolitan College's new e3 campus is a model for the innovative use of new and emerging technologies with resources for the testing and demonstration of renewable energies - Belfast's educational institutes offer quality sports facilities in Belfast and at Jordanstown. - There is a strong track record in the commercialisation of research and successful business ventures. - Through knowledge transfer and innovative initiatives, including the highly successful NI Science Park, the universities have supported £100m's of new investment and 1,000's of high value new jobs.¹ - The city has an abundance of open space with 940hectares of parks, playing fields and greenways.
How we will improve the offer	<ul style="list-style-type: none"> - Work is underway with the city's educational establishments to develop a student housing strategy to encourage affordable, quality, fit for purpose student housing in the city that supports student and community life - Belfast is set to become a world class digital city by 2015 and has secured almost £13.7million to improve the digital infrastructure in the city - University of Ulster will relocate to the heart of Belfast with a £250 million new building. - Significant investment will see the redevelopment of Ravenhill, Windsor Park and Casement Park stadia - The planned public bike hire scheme is due to be introduced in 2015 to enhance connectivity across the city

Research has indicated that the most important factors for attracting investment and improving quality of life are a solid infrastructure and connectivity. Belfast has an improving infrastructure and offer which acts as the foundation to attract and retain the international market.

Significant work is underway in Belfast to support and enhance the city's infrastructure through various development strategies and investment in the city to promote growth and revitalise the

¹ QUB Report to DEL Committee March 2011

economy, support employability, enhance connectivity and ensure a vibrant social and cultural scene which form the foundations for creating a city that can compete and promote itself on the global stage. While Belfast already has a distinct and strengthening offer to promote internationally, the relationships developed and impact of international marketing will also contribute to Belfast's economic, social and cultural development.

4. Marketing Belfast

Belfast has tended to operate with an organic approach to marketing rather than a specific marketing strategy. Belfast proposition, brand, city narratives and the main marketing channels are all essential aspects of marketing our city. Belfast still needs to work hard to develop a unique story and unify its marketing efforts.

Presently Belfast is marketed internationally by a range of city stakeholders, albeit each tends to focus on their own perception and experience of Belfast and their own messages, methodologies and target audiences. A comprehensive, shared vision is needed for Belfast to maximise its international reputation and the economic benefits.

There is a strong argument that Belfast needs to revamp the Belfast product, revisit and refresh our brand, develop a strong shared proposition and a new city narrative that is shared by all city stakeholders. A reinvigorated coordinated city-wide approach to international marketing is therefore required.

To develop strong marketing material for Belfast and revamp its product, we need to:

1. Develop a city narrative which is agreed by all key stakeholders
2. Refresh the Belfast brand ensuring it reflects the current values and narrative of Belfast and has city-wide ownership
3. Agree the key target audiences, messages and methodologies for an integrated approach to marketing
4. Agree the optimum vehicle for coordinated international marketing within Belfast

5. International City Links

Belfast has well established relationships with Europe. A number of other key global markets have been identified, in consultation with stakeholders, as avenues to develop and enhance relationships and marketing. City stakeholders are already forging relationships with key global economies in China and the Far East; India and North America. These form the initial focus for Belfast to move beyond Europe and enhance collaborative working relationships.

It is therefore important for Belfast to consider the destinations in these countries where formal civic linkages would add value.

Belfast's city stakeholders have taken significant steps to form international relations with each of these countries and there is potential for all city stakeholders to add value to these relationships to maximise the benefit and impact for Belfast. For example:

Target Global Markets	What is in place / Opportunities
India	<ul style="list-style-type: none"> - BMC have opened a New Delhi office in January 2013 - QUB has links with University of Hyderabad, Nation Institute of immunology in New Delhi and Videcon business in Calcutta - QUB proposal to develop a civic relationship with Chennai as part of a New York/Chennai/Belfast partnership - Invest NI trade mission scheduled for April 2013 with other stakeholders participating
China/Far east	<ul style="list-style-type: none"> - BMC hosted a China Week in February 2013 which may be built upon - BMC has links with Beijing Polytechnic - UU established Confucius Institute in partnership with Zhejiang University of Media and Communications - UU developed links with Saudi Arabia and United Arab Emirates - Belfast's sister city relationship in China is with Hefei - QUB has MOU established with universities in Peking, Shanghai, Minzu, Jilin, Harbin University of Commerce and East China University of Science and Technology, Shenyang University
North America	<ul style="list-style-type: none"> - QUB planned outward mission to Nashville Vanderbilt University with which it has special links - QUB has also links with Georgetown University, UMAS Lowell and Fordham University (New York) - UU linked with colleges in New York and Washington. - BMC is a Member of the RC20/20 Group – Baltimore, Dallas, New York, Detroit and Philadelphia - Belfast's relationship with ITLG in Silicon Valley - Belfast's presence at South by Southwest conference and exhibition (links with Austin Mayoral office)

Through an International Marketing Framework there is potential to maximise relationships, build on the existing links and networks to enhance Belfast's reputation and the benefits for the city as a whole.

As collaborative working increases and stakeholders such as Invest NI continue to monitor opportunities arising from emerging economies, there will be greater opportunities to expand horizons and collaborative effort to additional markets such as CIVETS (Columbia, Indonesia, Vietnam, Egypt, turkey and South Africa), Dubai, Middle East etc.

6. How we move forward

In developing the framework, the proposed way forward is outlined below (as illustrated below):

- 1) **Baseline work** – has been completed. BCC identified the key city organisations, agencies and companies engaged in international marketing activity. Research and engagement has

taken place with stakeholders (Appendix 1). Initial data assembly and analysis has been completed and a first collaborative discussion led by the Lord Mayor of Belfast.

- 2) **Developing Marketing Tools** –to ensure stakeholder buy-in and to be fully equipped to establish valuable international relations
- 3) **Delivering products and city links** – developing a suite of marketing materials for Belfast to enable the achievement of objectives to increase tourism, trade, investment and skills exchange.
- 4) **Outcomes** – Given the city-wide focus of this work, these will be developed in consultation with key stakeholders. A number of draft outcomes have been suggested for initial consideration. *They are the long-term outcomes for which we need to refine the framework, establish appropriate indicators and baseline information.*

Diagram 1. Outline of the process for the Integrated Marketing Framework



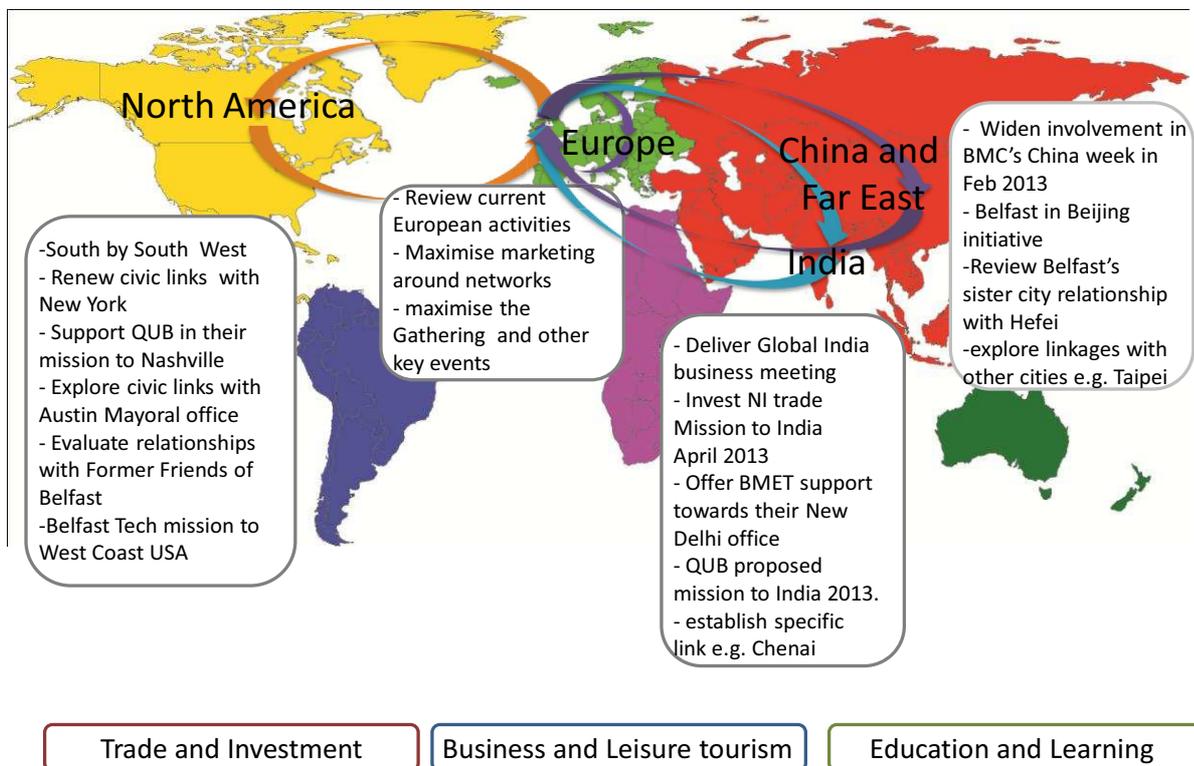
7. Proposed actions (2013/14)

The following map illustrates the various dimensions and sectors that constitute the International Marketing Framework, including the short-term actions that are already underway. Building collaborative working relationships across the city to deliver these actions will help shape future actions and outcomes:

- **Market segment** : Business and Leisure Tourism; Education and Learning; and Trade and Investment
- **Geographic area** : China and far East; Europe; India; North America; and the Rest of the World.

City stakeholder engagement and support is central to progressing the international marketing framework. Through a competitive Belfast infrastructure and product, strong proposition, vision and promotion key geographic areas can be identified to maximise existing and develop new international links for the benefit of the city as a whole.

International Belfast



In addition to the actions outlined above it will be important to work with city stakeholders to monitor changes in the global environment and the emerging economies in the rest of the world to ensure that Belfast plays a dynamic role in the development of international marketing and relations. Developments in Russia and Brazil have already been identified and the potential opportunities emerging from CIVETS locations (Columbia, Indonesia, Vietnam, Egypt, Turkey and South Africa) are being examined by Invest NI and will be kept under review. This intelligence will be critical in informing future and changing international marketing relationships, priorities and tools.

8. How we will measure success

Belfast has a significant contribution to make to a number of regional strategies such as the Programme for Government, Economic Strategy for Northern Ireland and Higher Education Strategy for Northern Ireland in terms of trade & investment, tourism and education:

- Secure total investment in the Northern Ireland economy of at least £1 billion.
- Increase the value of manufacturing exports by 20%
- Develop and deliver a full range of support throughout the export lifecycle
- Increase tourism revenue to £676m and tourism visitor numbers to 4.2m
- Increase the number of international students and academics

The following draft outcomes and annual targets have been proposed to align to the delivery of the regional frameworks, and focusing on the benefits that a city-wide collaborative approach to international marketing may bring. While the outcomes require further consultation and agreement with key city stakeholders, it is anticipated that activity in year one of the framework will focus on building effective collaborative approaches and partnerships. The Council has taken cognisance of key partners targets in Belfast Visitor & Convention Bureau, Invest NI, Belfast Metropolitan College and the universities and will work to support the delivery of these for the benefit of the city.

Segments	Proposed Outcomes <i>(to be agreed with city stakeholders)</i>	Draft Annual Targets <i>(to be agreed with city stakeholders)</i>
Trade and Investment	<ul style="list-style-type: none"> - Increase the value of exports for local businesses - Increase the number of local businesses exporting - Increase % of globally focused start-ups - Increase foreign investment - Improved partnerships and collaboration <p><i>(The emerging Integrated Economic Strategy will inform the development and agreement of outcomes with stakeholders)</i></p>	<ul style="list-style-type: none"> - Belfast promoted at 4 international trade exhibitions, including participation in major investment conferences in London and Munich - 30 significant leads of potential new inward investment identified - 4 major inward missions received in Belfast - 50 companies provided business opportunities in new international markets - Support Invest NI to deliver their target of 30 trade missions and participate as appropriate
Tourism	<ul style="list-style-type: none"> - Increase in value and number of business tourism - 20% increase in tourism spend to £294m by 2014/15 (Integrated Tourism Framework) - Grow visitor numbers to Belfast by 20% (BVCB) - Increase visitor spend in Belfast by 40% (BVCB) - Lead generation programme and research to identify Top 500 prospects for extension to Waterfront 	<ul style="list-style-type: none"> - 2 new collaborative programmes undertaken with multiple stakeholders - 2 new international operators include Belfast on their itineraries - Increase the economic impact of annual events in Belfast by 5% per year - 10 familiarisation visits to Belfast from new markets or specialist fields - Support BVCB to deliver the target of profiling Belfast at 20 trade/

	Hall	consumer shows and generate 80 new out of state conference leads
Education	<ul style="list-style-type: none"> - Increase % of international students and academics - Attract at least 1895 international students to higher education institutes and up to 300 international students to further education institutes in Belfast by 2016 - Increase internationally recognised research projects - Improved partnership working and collaboration <p>NB. University of Ulster have a target of attracting up to 3000 international students per year, although most of their growth is anticipated to be at Magee</p> <p><i>(By 2014, higher & further education establishments will have reviewed their international strategies and developed targets which will inform the framework outcomes and indicators)</i></p>	<ul style="list-style-type: none"> - Promote the city jointly with the educational institutes in 2 new markets/countries - Increase % of international students and academics to Belfast – attract up to 100 new international students to further education in Belfast and over 600 higher education students to Belfast per year - 3 new research projects instigated

9. Next Steps

The following next steps have been identified to enhance the existing place-based relationships that city stakeholders are developing and to take forward an agreed International Marketing Framework for Belfast.

