

Document Pack

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



15th August 2013

MEETING OF DEVELOPMENT COMMITTEE

Dear Alderman / Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on **Tuesday, 20th August, 2013 at 4.30 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
 - (d) Request to Address the Committee - Advice NI
2. **Departmental Plan (Pages 5 - 28)**
3. **Belfast's Economy**
 - (a) Super Connected Cities - Demand Stimulation Activities (Pages 29 - 32)
 - (b) Conference Subvention Scheme (Pages 33 - 36)
 - (c) Digital DNA Summit (Pages 37 - 38)
 - (d) City Centre Business Information Point (Pages 39 - 42)
 - (e) Belfast Technical Mission Update (Pages 43 - 46)

(f) Women in Business Awards (Pages 47 - 50)

(g) Accessibility Support (Pages 51 - 52)

4. **Shaping Belfast**

(a) Departmental Capital Projects - Updates (Pages 53 - 58)

(b) Renewing the Routes (Pages 59 - 106)

(c) Lagan Canal Improvements - Request for Support (Pages 107 - 110)

5. **Marketing Belfast**

(a) International Relations Framework (Pages 111 - 124)

(b) International Relations - China (Pages 125 - 134)

(c) HMS Duncan (Pages 135 - 138)

(d) Belfast in Rio (Pages 139 - 142)

(e) Sister Cities - Nashville (Pages 143 - 150)

(f) Giro d'Italia - Update (Pages 151 - 152)

6. **Neighbourhoods, Communities and People**

(a) Belfast Community Investment Programme - Update (Pages 153 - 156)

(b) Belfast Bursary Scheme (Pages 157 - 160)

(c) Lord Mayor's Belfast Day (Pages 161 - 166)

(d) Culture and Arts Flagship Fund (Pages 167 - 174)

(e) 'Teenage Kicks' Mural (Pages 175 - 176)

7. **Operational Matters**

(a) Marathon Update 2014 (Pages 177 - 178)

(b) External Market Application - Folktown (Pages 179 - 204)

(c) Markets Update - Strategic Review (Pages 205 - 206)

8. **Consultation Documents**

(a) Business Improvement Districts (Pages 207 - 218)

(b) London Hub Airport (Pages 219 - 224)

(c) Bike Hire Scheme (Pages 225 - 226)

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Belfast City Council

Report to:	Development Committee
Subject:	Department Business Plan 2013-2014
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Claire Patterson, Business Research & Development Manager, ext 3379

1	Relevant Background Information
1.1	The purpose of this report is to present Members with the proposed 2013-14 departmental plan for approval by Committee.
1.2	The Departmental Plan is one of the key ways in which Members manage the delivery of the Committee's priorities. The plan is closely linked to the financial estimates (i.e. the budget for the year ahead) which were considered on 15 January of this year alongside the provisional key actions for 2013-14 and subsequently agreed by Council in February 2013.
1.3	Since February, Chief Officers have been finalising their departmental plans based on these approved estimates and actions, and the commitments contained in the Investment Programme. The proposed Departmental Plan 2013-14 is appended to this report for approval by Committee. Once approved, the plan provides Chief Officers with the delegated authority to deliver the key actions that it contains, subject to regular monitoring and reporting to Committee.
1.4	The plan was previously presented to Committee on the 4 June 2013 and deferred to allow for further consideration. A comparison has been carried out with the actions contained in last year's Departmental Plan which is included in Appendix 2.