- Agree the framework including future governance and measures of success (outcomes) with key stakeholders
- Commission and develop a set of city propositions/narratives - different groups will have different needs and will require different information, thus we propose the following set of city narratives targeting:
 - Investors (partially covered and aligned to the emerging Integrated Economic Strategy)
 - Tourists (aligned to the Integrated Tourism Framework)
 - Students (aligned to the developing student housing strategy/framework for Belfast)
- Refresh the Belfast Brand
- Research the most effective international integrated marketing mechanisms and agree the best option for Belfast
- Explore new links and markets and assess the viability of building collaborative city relationships
- Continue to deliver products and assess/monitor their effectiveness which will inform future planning and delivery (for example, Chinese New Year, Global India Week and South by South West)

Appendix 1. Draft Action Plan: Medium and Longer Term

While activity in year one has focused on creating more collaborative networks and building on existing relationships, the following areas of work have been considered by stakeholders that would further enhance the development of collaborative approaches to international marketing for the benefit of Belfast as whole.

It is anticipated that this would be further developed and refined through the engagement process with key stakeholders and following review of initial performance.

Segment	Areas for Development 2014/15-2015/16
Trade and Investment	<ul style="list-style-type: none"> - Implement Belfast's Integrated Economic Strategy - Develop an export development programme in collaboration with the Chamber of Commerce and in consultation with Invest NI - Consider BCC civic engagement in outward mission to India - Agree a contemporary sharpened FDI proposition and role of BCC within delivery of message - Consider Aftercare of FDI companies in Belfast - Fully use NI Connections platforms etc. - Review FDI proposition with Invest NI and identify role for political leaders in Belfast. - Collective input to all stakeholders' forward marketing plans for 2014 - Consider use of TEDx as a brand and how to capitalise on this for Belfast's international profile - Develop the relationship and outcomes from the IBM Smarter Cities Challenge - Identify destinations Belfast should pursue for formal civic linkages
Business & leisure Tourism	<ul style="list-style-type: none"> - Maximise use of and input to The Gathering campaign - Develop and implement City marketing campaigns etc. - Consider how to instigate support for Belfast airports to secure new direct air links as identified - Develop programme of collaborative marketing activity influencing NI Connections programme - Maximise City Narrative use - Agree and maximise the use of HMS Duncan, Royal Navy ship affiliated to Belfast.
Education & Talent	<ul style="list-style-type: none"> - Consider the creation of additional language schools in Belfast - Define and develop BCC's role in welcoming and acknowledging students and researchers who have chosen Belfast - Maximise City Narrative use - Consider how to take forward ITLG relationship with Silicon Valley along with Invest NI and University of Ulster

Appendix 2. International Framework Contacts

Organisation	Representatives
Andras House	Lord Rana Dermott Brooks Sameer Seth
Arts Council NI	Nick Livingston Noirin McKinney
ArtsEkta	Nisha Tandon Muksha Sharma
Belfast Metropolitan College	Marie-Therese McGivern Ned Cohen
Belfast City Airport	Brian Ambrose
Belfast City Centre Management	Andrew Irvine
Belfast Harbour Commissioners	Roy Adair
Belfast Visitor & Convention Bureau	Gerry Lennon
Bombardier	Alec McRitchie
British Council NI	David Alderdice
Delta Print	Terry Cross
European Commission NI	Colette Fitzgerald
HMS Duncan	Commander John Gray
Invest NI	Bill Montgomery Barry McBride
NI Chamber of Commerce	Ann McGregor Sandra Scannell
NI Connections	Grainne McVeigh
NI Tourist Board	Alan Clarke Susie McCullough
Office of the First Minister & Deputy First Minister	Tim Losty Debbie Sweeney
Queens University Belfast	Dr Satish Kumar Isabelle Jennings
Titanic Quarter	Michael Graham
Tourism Ireland	Aubrey Irwin
University of Ulster	Prof. Anne Moran Roisin McEvoy
US Consul in Belfast	Gregory S. Burton, Consul General



Report to:	Development Committee
Subject:	Joint Bid to host EUROCIITIES Culture Forum 2014
Date:	21 May 2013
Reporting Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459
Contact Officers:	Laura Leonard, European Manager, ext 3577

1	Relevant Background Information
1.1	Members will be aware that Council is engaged in a number of EUROCIITIES fora and that this has provided the organisation with a range of tangible outputs- the recent installation of energy efficient lighting in the City Hall being one.
1.2	<p>In terms of the Culture Forum, engagement has led to the following:</p> <ul style="list-style-type: none"> - Participation in work to commemorate the European Year of Intercultural Dialogue, which helped to inform the Council's Cultural Framework and development of the city's Festivals Forum; - Submission of a project proposal in 2012 as partner in the CityBooks application to the EU Culture Programme; - Presentation of Belfast best practice- including presentation at the closing conference of the Intercultural Dialogue project in Amsterdam; - Participation in the Creative Industries (through the Economic Development Unit), Culture and Young People and Resources for Culture working groups: which have permitted exchange of experience and promotion of Belfast; - Contribution into European surveys and policy papers- ensuring European legislation takes into account cities' needs and experience - Profiling of the Apps for Literary Belfast and Belfast Music product at the Spring 2013 meeting in Florence <p>This is also evidence of how Belfast is viewed as a valued member of the Forum.</p>
1.3	As a region of Europe, we are now at an important stage in the calendar for the emerging EU Budget and priorities for the period 2014-2020. Continued and proactive engagement in the Eurocities network is crucial for Council in order to position itself to maximise the opportunities that this new round of funding will bring. This is also imperative activity in order to deliver the Investment Plan objective of securing European funding.

1.4	Belfast City Council now has the opportunity to bid to host the Eurocities Culture Forum (CAF), one of the bigger fora in the network, with many members being previous European Capital of Culture. Hosting CAF is a very competitive process but provides an excellent opportunity to showcase the city's cultural product as well as demonstrating how innovative it is in tackling key issues affecting the sector. Derry City Council is keen to partner Belfast in this bid, which will permit Belfast to achieve the above objectives in a more economic manner.
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2	Key Issues
2.1	A dual city bid to the Culture Forum has never been attempted before but preliminary discussions with EUROCITIES staff indicated that this would be enticing to its members. This would build on Belfast's capital city status and reputation within the forum and also the position of Derry-Londonderry as the first UK Capital of Culture. A successful bid would bring somewhere in the region of 80-100 attendees and past experience of acting as host city has led to significant press coverage as well as exposure of indigenous industry to representatives of over 70 European cities.
2.2	CAF meetings typically last 3 days- the host city determines a theme which is the focus of the first day, working group meetings and site visits as well as the normal business meeting make up the rest of the programme. With meetings starting on the Wednesday, cultural activity is offered on the Saturday. This format would allow Belfast to host Wednesday and Thursday with Derry/Londonderry accommodating the Forum Friday and Saturday.
2.3	The development of the bid will take place over the coming weeks and will include detail on the infrastructure to enable the participants to get to and stay in Belfast, conferencing facilities as well as information on cultural and tourism products.
2.4	Preliminary discussions with officers in Derry City Council have led to the tentative theme of the bid being "Culture: Connecting Cities"- the rationale behind why participants attend the Forum in the first instance but also because during this event they will be connected to 2 of Northern Ireland's cities. The finer detail of the work programme will only be developed once the bid result is known.

3	Resource Implications
3.1	Both Councils have proposed an individual budget of £5,000 to host the Culture Forum, should the bid be successful. This will offset catering, venue hire, any entertainment costs, expenditure associated with site visits and speaker fees (if applicable) and the transfer between the two cities.
3.2	Should the bid be successful a project steering group will be set up to include officials from both Councils as well as representatives of the Culture and Arts sector.

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

5	Recommendations
5.1	Members are requested to: <ul style="list-style-type: none">- Note the contents of this report and to agree to the submission of a joint bid to host a EUROCITIES Culture Forum meeting in 2014.- Agree to a Belfast City Council budget of £5,000 which will come from the 2014-2015 general Tourism, Culture and Arts budget.

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

7	Key to Abbreviations
CAF- Culture Forum	

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Report to:	Development Committee
Subject:	Post Events details for St Patricks Day 2013
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Gerry Copeland, City Events Manager, ext 3412

1	Relevant Background Information
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> - Provide feedback to Councillors on the 2013 St Patrick's Festival, as requested by the Development Committee in November 2012. - Seek guidance on events for 2014 and beyond subject to budgets - Obtain permission to go to tender for a carnival parade contractor for a five year period (subject to Council approval and contract) - Gain approval to operate an agreed event for over the nearest weekend to St Patrick's Day rather than on the actual 17th March with parade and concert on a Sunday
1.2	<p>In January 2012 Council agreed to the annual programme of civic events to be delivered during the 2012/13 financial year. This included the staging of the 2013 St Patrick's event on the Sunday 17th March 2013. This was followed by Members approving a pilot St Patrick's Festival for 2013 (Development Committee of November 2012), which included a direction from Members for feedback report to be taken to Council on this year's event.</p>
1.3	<p>Appendix 1 indicates the programme of activity created for the Council agreed festival. In addition to this Members agreed to host the annual Ullans Academy St Patrick's Day Breakfast at City Hall. The following are the key statistics generated by the event:</p> <ul style="list-style-type: none"> - Total cost to Council was £180,000 (£140,000 for the parade and concert & £40,000 for the festival/marketing) - It is estimated that 20,000 people attended the event (5,000 festival attendees and an audience of 15,000 for the parade and concert) - Estimated economic return of over £567,000 - Return on Council's investment of £3.00 for every £1.00 invested - 9% of attendees where out-of-state, 27% outside Belfast and 63% from the Greater Belfast area - An average positive rating of 7.88 (rated out of 10) for the overall event

- It is estimated that 51% of attending were from a Catholic background and 26% from the Protestant community
- Promotion with Belfast Féile's Féile an Earraigh and linkage to the New York based Sober St Patrick's Day initiative

2	Key Issues
2.1	Members are being asked to give guidance to whether a similar family orientated festival and programme should be delivered in March 2014. The programme would be based on many of the activities highlighted in Appendix 1. However, if approved, Members are also being asked that any future parade, concert and festival are operated on the nearest weekend to St Patrick's Day rather than on the 17 th March. The format would see potential festival activities on the Friday and Saturday, with the carnival procession and concert on the Sunday. Such a move would have support from retailers and police in the city.
2.2	The rationale behind this suggestion, to Members, is based on the resources connected to events on the 17 th March especially in regard to the carnival element. In addition the moving of the event would assist in attracting visitors to the festival elements based in the City Hall and grounds given that St Patrick's Day is not a public holiday in the city.
2.3	The shift to a weekend would also assist, if approved by Council, the St Patrick's festival to stand out in marketing the event to both a national and domestic market – especially given that many locations promote their locations on the 17 th March.
2.4	The suggested programme would include promotion of Féile an Earraigh (Féile an Phobail's Spring festival), Ullan's Academy St Patrick's Day breakfast (subject approval from Strategic, Policy & Resources use of the City Hall) and links to the New York based Sober St Patrick's Day initiative. In addition the Council would include other initiatives such the BBC Radio Ulster St Patrick's Night concert at the Belfast Waterfront Hall (to be confirmed by the BBC).
2.5	If approved Officers would issue a tender for a carnival provider. This would be issued over a five year period, but would be renewed on an annual basis. Analysis for this supply area has indicated that there would be a greater level of interest in the tender if the move to a weekend event was agreed by Council.
2.6	It is estimated that the proposed programme could be delivered within the 2012/13 figure of £180,000. It should be noted that the current estimates for 2013/14 has £140,000 allocated. Therefore, any agreement to enhance the programme, for 2013/14, would require approval from the Council's Strategic, Policy and Resources Committee for the additional £40,000.

3	Resource Implications
3.1	<p>Financial</p> <p>It is estimated that the proposed programme could be delivered within the 2012/13 figure of £180,000. It should be noted that the current estimates for 2013/14 has £140,000 allocated. Therefore, any agreement to enhance the programme, for 2013/14, would require approval from the Council's Strategic, Policy and Resources Committee for the additional £40,000.</p>

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The poster features a green background with a sunburst pattern. At the top right, the word "Belfast" is written in white inside a dark green heart shape, with the word "there" written in white below it. In the center, a large green shamrock contains the text "St Patrick's Festival Belfast 2013" in white. To the left of the shamrock, there are three small photographs: a wicker basket, a child with a pink mustache, and a person in a colorful costume. Below these photos is a blue banner with the text "Friday 15 - Monday 18 March 2013". At the bottom left, a pink banner contains the text "Carnival parade, concert, exhibitions, talks, tours, films and family entertainment in Belfast City Hall and other venues." The Belfast City Council logo is in the bottom right corner, and the website "www.belfastcity.gov.uk/stpatricksdays" is at the bottom.