2	Key Issues
2.1	<p>The appended 2013-14 plan sets out:</p> <ul style="list-style-type: none"> - Key actions/projects for the department to deliver in 2013-14 as outlined in the Investment Programme; - Key departmental actions/projects in 2013-14; and - Financial information relating to the estimates for 2013-14.
2.2	<p>The Department has a major role to play in the delivery of the Investment Programme and this is clearly reflected in the Departmental Plan. Over half (59%) of the commitments in the Departmental Plan are included within the Council's Investment Programme 2012-15. As many of these actions will continue to develop during the course of the Investment Programme, they were also contained in last year's Development Department Plan; although the wording may have changed to reflect the progress with the key action/project; for example projects/programmes that were being developed last year are being implemented this year.</p>
2.3	<p>The Plan has been prepared in the context of Local Government Reform; the Department will play a significant role in the Council's preparation for Local Government Reform, particularly with the introduction of community planning and the transfer of major functions such as planning, regeneration and enhanced economic development powers to local government. The Committee is already aware of the impact of this through the ongoing work with DSD in terms of the Belfast Community Infrastructure Programme (BCIP). While the exact nature of support required to deliver effective local government reform is still being determined, it is likely that the resource required from the Development Department will be significant.</p>
2.4	<p>There are a number of actions that have changed direction in this year's plan, reflecting the changing environment within which the Council is working and the decisions that the Committee has taken in the last year; for example, the new direction being taken to tackle poverty, State of the City Development debates and new actions in relation to the Belfast tech mission to west coast USA in October 2013 and working towards the introduction of Business Improvement Districts (BIDs).</p>
2.5	<p>In addition, some key actions have been included in the Departmental Plan to reflect the core business of the Department. These are ongoing commitments such as the supporting actions identified in the review of the BCC Transport Policy, developing the city markets at St. George's and Smithfield in the context of supporting tourism and small businesses, leading the NI EU Forum and ensuring Council compliance with Child Protection legislation.</p>
2.6	<p>The Plan enables Committee to performance manage the key work of the department through six-monthly progress reports, as well as regular updates on key actions/projects. The plan should also assist Managers and Officers to make decisions and allocate resources in line with the agreed objectives and activities.</p>

3	Resource Implications
3.1	<u>Financial</u> - A spending limit of £19,229,488 was agreed at Committee on 15

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Appendix 1

Development

Departmental Plan 2013 - 2014

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1.0 Background

- 1.1 The Corporate Plan embodies what the council intends to achieve from 2012-15. It is ambitious yet realistic and demonstrates how Members' are committed to improving quality of life for everyone who lives in, works in and visits Belfast. It is based upon an assessment of need in the city, the views of residents on what the council's priorities should be and a commitment to strong political and executive leadership at both a city wide and neighbourhood level.
- 1.2 While the Corporate Plan focuses on issues which cut across Council departments, it also reflects the importance of the quality of the vital services that we provide on a daily basis.
- 1.3 The corporate plan is illustrated in figure 1 below, showing our key priorities for the city over the next 3 years are:
 - Leadership
 - Environment
 - Economy
 - People & Communities
 - Improving our Services



Fig 1: Corporate Value Creation Map

1.4 This Departmental Plan describes how the Development Department's actions and targets for 2013/14 complement the Corporate Plan. This Plan sets the strategic direction for the department and will ensure focused and effective management of the department by the Committees and senior managers. It provides explicit links between core departmental activity and corporate strategy.

1.5 Preparations are well underway for the reform of local government, which will take place by April 2015.

The Local Government Reorganisation Bill is set to be introduced to the Assembly in the coming months and there is already a significant programme of work being undertaken by all departments to prepare the organisation for the changes ahead. The Development Departmental Plan includes preparations for this work but once the legislation is introduced into the Assembly, there may be further actions which will need to be considered. Any additional actions will be incorporated into the Departmental Plan and updates will be provided to Committee accordingly.

1.6 Under the council's Scheme of Delegation, the Director of the Development Department has been given the delegated authority to undertake the activities as outlined in section 4. Progress update reports will be submitted to the Development Committee twice yearly.

2.0 Corporate Values

Our corporate values are integral to the way in which the Council works. These values underpin everything that our councillors and employees do and the way the Council will deliver our objectives.