Belfast
there

Friday 15 - Monday 18
March 2013

Carnival parade, concert, exhibitions, talks, tours,
films and family entertainment in Belfast City Hall
and other venues.

St Patrick's
Festival
Belfast 2013



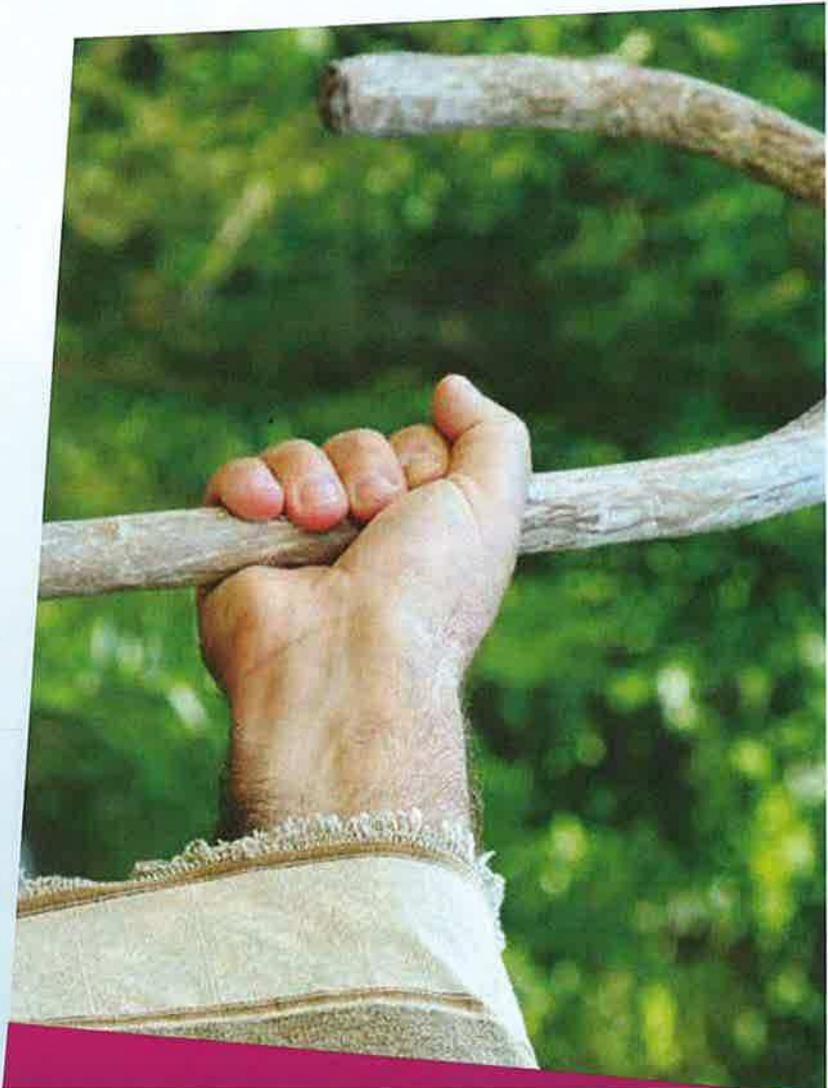
www.belfastcity.gov.uk/stpatricksdays

The story of St Patrick

St Patrick is the most commonly recognised patron saint of Ireland and he converted many to Christianity in Ireland. Much myth and legend surrounds the story of his life.

The main train of thought is that he was born in Roman Britain to a wealthy family and was kidnapped and sold to a chieftain in Ireland when he was 16. He then worked as a shepherd on Slemish Mountain in Ballymena spending most of his time alone praying.

According to the story, after six years of slavery, Patrick escaped and returned to his family and became a cleric. He later returned to Ireland as a Bishop and taught the Christian faith.



St Patrick's Day is a cultural and religious holiday, celebrated on 17 March, the anniversary of his death. We have celebrated St Patrick's Day over the last seven years with a carnival parade through the city centre

and an open air concert at Custom House Square. We strive to involve all members of the community and each year, over 600 community volunteers from across the city take part in this celebration.

2013

This year, we welcome the first ever St Patrick's Festival to Belfast from Friday 15 to Monday 18 March. The festival programme will take place in various venues including the Ulster Hall, the Linenhall Library, An Culturlann, St George's Market and Oh Yeah Music Centre.

Belfast City Hall will be the focal point of the festival weekend. The festival programme offers a variety of fascinating St Patrick related events and activities to suit all tastes from tours, themed menus, talks, drama and photography exhibitions to music workshops and live sporting games on the Big Screen. The St Patrick's Festival 2013 is a Gathering Ireland 2013 event.

We would like to thank everyone who has contributed to this festival programme and hope you enjoy it!

City Hall events

Family fun

Suitable for all ages.

Free events
(No ticket required)



Fabulous face painting

Friday 15 March: 1pm – 4pm
Saturday 16 and Monday 18 March:
11am – 4pm



St Patrick themed arts and crafts workshop

Friday 15 March: 1pm – 4pm
Saturday 16 and Monday 18 March:
11am – 4pm



St Patrick's origami and papercraft workshop with Maeve Henry

Friday 15 March: 1pm – 4pm
Saturday 16 and Monday 18 March: 11am – 4pm

For more information on family fun events contact Belfast Welcome Centre on 028 9024 6609.

City Hall events

Talks

Free events
(No ticket required)

Ego Patricius: Patrick and the Writing of Saints' Lives in Medieval Europe

Dr Stephen Kelly, School of English at Queen's University, Belfast

Friday 15 March: 2.15pm - 3pm

This talk will explore the *Confessio* of St Patrick in the context of the medieval literary tradition of saints' lives, comparing Patrick's autobiographical *Confessio* with some of the wilder excesses of hagiographical accounts of the saints, including St Patrick himself.

Using church records to trace your family history



Valerie Adams, Presbyterian Historical Society of Ireland

Friday 15 March: 1.15pm - 2.00pm

This talk will illustrate the wide range of church records available for family history and what they contain, their availability and some of the problems in using church records.



Migration in Belfast History

Dr Patrick Fitzgerald, Migration Studies, Ulster American Folk Park, Omagh

Friday 15 March: 3.30pm - 4.30pm

This talk will explore the impact of human migration upon the development of Belfast. Dr Fitzgerald will also draw upon emigrant letters to demonstrate how St Patrick's Day was celebrated by those who had moved overseas.

Remembering the Saints in Medieval Ireland and Scotland
 Cormac Bourke, Editor of the Uister Journal of Archaeology



Saturday 16 March:
 11am – 12.30pm

Ireland and Scotland share a long list of medieval saints, as well as traditions and practices linked with their names. This illustrated lecture will look at some key figures and at the sites, metalwork and manuscripts through which the memory of the saints has been preserved.

St Patrick and the claim to primacy within the Irish church
 Roddy Hegarty, Cardinal Tomás Ó Fiaich Memorial Library and Archive

Saturday 16 March: 1pm – 2.30pm

For anyone who has ever wondered how a relatively remote and small centre like Armagh gained the status of city and became the seat of not one, but two churches in Ireland - the answer lies in the story and traditions that surround Patrick, the apostle saint.



Uister Place-Names from the Time of St Patrick

Paul Tempan, Northern Ireland Place-Name Project

Saturday 16 March:
 12.30pm-1pm

This talk will cover the origin and meaning of some of Ireland's oldest place-names, dating back to the early Christian era. Some of these names have strong associations with St Patrick himself, who lived in the 5th century AD. The talk will also look at what place-names tell us about life during this time in Ireland.

Dancing and ceilis through the years

Máire Uí Bhrúadair

Monday 18 March: 12.30pm-1pm

Máire will reflect on how dancing has changed over the years and how dancing and ceilis enabled people to meet socially, find friendship and romance.

St Patrick and Struell Wells
 Dr Finbar McCormick, School of Geography, Archaeology and Palaeoecology, Queen's University Belfast

Monday 18 March: 1pm – 2.15pm

Struell, near Downpatrick, was one of the most important places of pilgrimage in Ireland until the late 19th century. Early records tell us how St Patrick spent nights in the main well singing psalms in order to convert the well from paganism to Christianity. The lecture traces the pagan origins of the wells and the rise and decline in the pilgrimage to the site.



How to start your family history

Gillian Hunt, Uister History Foundation

Monday 18 March: 11am-12.30pm

Research Officer, Gillian Hunt will outline the main records and websites available to carry out your family history, including census, church and civil records.



City Hall events

Exhibitions

Free events
(No ticket required)



St Patrick's colouring competition

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18 March: 11am – 5pm
Suitable for all ages.

Local primary schools within the Belfast City Council catchment area took part in a St Patrick's themed colouring competition. You can see the top 50 entries exhibited in Belfast City Hall throughout the St Patrick's Festival.

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Snakes and St Patrick's – Exhibition and Talk

Friday 15 March: 2.30pm – 4pm
Saturday 16 and Monday 18 March: 12.30pm – 2pm and 3pm – 4pm
Suitable for 4 years+

The absence of snakes in Ireland gave rise to the legend that they had all been banished by St Patrick. Truth or myth? Come along and learn more about these fascinating creatures and other reptiles that existed in Ireland around the time of St. Patrick. View them up close or even touch and hold them if you're brave enough!

Place Names NI Exhibition

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18 March: 11am – 5pm



This exhibition introduces the subject of place-names, linking chosen place-names with the landscape, natural history, geography, archaeology, mythology, history, map-making, Irish and English languages, families, local customs and folklore.

Ulster Language, Traditions and Cultural Heritage

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18 March: 11am – 5pm
Suitable for all ages.

The ULTACH (Ulster Language, Traditions and Cultural Heritage) stand will provide information on their activities and the history of the Irish language, including the influence of the language on local place-names and surnames.



PRONI Exhibition

Friday 15 March: 1pm – 5pm
Saturday 16 March: 11am – 5pm
Suitable for all ages.

The PRONI exhibition stall will offer assistance on how to research your family history.

St Patrick's Pageant Exhibition

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18 March: 11am – 5pm



Courtesy of Down County Museum, this exhibition showcases images from the 1932 Pageant celebrating the 1500th anniversary of the landing of St Patrick at Audleystown, Co Down.

BBC St Patrick's Journey website

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18 March: 11am-5pm

St Patrick's Journey is an educational website developed by BBC NI to teach us more about St Patrick, his home life, schooling, kidnapping and his legacy. Take a quiz to test your knowledge and find out what local children think St Patrick really looked like.

BBC staff will be on hand to guide you through this website and how they developed the content. The site is available in English, Irish and Ulster Scots.

Traditional crafts

Free events
(No ticket required)



Basket Weaving Louise McLean – Atlantic Craft NI

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18
March: 11am – 5pm
Belfast City Hall

Louise McLean has studied
Traditional Heritage

Craft Skills and has been practicing basketry and willow craft for the past 10 years. Her workshops and demonstrations provide you with the opportunity to learn more about basic weaving skills and get involved in creating something yourself.



Crochet and Clones Lace Workshop Máire Treanor

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18
March: 11am – 5pm
Belfast City Hall

Lace maker and teacher, Máire Treanor has a wealth of knowledge on Irish Crochet and Clones Lace. Whether you're an absolute beginner or would like to reweave or improve your existing lace making skills, this workshop is for you.

Bog Oak wood carving and Bodhran making demonstration Eamonn Maguire

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18
March: 11am – 5pm
Belfast City Hall

Belfast wood sculptor and Bodhran maker Eamonn Maguire will be demonstrating this ancient Irish craft and exhibiting some of his amazing hand-made collections.



Traditional Knitting workshop Elizabeth Savage, ElisOg Handkits

Friday 15 March: 1pm – 5pm
Saturday 16 and Monday 18
March: 11am – 5pm

This traditional knitting workshop will be lead by Elizabeth Savage from ElisOg Handkits, one of the largest Aran Handknit textile companies in Northern Ireland. The workshop will allow you to learn traditional techniques from expert hand-knitters and also a little bit about the history of the 'Arran sweater' itself. There will be an opportunity to view a collection of hand crafted garments and quilts.

Irish Linen workshop

Saturday 16 and Monday 18
March: 11am – 5pm
Belfast City Hall

even get to try it! There will also be an opportunity to see photographs and items from Lisburn's Irish Linen Museum's collection.

How does flax become fabric? Come see the difference between a hand loom shuttle and a power loom shuttle. Have a sniff of what retted flax smells like! You'll see traditional hand spinning and weaving in action and



City Hall events

Tales and drama



Storytelling with Liz Weir and Niall de Búrca

Friday 15 March: 1.30pm and 4pm
 Saturday 16 and Monday 18 March: 11.30am, 2pm, 4pm
 45 min sessions, suitable for all ages.

Free event (No ticket required)



'Patrick and the Bells' musical

Friday 15, Saturday 16 and Monday 18 March, 4pm daily
 Admission is free: but on a first come first served basis.