- **Focus on the needs of customers, foster a ‘can-do’ attitude and be problem solvers** - providing first class services which are responsive to citizens needs and continuing to ensure that the council is a place where things happen
- **Provide value for money and improve services** - delivering high quality, value for money services at all times and continually improving our services
- **Work together** - working with our partners across Belfast to ensure that our combined efforts contribute to the continued success of our city
- **Respect each other, be fair, promote equality and good relations** - improving access to our services; valuing diversity, ensuring that everyone shares in the city’s success and tackling discrimination in all its forms by treating all communities and people equally
- **Act sustainably** - using our resources effectively and efficiently and promoting the principle of sustainability in all our activities
- **Ensure the highest standards of health and safety** - maintaining the highest possible standards of health and safety at all times to ensure the Council protect our employees and all those who use our services
- **Value our employees** - continuing to support our employees to help them fulfill their potential

2.1 Organisational Structure



3.0 Departmental Budget

**DEVELOPMENT COMMITTEE
MAIN ITEMS OF ESTIMATED EXPENDITURE 2013/14**

	Net Expenditure 2012/13	Net Expenditure 2013/14
Community Services	5,519,610	5,492,208
Community Resource Unit	309,440	294,334
Community Services Management	279,215	226,377
Travellers	52,829	48,794
Area Support Unit	1,130,706	1,168,674
Community Grants	1,014,251	1,050,483
Community Facilities	1,987,219	1,956,654
Children & Young People	745,950	746,892
City Events and Venues	4,143,548	3,901,095
Waterfront/Ulster Halls	2,478,057	2,400,924
City Events	1,665,491	1,500,171
Economic Initiatives & International Development		
	6,088,958	7,001,502
Tourism, Culture and Arts	4,102,291	4,751,447
Economic Development	1,133,013	1,327,790
Urban Development	875,284	946,683
Markets	-21,630	-24,418
Directorate	3,791,418	2,834,683
Development Directorate	1,811,185	1,806,960
City Development	876,746	251,248
Business Research & Development	509,951	546,361
SNAP	357,688	0
European & International Unit	235,848	230,114
TOTAL	19,543,534	19,229,488

4.0 Key actions for 2013/ 14

The Department's key actions have been defined against the background of the value creation map. Each key task has a relationship with one or more of the themes described in the departmental VCM. Key Performance Indicators (KPIs) for the main outcomes expected are included at section 5. More comprehensive details of tasks, performance indicators and targets which contribute to the outcomes sought are contained in supporting Service Plans.

4.1 City Leadership

Key actions

Investment Programme: Place-shaping and physical investment

- Launch the Belfast Masterplan and develop implementation mechanisms for the associated projects.
- Support the implementation of the Local Investment Fund and Belfast Investment Fund.
- Support the strategic development of the University of Ulster North City Campus.
- Implement a framework for marketing the city and developing International Relations.
- Host the Global India meeting in June 2013.
- Develop a portfolio of projects as a basis to secure EU funding for the Greater Belfast area for 2014-2020. A target figure will be developed once the new EU Programmes are open.
- Lead the NI EU Regional Forum.

Planning for Local Government Reform

- Plan for and influence the Local Government Reform, in respect of community planning, and the transfer of function relating to planning and regeneration, enhanced local economic development, devolved EU funding and transfer of community assets.
- Develop an Integrated Economic Strategy and associated action plan.
- Deliver the City Development Conference and use the outputs to inform the future approach to State of the City Debates
- Prepare for the transition of community development functions and plan for the implementation of the Belfast Community Investment Programme (BCIP) for the city (with DSD).
- Co-ordinate responses for the Department and Council on strategic planning/ transportation policies or issues.
- Co-ordinate responses to physical regeneration plans.

4.2 Environment

Key actions

Investment programme: promoting green business opportunities and environmentally friendly practices

- Develop an investment proposition for the Renewable and Low Carbon Technology sectors.

- Agree a detailed implementation plan with partners and Committee to implement the Belfast public bike hire scheme in 2015.