'Patrick and the Bells' is a story told with sentiment and song... a story of Patrick, his dreams about the bells and the people of Ireland. The musical is performed by the Fitz-Moises drama group from Mayobridge whose members are aged between three and 16.

For more information on tales and drama events contact Belfast Welcome Centre on 028 9024 6609.

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Music and dance
 Belfast City Hall

Learn the Tin Whistle workshop

Friday 15 March: 1.15pm – 2pm
 Saturday 16 and Monday 18 March: 11.15am – 12 noon
 Max 12 spaces.

Free event - booking required

Learn the Bodhran workshop

Friday 15 March: 2.45pm - 3.30pm
 Saturday 16 and Monday 18 March: 2pm - 2.45pm
 Max 15 spaces.

Free event - booking required



Ciara O'Neill is an accomplished tin whistle and accordion player from Belfast. She has been performing and tutoring the tin whistle for over fourteen years and holds a BED degree and Diploma in Music. Each participant will receive a tin whistle to take home.

Stephen Downey is a skilled flautist and Bodhran player who has been tutoring with the Andersonstown Traditional and Contemporary Music School for over twelve years. Each participant will receive a bodhran stick to take home.

The Ulster Folk

Friday 15 March: 2pm-2.45pm



Rousing Ulster-Scots renditions of traditional songs and tunes on fiddles, flutes, accordion and drums from Willie Drennan, along with John Trotter and Davy Angus.

Free event (No ticket required)

Free admission to all workshops. Booking required. Call Belfast Welcome Centre on 028 9024 6609.



Andersonstown Music School

Students and tutors from the Andersonstown Traditional and Contemporary Music School will perform throughout the festival using a variety of instruments including the harp, flute and accordion.



Open Drum Circle

Saturday 16 and Monday 18 March: 12noon – 12.40pm
Suitable for 4 years+

Free event - booking required

Hosted by the Gathering Drum, this is a free-form, fully interactive drum circle using a variety of drums and percussion. Using various interventions and mini-activities, the group is brought on their very own, one of a kind journey into rhythm. This is ideal for absolute beginners and experienced drummers alike!



Bright Lights Dancing Group

Saturday 16 March: 12.40pm
Monday 18 March: 1.10pm

A 20 minute display of Highland and Irish Dancing from Bright Lights Dancing

Free event (No ticket required)

Group and the Murray School of Dance.

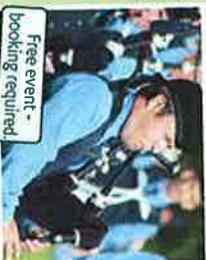
Bright Lights was established in 1988 and is an award winning dance group, providing weekly classes in Highland, Irish, Tap, Ballet and Musical Theatre. The Murray School of Irish Dance has been established for over 25 years in Ballynahinch. The school's aim is to foster, promote and encourage Irish dancing at all levels.

Set rhythm drum circle

Saturday 16 and Monday 18 March: 1.30pm – 2pm
Suitable for 4 years+

Free event - booking required

Joe will guide the group through various simple rhythms and the group will then work to put the rhythms together making one larger piece. Hand drums and world percussion are the order of the day in this session, with the focus on having fun, working as a team and ultimately a sense of achievement when the final piece is put together.



Highland Pipes workshop

Saturday 16 and Monday 18 March: 2.45pm – 3.30pm

Free event - booking required

Hosted by the Royal Scottish Pipe Band Association, Northern Ireland branch (RSPBAN), this workshop explains the history, the workings of the instrument and the playing technique.



Uilleann and Scottish Smallpipes workshop

Saturday 16 March: 1pm – 1.30pm
Monday 18 March: 12.40pm – 1.10pm

Free event - booking required

Hosted by the Pipes of Peace Project, this workshop offers the unique opportunity to learn the Uilleann Pipes, the national bagpipe of Ireland and the Scottish Smallpipes, very common in Scotland around the 16th century.

City Hall events

Film screenings

Free events
(No ticket required)

Outdoor Movie Marathon - Into the West - The Quiet Man

Saturday 16 March:

Into the West: 4pm – 5.30pm

The Quiet Man: 6pm – 8pm

The Big Screen, Belfast City Hall grounds

Seating will be provided. Please dress for the outdoor weather.

Enjoy the unique experience of watching these classic films on the Big Screen in City Hall grounds. Heating and seating will be available and food units selling a variety of food including Pie and Mash promise to make this a cosy intimate evening.

Dance Lexie Dance

Friday 15 March: 3pm – 3.20pm

Belfast City Hall

Award winning heart-warming short film about the strengthening of a father daughter relationship through a love of Irish dancing.



Give Up Your Aul Sins: The Story of St Patrick

Friday 15 March: 4.30pm – 5pm

Belfast City Hall

When a film crew arrives at an inner city Dublin National School to record the children, the result is a warm, funny and spontaneous animated documentary, featuring young children telling the story of John the Baptist, the birth of Jesus, Saint Patrick and others.



St Patrick: The Irish Legend

Saturday 16 March: 3pm – 4.45pm

Belfast City Hall

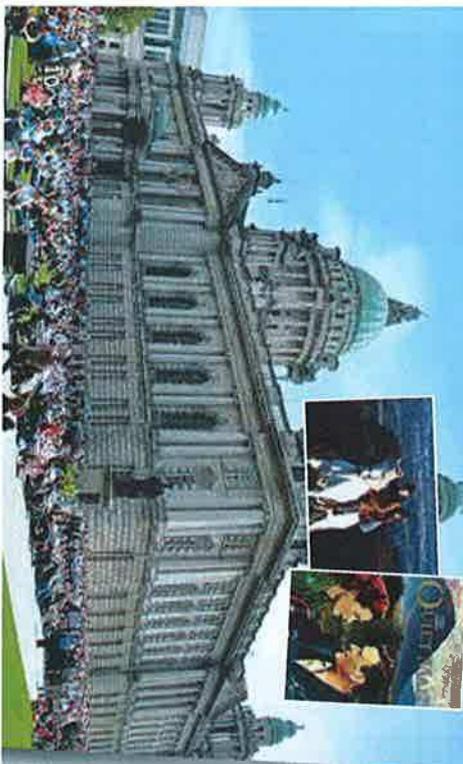
Starring Patrick Bergin as Patrick, the film follows the saint's journey from boyhood slavery through his conversion to Christianity and his experiences in later life when he returns to Ireland.

Cu Chulainn

Saturday 16 March: 4.45pm – 5pm

Belfast City Hall

An animated short film series. Granda is persuaded by his grandchildren to tell them one of his Irish stories. He relates to them the story of Setanta who enjoys a happy school-free childhood until he feels that he must fulfil his destiny.



For more information contact Belfast Welcome Centre on 028 9024 6609.

The King's Wake

Saturday 16 March: 2.30pm – 3pm
Belfast City Hall

Short animation exploring the Irish and Ulster myths and legends.

The Secret Book of Kells

Monday 18 March:
2.15pm – 3.30pm
Belfast City Hall



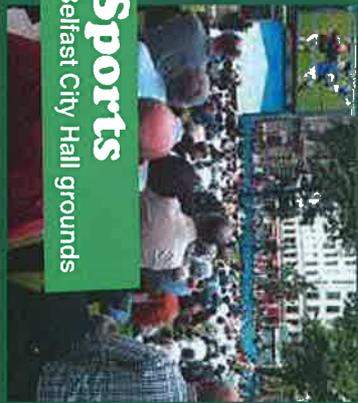
Animated feature giving a fictionalized account of the creation of the Book of Kells. Follow 12-year-old Brendan as he battles Vikings and confronts an ancient serpent god on a mission to locate a legendary crystal and complete the mythical Book of Kells.

My Left Foot

Monday 18 March: 3.30pm – 5.15pm
Belfast City Hall

Enjoy this Oscar winning film that tells the story of Christy Brown, who despite being born with cerebral palsy, learned to paint and write with his only controllable limb – his left foot.

Sports



Danske Bank MacRory Cup Final

Monday 18 March: 1pm – 3pm

Free event
(No ticket required)

The MacRory Cup is the most covered prize in Ulster. Schools and attracts an attendance in the region of 5,000 as well as a substantial TV audience.

Danske Bank Ulster Schools Cup Final

Monday 18 March: 3pm – 5pm

Free event
(No ticket required)

Always one of the highlights of the Ulster sporting calendar, this year's winning captain will go down in Ulster Rugby history as the last schoolboy to climb the steps of the old stand to receive the famous cup.

For more information contact
Belfast Welcome Centre on 028 9024 6609.

Health and home

Belfast City Hall grounds

St Patrick's Renew, Refuel and Recycle

Saturday 16 March:
12 noon – 4pm

Free event
(No ticket required)

Renew: Still keen to make 2013 fitter and healthier? Then this is a must for you!

Various health agencies will be available to give you a health MOT and you can learn a bit more about healthy lifestyles and where to go in the city for guidance on getting healthier and fitter.

Refuel: Fancy learning how to cook the perfect Irish Stew or how to use old potatoes to make boxty and colcannon? Come down to the cookery demos and food tasters to learn tasty, healthy recipes that will help you save pounds on your waist and pounds in your purse.

Recycle: Fancy making a giant St Patrick montage out of waste material or building a giant shamrock? Come on down to City Hall grounds and help the Waste Management crew renew and recycle material into St Patrick themed displays.



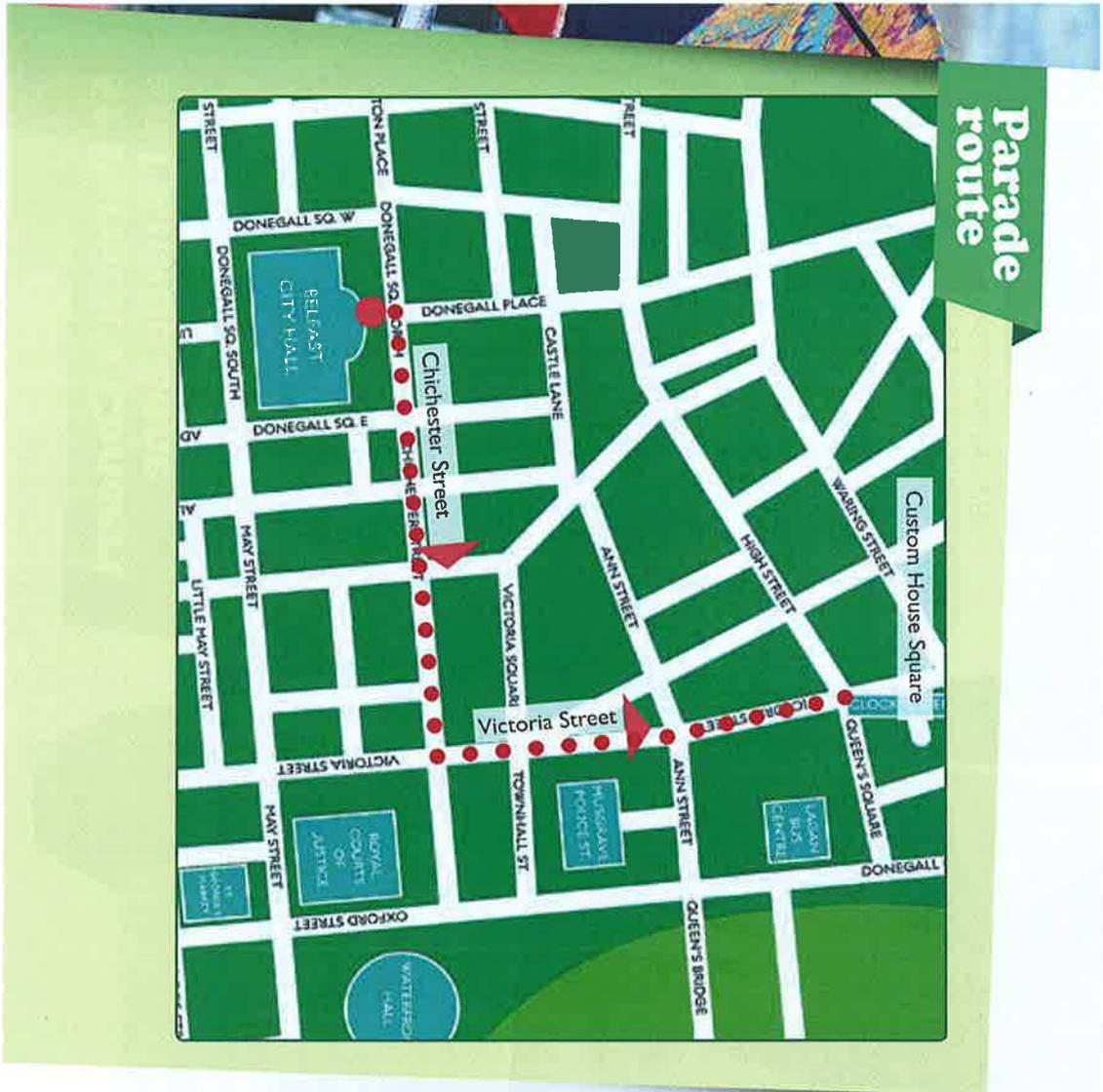


Annual St Patrick's Carnival Parade

Sunday 17 March - 12 noon
Belfast City Hall to Custom House Square

On Sunday 17 March Belfast will come alive with a colourful carnival atmosphere for all the family to enjoy!