BCC Transport Policy

- Support, develop and implement actions identified in the review of the BCC Transport Policy.

4.3 Economy

Key actions

Investment Programme: Creating an economic infrastructure, supporting growth and employability

- Manage the development and funding of increased convention centre and exhibition centre space at the Waterfront Hall.
- Lead on the delivery of an innovation centre.
- Lead on the delivery of a creative/digital hub programme.
- Super-connected Broadband – raise awareness of the opportunities and stimulate demand among the business community for high speed internet; and administer and promote the voucher scheme to help with connection costs.
- Secure funding and deliver the community access aspects as part of the super-connected broadband project.
- Commission a City Centre Regeneration Strategy in partnership with DSD.
- Directly create jobs by working with local partners to deliver targeted employability initiatives across the city including HARTE and the Belfast Enterprise Academy.
- Work with partners to develop and deliver a city-wide employability and skills strategy and action plan.
- Provide targeted business support interventions through a series of workshops and 1-2-1 mentoring, to improve business competitiveness and productivity and to generate business efficiencies.
- Develop and implement a city wide retail support plan.
- Support initiatives to increase awareness of Council tendering opportunities and build capacity among Belfast companies to tender for public procurement opportunities.
- Develop a social clause policy and support implementation through council contracts.
- Deliver Council's contribution to major events - the World Police & Fire Games 2013, Irish Dancing Championship 2013, prepare for Giro d'Italia in 2014, Tall Ships 2015 – and the annual programme of events.
- Develop Belfast's tourism product and deliver actions within the Integrated Tourism Strategy and action plan.
- Market Belfast by supporting the marketing and visitor servicing activities of the Belfast Visitor and Convention Bureau (BCVB).
- Deliver on the relocation of the Belfast Welcome Centre.
- Develop culture and arts by investing approximately £2M in cultural and artistic activities including the 'City of Festivals' and Creative Legacies.

Supporting local business growth and opportunities

- Improve and develop the city markets at St. George's and Smithfield in the context of supporting tourism and small businesses.
- Manage the new Markets Policy.
- Work towards the introduction of Business Improvement Districts (BIDs).

Tourism development and promotion

- Deliver a programme of events at the Waterfront and Ulster Hall.
- Implement the integrated Cultural Strategy.
- Secure World Host status for Belfast, working with the hospitality and retail sectors across the city

International opportunities

- Increase international business opportunities by organising the Belfast Tech mission to west coast USA in October 2013.

4.4 People and Communities**Key actions*****Investment programme: Neighbourhood investment and creating strong neighbourhoods***

- Deliver the Renewing the Routes Programme 2012-16.
- Develop capacity for a reactive local regeneration schemes across the city.
- Support plans to restore and revitalise the Lagan Canal Corridor.
- Resource support for Community Development local activity (including management of an outcomes based £1.748m grant programme that covers Capacity building, Revenue, Small community development projects, Play schemes, Community chest grants and Ur City 2.
- Invest approximately £860,000 in community-based advice services per annum via 5 city-wide advice consortia.
- Provide support for community engagement within Council e.g. training, skill development, raising confidence and access.
- Manage and increase usage of community centres and other facilities.
- Develop and introduce a new volunteering framework to support over 70,000 volunteering hours per annum in community facilities.

Supporting neighbourhoods and communities

- Delivery of Phase 1 and Phase 2 of the Hannahstown Rural Development programme application.
- Establish the potential impact of the Welfare Reforms.
- Develop a mechanism to bring together key players from across the City to raise awareness of the impact and scale of poverty and identify ways to address it.
- Deliver a coherent inter agency and inter departmental approach to working with the Traveller community.

- Propose a Council wide consistent criterion based framework for managing neighbourhood assets. If agreed, implement for the service.

Creating and co-ordinating opportunities for children and young people

- Implement the inter-departmental framework for children and young people.
- Ensure Council compliance with Child Protection requirements.
- Provide a city-wide play service targeting need and developing new approaches for delivering play.
- Deliver a comprehensive citywide summer programme.
- Build the capacity of Youth Forum members to increase the participation of children and young people in the city and neighbourhood life.
- Research and develop proposals for a Council Integrated Schools programme.

4.5 Better Services

Key actions

- Ensure compliance with all corporate process requirements including, audit reports, WIRES, risk management, IIP, etc.
- Implement a coordinated approach to grant management through the Grant Unit.

4.6 An Organisation Fit to Lead and Serve

Key actions

- Use, promote and support evidence based planning via the use of CityStats and other local information.

5.0 Key performance indicators for 2013/ 14

5.1 City Leadership

Performance Indicator	Annual Target
Amount of money leveraged from Europe and UK by Development Department	£45,000,000

5.2 Economy

Performance Indicator	Annual Target
Markets Footfall	1,900,000
Jobs created	180
Number of Business supported	1,580
Number of people skilled up	1,100
Events Economic Benefit	£10,000,000
Events attendance	250,000
Waterfront and Ulster Hall attendance	370,000
Tourism Economic Benefit	£410,000,000
Total Day Trips	5,800,000
Visitor numbers	7,800,000
Number of people attending Culture, Arts and Events	4,000,000

5.4 People and Communities

Performance Indicator	Annual Target
Number of community grants distributed	370
Amount of community grants distributed	£2,600,000
Community centre attendance	550,000 & 65%
Volunteer hours	70,000

5.5 Organisation fit to lead and serve

Human Resource Management

Performance Indicator	Annual Target
Average number of working days per employee lost due to absence	8.89 dys/fte

Financial Planning

Performance Indicator	Annual Target
% revenue between actual net revenue expenditure and budgeted net revenue expenditure (in year)	+1 / - 2
% variance between forecast net expenditure and actual net revenue expenditure y/e	+0.5 / -2%
% compliance of purchase orders raised on time	90%
% compliance for GRN against the supplier invoice	70%

Planning & Performance	Annual Target
Performance Indicator	
% PIs with valid data collected and reported upon	85%
% PIs on target	70%
Governance & Risk	Annual Target
Performance Indicator	
% of agreed H&S recommendations implemented	80%

6.0 Committee membership

Development Committee

Chairman: Councillor Deirdre Hargey

Deputy Chairman: Councillor John Hussey

Committee Members:

Councillor	Austin
Councillor	Convery
Alderman	Ekin
Councillor	Garrett
Councillor	Hartley
Councillor	Keenan
Councillor	Kelly
Councillor	Kingston
Councillor	Kyle
Councillor	Mac Giolla Mhin
Councillor	Maskey
Alderman	McCoubrey
Councillor	O' Donnghaile
Councillor	Reynolds
Councillor	Spence
Alderman	Stalford
Alderman	Stoker
Councillor	Webb

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Appendix 2: A Comparison of the Departmental Plan 2012-13 v 2013-14.

Notes:

- Many actions continue from 2012/13 into the 2013/14 Departmental Plan; reflecting the ongoing core work of the Department and the development of the projects/actions to a different stage. For example, last year staff were 'developing' an action plan, this year they are 'implementing' it.
- A number of actions that are similar to last year's plan have not been marked as being in last year's plan. In most cases this is because they are a new project or a new direction being taken to tackle the same theme e.g. in relation to poverty, State of the City Development debates, etc.
- There are some actions listed as not being in the previous year's plan although staff were working on them as they form part of the Department's core business and ongoing commitments. For example, the Transport Plan, the NI EU Forum, and ensuring Council compliance with Child Protection legislation, etc.
- Overall 69% of the actions were in last year's plan. 59% of the key actions relate to commitments to deliver the Investment Programme 2012-15.