Sunday's celebrations will start with a spectacular high energy carnival parade leaving from Belfast City Hall at 12 noon. Come along to see a rainbow of colours with eye-catching floats, breathtaking feats from street performers and support from your community as people of all ages and from all parts of the city celebrate St Patrick's Day in Belfast.



Citybeat and Stephen Clements

96.7/102.5fm

Citybeat's Breakfast presenters Stephen Clements and Megan Mackay will comper our St Patrick's concert – come along to hear great tunes and your chance to win Citybeat prizes! Look out for Citybeat as part of our parade too.

Sober St Patrick's Day

Belfast City Council is delighted to be working with the Sober Saint Patrick's Day organisation for its 2013 St Patrick's Day Festival. The great work of Sober Saint Patrick's Day highlights a fantastic way for Belfast's citizens and visitors to enjoy 17 March.



St Patrick's Concert and Kiddie Zone

Concert

Sunday 17 March: 1pm – 3pm
(gates open at 12 noon)
Custom House Square and The Big Fish

Celebrate St Patrick's Day with a superb free concert at Custom House Square. A fantastic line up with pop acts, drummers, traditional Irish and Ulster Scots dancing and music all compered by Citybeat. Face painting and themed characters will help get everyone in the party mood. Admission is on a first come first served basis. Belfast City Council standard terms and conditions of entry will apply.

Kiddie Zone

The Big Fish, Donegall Quay,
1pm – 3pm (gates open at 12 noon)

A special kiddie and family zone will allow toddlers and younger children to enjoy the buzz and music of the concert away from the crowds, plus enjoy lots of free family entertainment. There'll be face painters, glitter tattoos, arts and crafts and kiddie rides. This area is beside the Big Fish.

Amelia Lily

X Factor finalist Amelia Lily's debut single, You Bring Me Joy was a great success, as was her follow up single Shut Up and Give Me Whatever You Got. This promises to be a high energy performance.

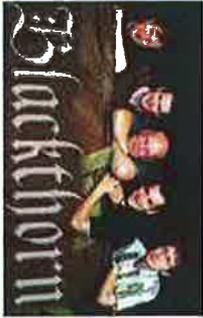


David Julien

Following a spectacular appearance on The Voice UK, David Julien has had a busy few months; both recording and playing live around the country. David is now writing and producing his debut album with a fresh new take on the pop scene and unexpected new sound from this up and coming young performer.



No ticket required, contact Belfast Welcome Centre on 028 9024 6609 for more information



Blackthorn

Blackthorn is one the north of Ireland's most successful folk groups, enthraling audiences for more than 30 years, adapting to the continuing changes in Irish traditional music and adding their own special ingredient.

As musical ambassadors for Ireland, the band has travelled to England, Scotland, USA, Canada, Germany, Belgium and Bahrain. The group had two entries in the Irish charts 'A Children's Winter' and 'Flower of Scotland' and the current line up continues to write and record.



Torann Drummers

Torann have been beating their drums up, down and all around Ireland, the UK and small parts of Poland for many years. During these shows, they have performed to audiences of all shapes and sizes, ages and abilities, but one thing has united all those people – they have all danced, moved, wiggled and grooved to the rhythms and beats coming from the stage.

Torann have a reputation for making drums sound like they really shouldn't, with their sound being described as all sorts of genres – rock, techno, contemporary Irish, and more.



Rightly On

Rightly On is the latest Ulster Scots Folk group to take the scene by storm. The group consists mainly of family members and with the help of World Champion piper Neil Badger and All Ireland Fiddle Champion Niall McLean, together they combine their experience of traditional and pipe band music with a little bit of rock. Sure to entertain.

Tir na n-Og Irish Dancing Group

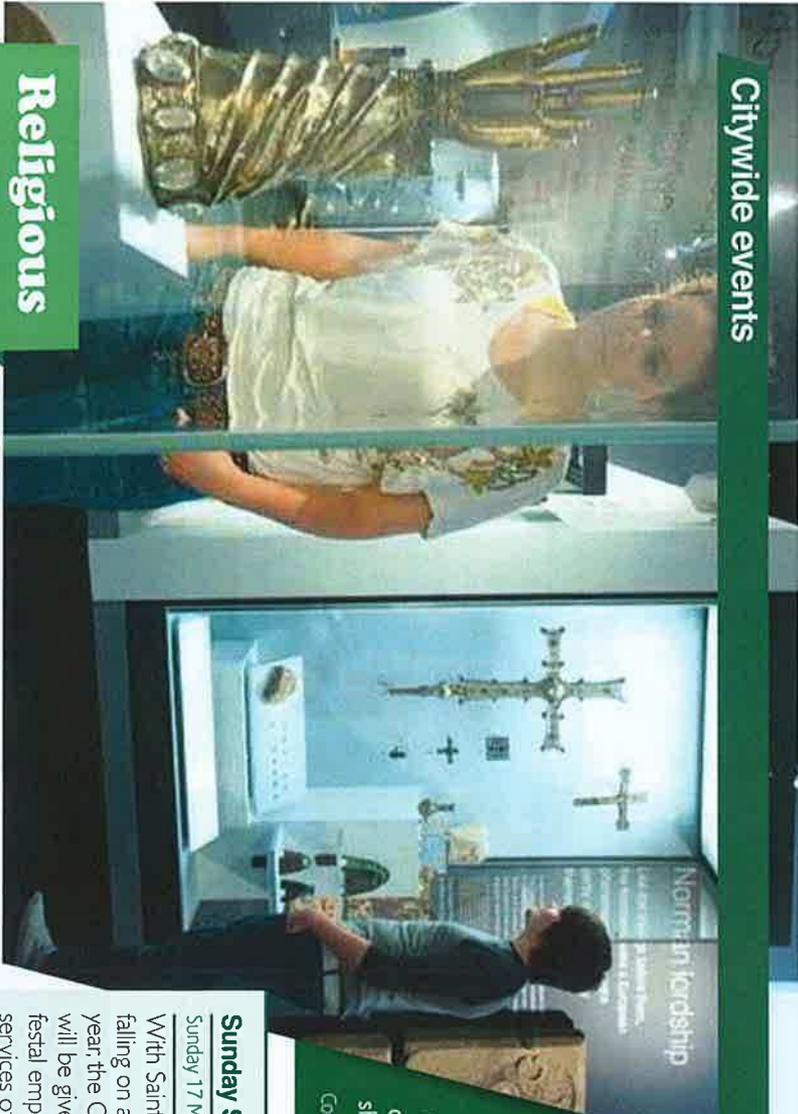
The Tir na n-Og Irish Dancing Group was established in 1998 bringing together children and young people from all sections of the community in north Belfast and beyond. They work hard to perfect the art of Festival Dancing and compete regularly in Irish Dancing Festivals all over Northern Ireland and beyond.

Ballysillan Highland Dancers

Established in September 2000, this group offers local people of all ages the opportunity to learn highland dancing.

Please note no alcohol is sold or permitted on site and all children under 16 years must be accompanied by an adult.
For Terms and Conditions see www.belfastcity.gov.uk/spatricksdays

Citywide events



Religious

Guided tour of Clonard Church and Monastery

Clonard Gardens
 Saturday 16 March: 2pm and other
 tour times by appointment
 Tel: 028 9044 5950



Mass times
 Saturday: 7am, 9.30am, 12noon; vigil
 candlelight mass 7.30pm
 Sunday: 7am, 9.30 am, 11am, 12.30pm
 Weekdays: 7am, 9.30am, 6.15pm.
 Thursdays: 7am Novena masses at
 9.30am, 4pm, 6.15pm, 9pm.

The Parish of Saint Patrick

Saint Patrick's Presbytery
 199 Donegall Street
 028 9032 4597

The church holds a large collection of relics of saints, most notably two relics of St. Patrick: the silver shrine fashioned for the arm of St. Patrick, circa 1300AD and the silver jaw bone shrine, circa 1645.

Contact the Presbytery for more information.

Sunday Service at St Anne's Cathedral

Sunday 17 March: 11am and 3.30pm

With Saint Patrick's Day falling on a Sunday this year, the Cathedral services will be given a special festival emphasis. The main services of the day are at 11am (Sung Eucharist) and 3.30pm (Choral Evensong).

All are welcome.

Contact St Anne's Cathedral on 028 9032 8332



For service times in the Diocese of Down and Connor please visit www.downandconnor.org/parishes-ministries/city-parishes

Family Fun



St Patrick's Day intercultural family celebrations

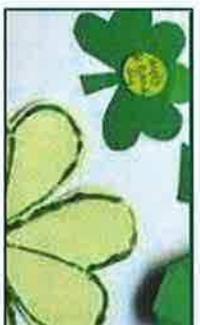
Sunday 17 March: 10.30am – 12 noon
Botanic Gardens
Free – all welcome

Family themed leprechaun fun walk and treasure hunt in Botanic Gardens leaving from Shaftesbury Community and Recreation Centre at 10.30am.
Tel: 028 9031 2377 or email nbrennan@lorag.org



Family fun at Shaftesbury Community and Recreation Centre

Sunday 17 March: 1pm – 3pm
Free – all welcome
Tel: 028 9031 2377 or email nbrennan@lorag.org



St. Patrick's Day rosette family workshop

Saturday 16 March: 2pm – 3pm
Culturlann McAdam Ó Flath
Free admission.
Tel: 028 9096 4180, email at oifig@lille@culturlann.ie or visit www.culturlann.ie

Fun at the Mill

Conway Mill
5-10 Conway Street, Belfast
Date to be confirmed.



Please contact Conway Mill on 028 9024 9646 for more information.

Storytelling for children with 'the Faddies'

Saturday 16 March: 12.30pm – 1pm
Culturlann McAdam Ó Flath
Free admission
Tel: 028 9096 4180

Local community events

There will be a number of events happening within local communities to celebrate St. Patrick's Day. For details on local projects funded by our St. Patrick's Day small grants scheme, please contact the Good Relations Unit on 028 9027 0663 or email: goodrelations@belfastcity.gov.uk

Citywide events

Talks and poetry

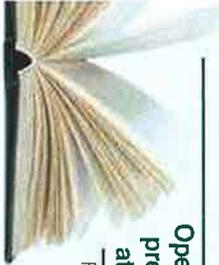
Seachtain na Gaeilge – lectures and courses

Monday 4 – Sunday 17 March
Various venues in Upper
Springfield Area
Tel: 028 9023 4442



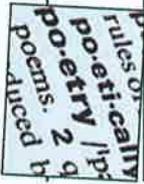
Open Ear Literary Journal presents Irish Literature at Lunchtime

Friday 15 March: 1pm – 2pm
The Ulster Hall, Belfast
Admission Free.
Tel: 028 9033 4455



Poetry writing workshop facilitated by local poet Andrew Eaton

Friday 15 March: 2.30pm – 4.30pm
The Ulster Hall, Belfast
Book by emailing carsonian@belfastcity.gov.uk



The Lifeboat: Irish poetry readings

Friday 15 March: 7.30pm
The Galley Café, the Barge Belfast
Free event
Tel: 028 9023 5973



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Exhibitions

St Patrick's celebrations throughout the years – photographic exhibition

Monday to Saturday throughout
March: Daily 9am – 5pm
Upper balcony gallery, the Ulster Hall
Free admission
www.ulsterhall.co.uk



Bog Meadow and Surrounding Hills

5 February – 30 March:
Monday – Friday, 9.30am – 5.30pm,
Saturday 9.30am – 4pm
Linen Hall Library, Belfast
Free admission
Tel: 028 9032 1707 or visit
www.linenhall.com



The Story of Belfast

5 February – 30 March:
Monday – Friday, 9.30am – 5.30pm,
Saturday 9.30am – 4pm
Linen Hall Library, Belfast
Tel: 028 9032 1707 or visit
www.linenhall.com



Saints and Scholars exhibition

Friday 15, Saturday 16 and Monday 18
March: 10am – 5pm
Ulster Museum, Belfast
Free – no ticket required

This exhibition explores Irish history from AD 400 to AD 1600 and begins by marking the arrival of Christianity in Ireland which was accompanied by the introduction of writing. This exhibition is on display in Area 12: The History Zone.
For more information visit
www.rnmi.com/um