	2013-14 Action	Also in plan for 2012-13	Investment Programme	In January's financial estimates¹
	City Leadership			
1	Launch the Belfast Masterplan and develop implementation mechanisms for the associated projects.	*	*	*
2	Support the implementation of the Local Investment Fund and Belfast Investment Fund .	*	*	*
3	Support the strategic development of the University of Ulster North City Campus.	*	*	*
4	Implement a framework for marketing the city and developing International Relations .	*	*	*
5	Host the Global India meeting in June 2013.			*
6	Develop a portfolio of projects as a basis to secure EU funding for the Greater Belfast area for 2014-2020. A target figure will be developed once the new EU Programmes are open.	* ²	*	*
7	Lead the NI EU Regional Forum		*	*
8	Plan for and influence the Local Government Reform , in respect of community planning, and the transfer of function relating to planning and regeneration, enhanced local economic development, devolved EU funding and transfer of community assets.			
9	Develop an Integrated Economic Strategy and associated action	*		*

¹ <http://poochie:9070/documents/s67605/Financial%20Estimates%20and%20District%20Rate%202013-14.pdf>

² Previously known as the EU funding strategy.

	2013-14 Action	Also in plan for 2012-13	Investment Programme	In January's financial estimates¹
	plan.			
10	Deliver the City Development Conference and use the outputs to inform the future approach to State of the City Debates			
11	Prepare for the transition of community development functions and plan for the implementation of the Belfast Community Investment Programme (BCIP) for the city (with DSD).	*		*
12	Co-ordinate responses for the Department and Council on strategic planning/ transportation policies or issues.	*	* ³	
13	Co-ordinate responses to physical regeneration plans.	*	* ³	
Environment				
14	Develop an investment proposition for the Renewable and Low Carbon Technology sectors.		* ⁴	*
15	Agree a detailed implementation plan with partners and Committee for implementation in 2015 of the Belfast public bike hire scheme.	*	*	*
16	Support, develop and implement actions identified in the review of the BCC Transport Policy.			
Economy				
17	Manage the development and funding of increased convention centre and exhibition centre space at the Waterfront Hall.	*	*	*
18	Lead on the delivery of an innovation centre.	*	*	*
19	Lead on the delivery of a creative/digital hub programme.	*	*	*
20	Super-connected Broadband – raise awareness of the opportunities and stimulate demand among the business community for high speed internet; and administer and promote the voucher scheme to help with connection costs.	*	*	*
21	Secure funding and deliver the community access aspects as part of the super-connected broadband project.		*	*
22	Commission a City Centre Regeneration Strategy in partnership with DSD.			*
23	Improve and develop the city markets at St. George's and Smithfield in the context of supporting tourism and small businesses.			
24	Manage the new Markets Policy.	*		

³ Last year this was focused on the Rapid Transport project.

⁴ Also known as the Green Business Park.

	2013-14 Action	Also in plan for 2012-13	Investment Programme	In January's financial estimates¹
25	Directly create jobs by working with local partners to deliver targeted employability initiatives across the city including HARTE and the Belfast Enterprise Academy.	*	*	*
26	Work with partners to develop and deliver a city-wide employability and skills strategy and action plan.	*	*	*
27	Provide targeted business support interventions through a series of workshops and 1-2-1 mentoring, to improve business competitiveness and productivity and to generate business efficiencies.	*	*	*
28	Develop and implement a city wide retail support plan.		*	
29	Work towards the introduction of Business Improvement Districts (BIDs).			
30	Support initiatives to increase awareness of Council tendering opportunities and build capacity among Belfast companies to tender for public procurement opportunities.	*	*	*5
31	Develop a social clause policy and support implementation through council contracts.	*	*	*6
32	Deliver a programme of events at the Waterfront and Ulster Hall.	*		*
33	Develop culture and arts by investing approximately £2M in cultural and artistic activities including the 'City of Festivals' and Creative Legacies.	*	*	*
34	Deliver Council's contribution to major events - the World Police & Fire Games 2013, Irish Dancing Championship 2013, prepare for Giro d'Italia in 2014, Tall Ships 2015 – and the annual programme of events.	*	*	*
35	Develop Belfast's tourism product and deliver actions within the Integrated Tourism Strategy and action plan.	*	*	*
36	Market Belfast by supporting the marketing and visitor servicing activities of the Belfast Visitor and Convention Bureau (BCVB).	*	*	*
37	Deliver on the relocation of the Belfast Welcome Centre.	*	*	*
38	Implement the Integrated Cultural strategy	*		
39	Secure World Host status for Belfast, working with the hospitality and retail sectors			
40	Increase international business opportunities by organising the Belfast tech mission to west coast USA in October 2013			
	People and Communities			