Tours

Story of Belfast walking tour

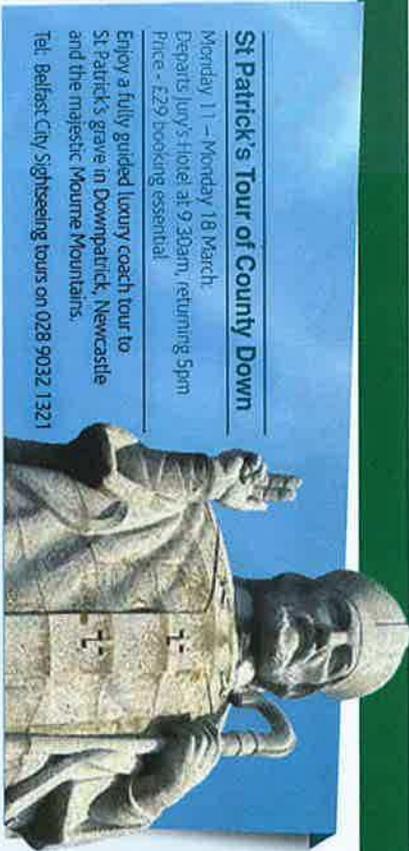
Friday 15 March:
2pm - lasts 2 hours
Departing from Linen Hall Library
Tickets: £5
Tel: 028 9032 1707 or visit
www.linenhall.com



The West Awakes walking tour

Friday 15 and Saturday 16
March: 11am
Departs from Divis Tower, Falls Road.
Tickets: £10 – booking essential
Tel: Kabosh Theatre Company on 028 9024 3343 or visit
www.kabosh.net





St Patrick's Tour of County Down
 Monday 11 – Monday 18 March
 Departs Jury's Hotel at 9.30am, returning 5pm
 Price - £29 booking essential
 Enjoy a fully guided luxury coach tour to St. Patrick's grave in Downpatrick, Newcastle and the majestic Mourne Mountains.
 Tel: Belfast City/Sightseeing tours on 028 9032 1321



LITERARY BELFAST

Belfast Literary walking tour

Monday 18 March: 1pm
 Departs from the Crown Bar, 46 Great Victoria Street
 Tickets £6 - advanced booking is essential.
 Tickets available from Belfast Welcome Centre, 47 Donegall Place, 028 9024 6609.
 For more information visit www.literarybelfast.org



Belfast City Sightseeing Tours

Daily: 10am and 4pm.
 Tour departs from Castle Place
 Price: £12.50 per adult/ £10.50 concessions/ £6 per child.
 Under 6 years go free
 Bookings: 028 9032 1321 or online at www.belfastcitysightseeing.com



Late Night Art Walking Tour (early bird special)

Saturday 16 March: 10.30am
 Tickets: £6 - advanced booking essential.
 Tickets are available from Belfast Welcome Centre, 47 Donegall Place, 028 9024 6609.
 For more information visit www.belfastgalleries.com



St Patrick's guided boat tours of the harbour

Saturday 16 – Monday 18 March: 12.30pm and 2pm (tour lasts 1 hour)
 Departs from Donegall Quay (at the Big Fish)
 Prices: £5 per adult, £4 concessions; £15 family ticket (2 adults and 2 children).
 Tickets can be purchased from the Lagan Boat Company ticket office, beside Fed and Watered Café, Donegall Quay, Belfast.



Belfast Music bus tour (authored by Oh Yeah Music Centre)

Saturday 16 March: 2pm
 Departs from the Ulster Hall
 Tickets are £8/ £6 concession (student/ senior) - advanced booking essential.
 Tickets available from Belfast Welcome Centre, 47 Donegall Place, 028 9024 6609.
 For more information visit www.belfastmusic.org



Tours of the Ulster Hall

Monday 18 March:
 2pm, 3pm and 4pm
 Free – no ticket required
www.ulsterhall.co.uk



Tours of Crumlin Road Gaol

53-55 Crumlin Road
 Daily: 10am and 4.30pm
 Tel: 028 9074 1500 or email info@crumlinroadgaol.com

Film screenings



Darby O'Gill and the Little People

Saturday 16 March: 9.30am – 12.30pm
The Ulster Hall, Belfast
£3 per person

Family day out with a screening of Darby O'Gill and the Little People and a host of St Patrick's themed games, crafts and activities. Suitable for primary school aged children and their carers.



The Commitments

Sunday 17 March: 10.30am – 12.30pm
The Ulster Hall, Belfast
£6 per person

Breakfast Club screening of the Irish classic, the Commitments with a Belfast Bap and mug of tea as part of the sell-out series of Sunday morning breakfasts and movies at The Ulster Hall.

Booking is essential at www.ulsterhall.co.uk or 028 9033 4455.

Music and dance

Féile an Earraigh

Monday 11 – Sunday 17 March
Bank Square marquee, Gaeltacht Quarter and city centre

An eclectic mix of traditional music, drama, exhibitions and discussions.
www.feiliebelfast.com

Traditional Music

Remembered with the McPeake Family

Friday 15 March: 10.30am – 12 noon
The Ulster Hall
Free, refreshments provided.
www.ulsterhall.co.uk or 028 9033 4455.

Set Dance Ceili in aid of the

Michaela Foundation

Friday 15 March: 9pm
Holy Family Parish Centre,
120 Cavehill Road
Admission £10, supper served.
Tel: 07885 739258, or email
rgel112@ntlworld.com



**Traditional music workshop
– guitar and tin whistle**

Friday 15 March: 2.30pm – 3.30pm
WHISTLE and 3.30pm – 4.30pm GUITAR
The Ulster Hall, Belfast
Free. Booking essential by emailing
caisonjan@belfastcity.gov.uk and
specifying which workshop you would
like to join.



Glamrocks and Shamrocks

Friday 15 March: 9pm
Belfast: Empire Music Hall
Admission £6
Tel: 028 9024 9276 or visit
www.thebelfastempire.com

**Féile an Earraigh present:
The First Light supported
by Réalta**



Friday 15 March: 8pm
Festival Marquee, Bank Square, Belfast
Tickets: £10 each – booking required
Traditional songs, duelling pipes,
fiddles, whistles, guitar bouzouki
and bodhrani
www.feliebelfast.com

Rare Oul Stuff

Friday 15 March: 10.30pm
The Eg Bar
Free admission
Tel: 028 9038 1994 or
visit www.egbar.co.uk



011 • SALOON • PUBBERS • MISTRO • ROXY

Live folk and traditional music

Friday 15 – Monday 18 March
Fibber Magee's and Robinsons Saloon
Free admission
Tel: 028 9024 7447 or visit
www.robinsonsbars.co.uk



**The Ulster Folk at St
George's Market**

Saturday 16 March: 10.30am – 2.20pm
Admission free, no ticket required.
Tel: 028 9043 5704

Citywide events

Music and dance

Pot of Gold Party

Saturday 16 March: 10pm
 Roxy Nightclub at Robinsons
 Admission £5
 Tel: 028 9024 7447 or visit
www.robinsonsbars.co.uk

Swanky St Paddy's

Saturday 16 March: 10pm
 The Parlour
 Admission £5
 Tel: 028 9068 6970 or visit
www.parlourbar.co.uk

Traditional Irish Music Session in Caité Feirste

Free event

Saturday 16 March:
 12.30pm – 2.30pm
 Caire Feirste, Culturlann
 McAdam Ó Fiaich
 Tel: 028 9096 4180, email
ofif@caite@culturlann.ie or visit
www.culturlann.ie



St Patrick's musical workshops at Oh Yeah Music Centre

Saturday 16 March: 3pm – 5pm
 Oh Yeah Music Centre, 15-21
 Gordon Street, Belfast
 Free, booking essential.

Oh Yeah will host a song-writing workshop in association with the David McWilliams Foundation and a drumming workshop.
 For more information visit www.ohyeahbelfast.com or ring 028 9031 0845.



St Patrick's @ Oh Yeah, featuring Kila

Saturday 16 March: 8pm
 Oh Yeah Music Centre, 15-21
 Gordon Street, Belfast
 Tickets - £7
 For further information visit
www.ohyeahbelfast.com
 028 9031 0845

Playing together for nearly 20 years, Kila are firmly established as one of Ireland's most innovative and exciting

bands. With their distinctive style of traditional and world music they have won over audiences around the globe. Support on the evening will come from Belfast band, Magwire, whose distinctive fusion of funk, reggae and hypnotic dance will inevitably add to what will be a great night at the Oh Yeah!



Felie an Earraigh present **Guidewires** (featuring Special Guests Liam O Maonlaí and Tríona Ní Dhomhnaill) supported by Alan Burke



Saturday 16 March: 8pm
 Festival Marquee, Bank Square, Belfast
 Tickets: £10
 Tickets available from www.feliebelfast.com



The Villagers

Saturday 16 March: 8.30pm
 The Belfast Empire Music Hall
 Tickets £16
 Tel: 028 9024 9276 or visit
www.thebelfastempire.com

The String Band at St George's Sunday market

Free event

Sunday 17 March:
 11.30am – 3.30pm
 Tel: 028 9043 5704 or email
markets@belfastcity.gov.uk

St Patrick's tea dance

Sunday 17 March: 2pm – 4.30pm
 Free admission – ticket required
 The Ulster Hall
 Tel: 028 9033 4455 or visit
www.ulsterhall.co.uk

St Patrick's Ceili

Sunday 17 March: 8pm – 11pm
The Ulster Hall
Tickets: £8 per person

Learn your steps during a short dance workshop for beginners followed by a Céili with the Cathal McAnulty Céili band. Other acts include

traditional musicians and choir from the Urban Arts Centre along with world champion Irish dancers, formerly of Riverdance, who all perform in a finale with the McPeake family.

Booking is essential at www.ulsterhall.co.uk or 028 9033 4455.



Darragh Folk

Sunday 17 March: 2.30pm
The Eg Bar
Free admission
Tel: 028 9038 1994 or visit www.egbar.co.uk

Ceili House

Sunday 17 March: 4pm
The Parlour
Free Admission
Tel: 028 9068 6970 or visit www.theparlourbar.co.uk

Féile an Earraigh

Present:
A Tribute to Luke Kelly
Sunday 17 March: 8pm
Festival Marquee, Bank Square
Ticket: £15
Tickets available from www.feilibelelfast.com

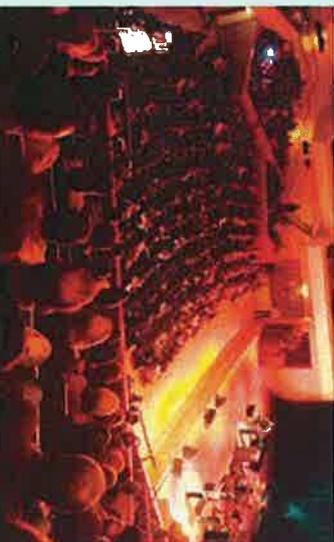
Folk Fusion

Sunday 17 March: 3pm – 6pm and 7.30pm
Belfast Empire Music Hall
Tel: 028 9024 9276 or visit www.thebelfastempire.com

BBC NI and Belfast City Council present Clannad in concert with the Ulster Orchestra

Sunday 17 March: 8pm
Free admission – ticket required.
Belfast Waterfront

Free tickets to this event will be allocated by random draw through the BBC Shows, Tours and Events website www.bbc.co.uk/showsandtours. The concert will be broadcast live on BBC Radio Ulster.



Ken Haddock

Sunday 17 March: 10pm
Belfast Empire Music Hall
Free admission
Tel: 028 9024 9276 or visit www.thebelfastempire.com



Beth Nielsen Chapman concert

Monday 18 March: 8pm
Lyric Theatre
Tickets: £18.50 – booking required.
Box office: 028 9038 1081 or visit www.lyrictheatre.co.uk



Céili Mór

Sunday 17 March: 8pm
CultúrIann MacAdam Ó Fiaich
Admission £6 per person
Tel: 028 9096 4180, email off@fai.ie or culturlian.ie or www.culturlian.ie

St Paddy's Big Quiz

Sunday 17 March: 10pm
Belfast Empire Music Hall
Admission: £1
Tel: 028 9024 9276 or visit www.thebelfastempire.com

Citywide events



Food

James Street South Restaurant and Bar and Grill

Friday 15 to Monday 18 March
St Patrick's Festival menu available for lunch and dinner.
Tel: 028 9043 4310.

Belfast Castle Tavern Bar

Friday 15 and Saturday 16 March: 12pm – 9pm
Sunday 17 and Monday 18 March: 12pm – 5pm
Belfast Castle will be serving a St Patrick's Weekend menu in the Tavern Bar. Menu to include: Homemade Irish Stew, Potato and Leek Soup,
Bacon Loin with Champ and Cabbage and Pork and Leek Sausages with Colcannon Mash. Come and enjoy the relaxed atmosphere on this special weekend.
Tel: 028 9077 6925 or visit www.belfastcity.gov.uk/belfastcastle

The Galley café, Belfast Barge, Lanyon Quay

Friday 15, Saturday 16 and Monday 18 March
Food served from 12 noon, live music at 2pm.
Tel: 028 9023 5973.

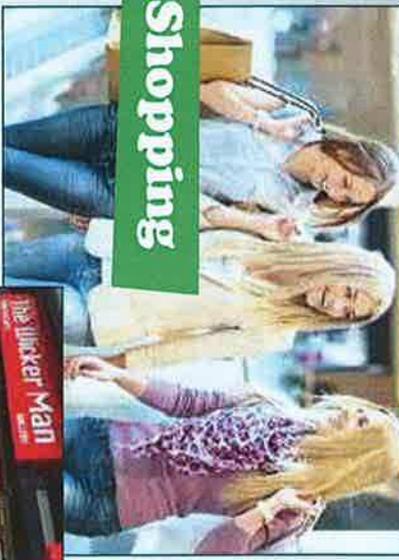
Cáife Feirste, Cultúrlann McAdam Ó Flaith

Falls Road
Saturday 16 and Sunday 17 March
Serving a special St Patrick's weekend menu.
Tel: 028 9096 4180 or visit: www.culturlann.ie

Robinsons Bisto

Sunday 17 March: from 12 noon
Free admission
Tasty traditional dining and family entertainment.
Tel: 028 9024 7447 or visit www.robinsonsbar.co.uk

Shopping



Belfast City Shopping

Belfast's city centre is open for business over the St Patrick's weekend. Visit Castle Court, Victoria Square and city centre retailers for a top class shopping experience. Opening hours for the festival period are:
Friday 15 March: 9am - 6pm
(Victoria Square: 9.30am - 9pm)
Saturday 16 March: 9am - 6pm
Sunday 17 March: 1pm - 6pm
Monday 18 March: 9am - 6pm
(Victoria Square: 9.30am - 6pm)

Special St Patrick's offer at the Wicker Man

44-46 High Street
Get a free gift at the Wicker Man when you spend over £50 in store. Also receive a 10% discount when you mention 'St Patrick's Festival'.
For more information contact the Wicker Man on 028 9024 3550, email admin@thewickerman.co.uk or visit www.thewickerman.co.uk



Province-wide events

St Patrick's Celebrations, Downpatrick

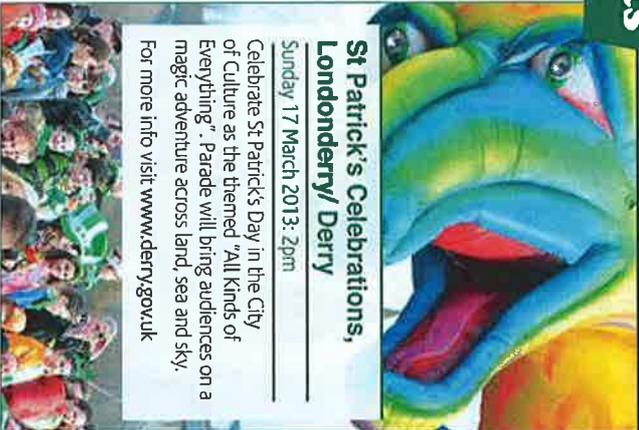
Monday 11 – Monday 18 March
 For further event listings check out www.downdc.gov.uk or contact festival office on 028 4461 2233.



Province wide events

St Patrick's Celebrations, Londonderry/ Derry

Sunday 17 March 2013: 2pm
 Celebrate St Patrick's Day in the City of Culture as the themed "All Kinds of Everything". Parade will bring audiences on a magic adventure across land, sea and sky.
 For more info visit www.derry.gov.uk



St Patrick's Race Day at Down Royal

Saturday 16 March
 Down Royal Racecourse, Lisburn
 For full details please visit www.downroyal.com



St Patrick's Day Celebrations

Ulster Folk and Transport Museum, Cultra
 Sunday 17 March: 10am to 5pm
 Booking is not necessary, event day pricing applicable.
 Tel: 028 9042 8428 or visit www.nmni.com/ufm



Emigrants' Farewell

Sunday 17 March:
 10am - 5pm
 Ulster American Folk Park, Castlestown, Omagh
 Visit www.nmni.com/uafp for more information.



Belfast
entertained

Saturday
30 -
March
Tuesday
2
April



Belfast
400

City Hall, Belfast
11am - 5pm each day, admission free
Enjoy our Easter extravaganza to celebrate the 400th anniversary of the Charter and our city's past, present and future. This festival has a packed programme of free activities including exhibitions, talks, guided tours, dance, drama, films, arts and crafts, face painting and more.



The Lord
Mayor's Party

Saturday
18
May

Belfast City Hall grounds
1pm-7pm
Free event - ticket required
Join Belfast's Lord Mayor, Alderman Gavin Robinson for an afternoon party in the grounds of Belfast City Hall to celebrate his year in office. Enjoy live musical performances and entertainment from 1pm-7pm.



Saturday
25 -
May
Monday
27
May

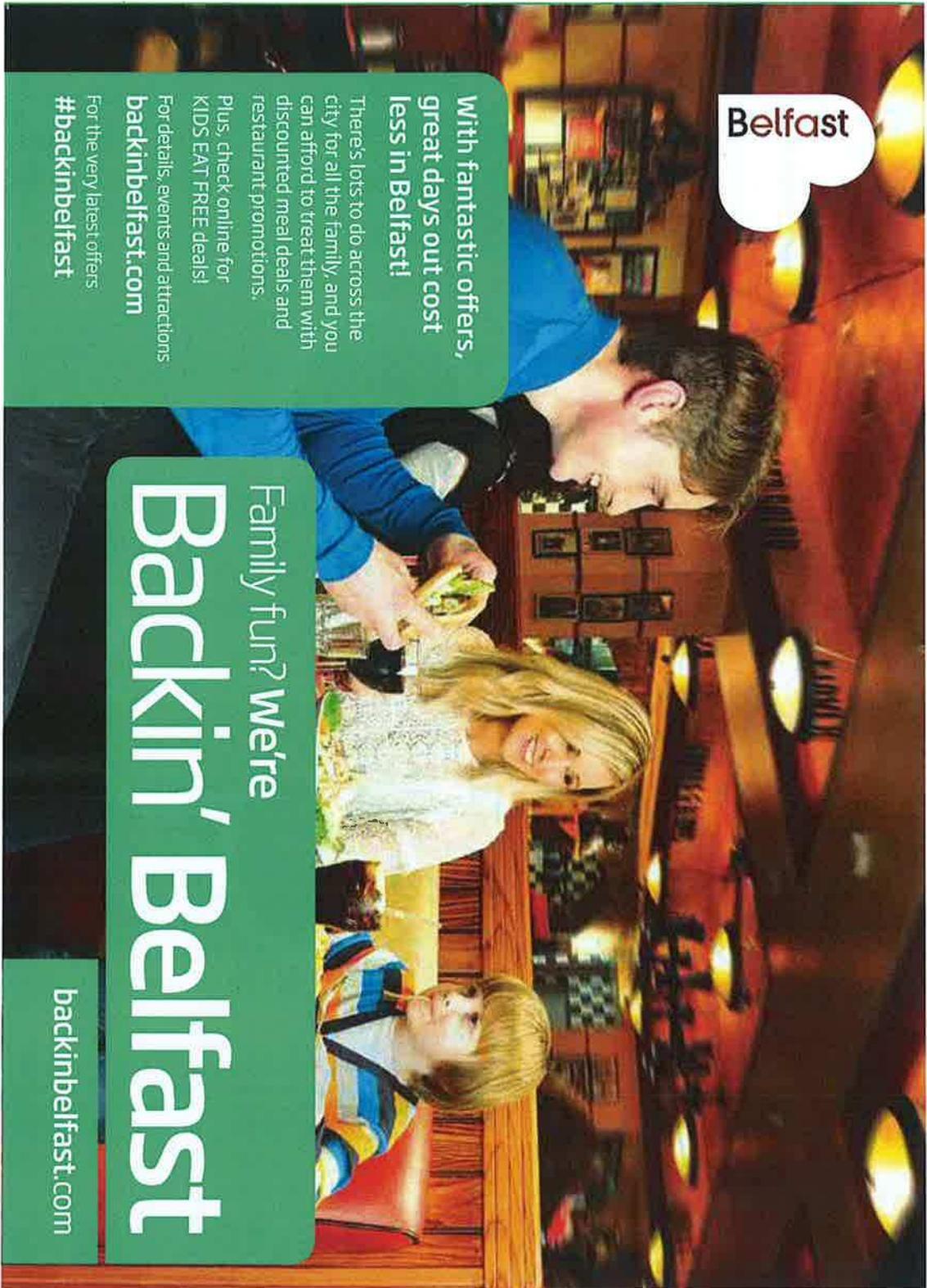
Belfast Titanic
Maritime Festival

Queen's Quay
A fun filled weekend for all the family with ships and stalls, music and dancing, pirates and performers!

For information visit our website or contact
Belfast Welcome Centre on 028 9024 6609

www.belfastcity.gov.uk/events





Belfast

**With fantastic offers,
great days out cost
less in Belfast!**

There's lots to do across the city for all the family, and you can afford to treat them with discounted meal deals and restaurant promotions.

Plus, check online for KIDS EAT FREE deals!

For details, events and attractions
backinbelfast.com

For the very latest offers
[#backinbelfast](https://twitter.com/backinbelfast)

Family fun? We're

Backin' Belfast

backinbelfast.com

BCC 5382



This information is correct at time of going to print. Belfast City Council cannot be held responsible or liable for any amendments, changes or cancellations to this programme.

Please visit the website for up to date programme information. www.belfastcity.gov.uk/stpatricksdays



Report to: Development Committee

Subject: Belfast Darts Tournament

Date: 21 May 2013

Reporting Officer: John McGrillen, Director of Development, ext 3470

Contact Officer: Gerry Copeland, City Events Manager, ext 3412

1	Relevant Background Information
1.1	The purpose of this report is to seek guidance from Members in regard to a request to part fund a professional darts tournament. Members are asked to note there are no finances available for such a project and any approval would require a request to the Council's Strategic, Policy and Resources Committee for the additional resources.
1.2	Over the last year a local darts consultant, backed by the British Darts Organisation (BDO), have been liaising with Belfast City Council (BCC) Officers in regard to staging a professional darts tournament in the city. The total cost of the event would be £135,600 plus venue costs and the organisers are seeking £75,000 contribution from the Committee.

2	Key Issues
2.1	The organisers have intimated that the proposed event would be backed by BDO and have input from ESPN or Eurosport. The competition would consist of sixteen of the best players in the world along with two local wildcard entries. It would be played over four nights with the possible use of a BCC venue.
2.2	The local consultant has provided details of other possible press links through national printed media and online promotional marketing.
2.3	To date neither the BDO nor the local darts consultant have indicated the economic worth of the event or any indication of the return on investment for the city.
2.4	However, they have provided a media analysis of similar tournaments. These indicate that the World Darts Championship attracted 12.5 million television viewers, with the event going out to over 99 countries via Eurosport and Eurosport Asia. The BDO and its consultant indicate that darts is "a sport in the ascendancy and now is the perfect opportunity to advertise and publicise as it is watched by millions in the UK and even more around the world".

3	Resource Implications
3.1	<p>Financial</p> <p>It is estimated that this championship would cost circa £134,000 plus venue fees. This would consist of:</p> <p>*BCC Venue: £20,000 to £90,000 Hospitality : £10,000 TV Production Costs: £90,000 Officials: £2,000 Dart Boards : Supplied by Winmau Scoring Screen : supplied by British Darts Organisation Prize Money : £32,000 Trophies : £200 Ticketing & advert: £1,000 Insurance :£400 Total = £135,600 plus venue costs</p> <p>*Dependent on set-up/hire times and whether the Belfast Waterfront or Ulster Hall was utilised</p>
3.2	<p>The maximum possible cost of the event would be approximately £225,000. With the Council input amounting to £75,000. The amount is not in the current City Events Unit finances and any approval would require additional resources via the Council's Strategic, Policy and Resources Committee.</p>
3.3	<p>Personnel</p> <p>None at the moment, but any approval of the event would require a level of oversight by the Council if approved.</p>

4	Equality and Good Relations Considerations
4.1	<p>As with all major civic events, public events like this have the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.</p> <p>Therefore, there are no relevant equality and good relations implications.</p>

5	Recommendations
5.1	<p>Given the information presented by the local darts consultant and British Darts Organisation, and the fact there is no finance in the Development Committee's budget, it that the event is not funded by the Council.</p>

6	Decision Tracking
<p>If approved officers will monitor and evaluate the outcomes of the project and provide post-project details as part of the Department's annual review. These outcomes will be presented to Members as part of the City Events Unit key performance indicators.</p>	
<p>Timeline: March 2014</p>	
<p>Reporting Officer: Gerry Copeland</p>	



Report to:	Development Committee
Subject:	CS Lewis Anniversary
Date:	21 May 2013
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 a meeting of the Development Committee on 23 April 2013, a Notice of Motion was approved to mark the 50 th anniversary of the death of C.S. Lewis and it was agreed that 'elected representatives of the City in which he was born, should not allow the landmark 50th anniversary of his death to pass without marking it in a fitting way'.
1.2	Clive Staples Lewis (1898–1963) was one of the intellectual giants of the 20th century and arguably the most influential Christian writer of his day. His major contributions in literary criticism, children's literature, fantasy literature, and popular theology brought him international renown and acclaim. He wrote more than thirty books, allowing him to reach a vast audience, and his works continue to attract thousands of new readers every year. His most distinguished and popular accomplishments include The Chronicles of Narnia, Out of the Silent Planet, The Four Loves, The Screwtape Letters, and Mere Christianity.
1.3	He was born in east Belfast and grew up in family homes on both Dundela Avenue and Circular Road, east Belfast. He was a Campbell College and Oxford alumni and a veteran of the First World War. He was appointed Fellow and Tutor in English Literature at Oxford University where he served for twenty-nine years until 1954 before his death in 1963.
1.4	Lewis' early years in Belfast were influential in his writing. He wrote his first words in Belfast and his first published work was also written here. Influences from his Belfast and Northern Ireland upbringing can be found in his works with particular influence from St Mark's Church Rectory, 'Little Lea' and the Northern Ireland landscape.
1.5	Members will also be aware that Literary Tourism has been identified as a priority area in the Belfast Tourism Framework 2012-15, and a number of

	products have been developed in this area. Belfast's literary heritage has an important role to play in 'place-making' and is an important dimension in the marketing of Belfast as an international destination. In the year of the 50 th anniversary of his death, it is important to recognise and celebrate C.S Lewis as one of Belfast's finest and most famous sons.
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2	Key Issues
2.1	Upon further investigation of suitable options, officers have learnt that the East Belfast Partnership Board (EBPB) has started to make plans and engaged with interested and relevant stakeholders to compile a draft programme for a festival to recognise C.S. Lewis which would run from 18–23 November 2013.
2.2	A draft programme has been drawn up in conjunction with key stakeholders including: EBPB, St Mark's Church, Belmont Tower, Sandy Smith, The Strand Cinema, Campbell College and The Verbal Arts Centre. The programme will also involve Friends of Belmont Park, the East Belfast Enterprise Park, the East Belfast Community Development Association, Connswater Shopping Centre, Arts and Business and a range of local residents' groups. An organising group has been established which will be made open to any further interested parties.
2.3	The festival includes performances of plays, film screenings, conversations, cross-city book readings, writers' workshops, a lamp parade in the grounds of Campbell College to pay homage to the lamp which is to be refurbished and relit, first seen by Lucy in The Lion, the Witch and the Wardrobe.
2.4	Whilst much of the festival content will take place in east Belfast, the childhood home of C.S. Lewis, it will be an accessible and welcoming festival that will have Belfast wide events, catering for a wide range of ages, audiences and interests.
2.5	As east Belfast embarks on the construction of the C.S. Lewis Square and a significant piece of C.S. Lewis Public Art in 2014, as part of the Connswater Community Greenway project, they feel it is important to recognise this significant anniversary and maintain the legacy of C.S. Lewis in Belfast.
2.6	EBPB indicated that the total budget for the Festival is £80,000 (this includes Programme Costs: £50,000, Marketing and PR: £10,000, Festival Co-ordinator: £15,000 and Festival Management, Finance and Administration: £5,000).
2.7	Members will be aware that the mechanisms to support Festivals are via the Culture and Arts Multi-Annual, Community Festivals and Project Funding streams. However, they do not reopen until June and with successful applications being notified in early September, which would not give the appropriate time to organise the Festival. Officers have also examined the Festival via Belfast City Council's Events Unit, however resources are not available at this time.
2.8	Therefore, Committee is being asked to decide if it wishes to directly support the East Belfast Partnership Board to deliver the Festival outside of current funding streams. Up to £10,000 could be made available via Literary Belfast product development within the Tourism, Culture and Arts 2013/14 budget.
2.9	EBPB is also exploring applications to relevant government bodies and

	stakeholders. Officers have also liaised with the NI Tourist Board, Arts Council of NI and Tourism Ireland in relation to a potential partnership.
2.10	ACNI's Lottery Programme is currently closed. EBPB are currently in receipt of a Small Grants award from ACNI for the East Belfast Arts Festival and any applicant can only hold one live one award, so this route is not an option.
2.11	NITB and Tourism Ireland have indicated a willingness to be involved (please see below) and can provide support in relation to marketing, but no commitment to direct funding is yet in place.
2.12	"Literary tourism is an excellent addition to the list of tourism products in Northern Ireland and will give visitors a chance to explore our rich literary heritage and experience our thriving contemporary scene. This initiative would add momentum to the good work that has already been done to highlight Northern Ireland's strong connection with CS Lewis. At a time when visitor numbers continue to grow it is important that we continue to develop authentic experiences such as this, to add depth to Northern Ireland's reputation as a must-see destination." Northern Ireland Tourist Board.
2.13	"Ireland has given the world great plays prose and poetry and for millions around the world our literary heritage is their first connection with the character and characters of Ireland. We love a good story well told and the promotion of literary tourism will engender greater appreciation of Belfast's impressive literary CV." Tourism Ireland.

3	Resource Implications
3.1	£10,000 to be sourced from the current Tourism, Culture and Arts Budget 2013/14.

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

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> - Note the contents of this report - Approve the sum of £10,000 to be provided to the East Belfast Partnership Board in order to deliver a CS Lewis Festival - Approve officers working in partnership to profile the Festival via BVCB, NITB, ACNI and Tourism Ireland

6	Decision Tracking
A report on will be brought back to Development Committee in September 2013.	
Time frame: September 2013	Reporting Officer: Shirley McCay

7	Key to Abbreviations
ACNI – Arts Council of Northern Ireland NITB – Northern Ireland Tourist Board BVCB - Belfast Visitor and Convention Bureau EBPB – East Belfast Partnership Board	

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Belfast City Council

Report to	Development Committee
Subject:	Community Centres Awarded PQASSO Quality Mark
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Cate Taggart, Community Development Manager, ext 3525

1	Relevant Background Information
1.1	As part of its change management and business planning processes Community Services identified performance management and quality assurance as key development opportunities.
1.2	To obtain a quality kite mark for community centres was set as an objective in the services' business and change management plans. The Community Facilities Unit was tasked with the responsibility to deliver a project which would meet this objective.
1.3	Anticipated Outcomes that would be achieved: <ul style="list-style-type: none"> - Improved level of service to our customers - Improved level of customer satisfaction with Council Community centres - Enhanced quality assurance and performance management system - 22 Community centres will receive a recognised quality mark.
1.4	The PQASSO Quality Mark is awarded by the Charities Evaluation Services, a UK based organisation specialising in performance management/improvement, evaluation and quality. PQASSO was chosen because of its focus on community centre management and organisation development. PQASSO is built on 12 quality areas, with a series of performance standards and indicators focussing on; Users, People, the Organisation and the Community. In addition to the production of a portfolio of evidence by the organisation, PQASSO assessors conduct a series of interviews with staff, committee members, volunteers and service users.
1.5	PQASSO has been designed to recognize organizations who are motivated by strong values:

	<ul style="list-style-type: none"> - Who put users at the heart of services - Who value staff and volunteers - Who value equal opportunities and diversity - Who show environmental and ethical responsibility - Who communicate and seek to be a learning organisation
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2	Key Issues
2.1	The Community Services Facilities Unit submitted its portfolio of evidence in January 2013. PQASSO assessors conducted a series of site visits and interviews with, Members, staff and users in February.
2.2	Following this assessment, the Community Services Facilities Unit was awarded the PQASSO Quality Mark in recognition of the high quality of the Councils 22 Community Centres, the staff and services provided.
2.3	This is the first time PQASSO has been awarded to a Public Authority and represents a huge vote of confidence in the management , staff and work of the Community Centres

3	Resource Implications
3.1	None

4	Equality and Good Relations Implications
4.1	There are no relevant equality and good relations implications attached to this report.

5	Recommendations
5.1	Members are asked to note the contents of this report and the progress made by the service toward; improving customer satisfaction, quality service delivery and enhanced performance management.

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



Belfast City Council

Report to	Development Committee
Subject:	Children and Young People Service Update
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Cate Taggart, Community Development Manager, ext 3525

1	Relevant Background Information
1.1	<p>The purpose of the paper is to provide an update on recent activity and changes relating to the Council's agreed priority of children and young people (CYP). The children and young people unit continues:</p> <ul style="list-style-type: none"> - To deliver the Council's Play Development service which provides 1102 places annually; an established summer scheme programme with over 700 sessions and a growing play outreach service accessed by other departments and the community sector; - In May 2012 Members agreed continued support for Youth Forum development and 36 young people participate at present and are engaged through meetings, projects and representing the council throughout the year. - Manage the council's child protection system including all training and support internally with 565 hours recorded last year; - Provide 1400 organised play sessions through after schools, outreach and summer play; - Provide outreach support to the community sector through training and events including the administration of the Ur city 2 grant stream. - Lead the strategic support to finalise a children and young people corporate outcomes framework and programme of work to integrate service development and delivery for children and young people across Council.
1.2	<p>A range of children and young people services continue to be delivered by other departments across Council e.g. Growing Respect, Youth Engagement project etc. In February 2013 the People Communities and Neighbourhood Board (PCN) board agreed an outline corporate CYP outcomes framework aligned to the wider regional Children and Young People Strategic Partnership led by</p>

1.3	<p>OFMDFM. This will help shape a co-ordinated programme of work integrating all Council's provision for the children and young people priority</p> <p>In late March 2013 the seconded manager position was filled and is based in the Community Services section.</p>
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2	Key Issues
2.1	<p><u>Strategic development</u></p>
	<p>In the next few months a programme of work to embed the corporate CYP outcomes framework will be prepared and presented to the Chief Officers. It will confirm the current position, partners and provision for children and young people across the age spectrum and will summarise the relevant priority outcomes locally, citywide and internationally which shape the services provided in the years ahead. Other work streams will focus on research and development of new opportunities and on monitoring and evaluating the impact of service provision for children and young people.</p>
2.2	<p>Permission is sought to meet with Youth Champions to ensure the corporate framework and programme of work captures the political intent of the Council. This will be followed by a joint meeting between Youth Champions and the emerging youth forum working group to scope the shared priority outcomes for children and young people across the age spectrum.</p>
2.3	<p><u>Operational business update</u></p>
	<p>The CYP Unit is preparing for the summer season which includes a range of events to develop how children and young people play including the annual summer schemes. The Youth Forum chairperson is involved in the promotion of the Policing and Community Safety Partnership (PCSP) Youth Awards and Forum members are involved as part of the launch of the City Masterplan in May.</p>
2.4	<p><u>Changes to the children and young people service</u></p>
	<p>The main changes of late to service delivery are summarised below for consideration and approval by Members:</p>
	<p>Access NI introduced a revised process for checks on staff and volunteers to be administered under the Disclosure and Barring scheme. It does not affect the Council as an employer although has a moderate change on Community Services, mainly to the community organisations that engage with the Council.</p> <ul style="list-style-type: none"> - The change actively reduces the number of organisations that can be 'registered bodies' and directly apply for checks to Access NI; - It inevitably increases the demand on Council to process applications for community organisations that are no longer eligible to be a registered body; - An outline analysis concluded the Council should retain registered body status to apply directly for staff and direct volunteer placement checks and to arrange a reserve fund to cover the costs of an Umbrella body to administer eligible applications from community organisations.
2.5	<p>It is estimated that a limited fund up to £2000.00 would cover the cost for the eligible demand in the most cost effective way and is more suitable in managing the risks and liability from handling applications and related sensitive information.</p>

2.6	<p>It is recommended this is established with Volunteer Now, the regional infrastructure organisation, that operate as an Umbrella body open to all community organisations. They will process all future eligible applications based on the following criteria:</p> <ul style="list-style-type: none"> - The applicant is not eligible through any other registered or umbrella body; - The applying organisation is a community organisation only operating in the Belfast City Council jurisdiction; - The organisation is not eligible to be a registered body in its own right; - The organisation can demonstrate that they have no access to alternative resources to support the vetting of volunteers through Umbrella organisations or funding; - Applications are for Volunteer roles only;
2.7	<p>Members are requested to consider and approve the recommended approach to managing the change to existing service.</p>
2.8	<p><u>Northern Ireland Play and Leisure plan (OFMDFM):</u> Officers continue to engage in this area of work aligning it to the needs of the regional Children and Young People strategic partnership through the Belfast Outcomes group as well as the Active Belfast agenda. In support of this the Play Development Officer is seeking Member approval to serve on the proposed regional play forum.</p>
2.9	<p><u>Safeguarding children guidelines for external contractors and event organisers:</u> As part of the ongoing development of the Council's Child protection system an identified need is being met with the development of a signposting service for officers. It aims to raise awareness and affirm the standards of working required when involving or providing for children or young people at events or with external contractors for consideration by the Corporate Management Team.</p>
2.10	<p>Additional information is available directly on request from the CYP unit on any of these items or the general CYP provision.</p>

3	Resource Implications
3.1	<p>Up to £2,000 to support the Access NI community checks fund. This budget is available within 2013/14 service estimates. All other referenced activity is incorporated into the annual CYP unit budget.</p>

4	Equality and Good Relations Implications
4.1	<p>There are no relevant equality and good relations implications attached to this report.</p>

5	Recommendations
5.1	Members are requested to note the contents of the report and approve: <ol style="list-style-type: none">1. Further engagement with Youth Champions to discuss the corporate outcomes framework and programme of work;2. Agree the recommended approach to managing the change to existing service for Access NI checks;3. Support participation of the Play Development Officer on the proposed regional play forum.

6	Decision Tracking
The CYP manager will implement the agreed actions.	

7	Key to Abbreviations
CYP - Children and Young People PCN - People Communities and Neighbourhood Board PCSP - Policing and Community Safety Partnership	