⁵ This is included in approved actions for Property & Projects as presented to SP&R in January 2013.

⁶ This is included in actions for the CEO as presented to SP&R in January 2013.

	2013-14 Action	Also in plan for 2012-13	Investment Programme	In January's financial estimates¹
41	Deliver the Renewing the Routes Programme 2012-16.	*	*	*
42	Develop capacity for a reactive local regeneration schemes across the city.		*	
43	Support plans to restore and revitalise the Lagan Canal Corridor.	*	*	
44	Delivery of Phase 1 and Phase 2 of the Hannahstown Rural Development programme application.			
45	Resource support for Community Development local activity (including management of an outcomes based £1.748m grant programme).	*	*	*
46	Invest approximately £860,000 in community-based advice services per annum via 5 city-wide advice consortia.	*	*	*
47	Establish the potential impact of the Welfare Reforms.			*
48	Develop a mechanism to bring together key players from across the City to raise awareness of the impact and scale of poverty and identify ways to address it.		*	
49	Provide support for community engagement within Council e.g. training, skill development, raising confidence and access.	*	*	*
50	Manage and increase usage of community centres and other facilities.	*	*	*
51	Develop and introduce a new volunteering framework to support over 70,000 volunteering hours per annum in community facilities.	*	*	*
52	Deliver a coherent inter agency and inter departmental approach to working with the Traveller community.	*		*
53	Propose a Council wide consistent criterion based framework for managing neighbourhood assets. If agreed, implement for the service.	*		*
54	Implement the inter-departmental framework for children and young people.	*		*
55	Ensure Council compliance with Child Protection requirements.			
56	Provide a city-wide play service targeting need and developing new approaches for delivering play.			
57	Deliver a comprehensive citywide summer programme.	*		*
58	Build the capacity of Youth Forum members to increase the participation of children and young people in the city and neighbourhood life.	*		*
59	Research and develop proposals for a Council Integrated Schools programme.			

	2013-14 Action	Also in plan for 2012-13	Investment Programme	In January's financial estimates¹
Better Services				
60	Ensure compliance with all corporate process requirements including, audit reports, WIRES, risk management, IIP, etc.	*		
61	Implement a coordinated approach to grant management through the Grant Unit.	*		*
An Organisation Fit to Lead and Serve				
62	Use, promote and support evidence based planning via the use of CityStats and other local information.	*		*

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Report to:	Development Committee
Subject:	Super Connected Cities – Demand Stimulation activities
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives & International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that Belfast City Council has been awarded £13.7 million by the Department of Culture, Media and Sport (DCMS) as part of its Super-Connected Cities initiative. This is one of the key Investment Programme initiatives that aims to develop Belfast's economic infrastructure, promote growth and attract inward investment for the city.
1.2	A key objective of the Super Connected Cities initiative is to ensure that Belfast-based businesses have access to high speed fibre connections to enable them to do what they did before but more efficiently, and to allow them to explore new ways of doing business. The infrastructure provided under this initiative will also provide opportunities for new business development and will provide non-technical businesses with the opportunity to implement a broadband solution to support business growth and identify new markets.
1.3	Many areas of Belfast have access to broadband with speeds of up to 24 Mbps (megabits per second). By mid-2015 (completion date of the Super Connected Cities initiative), we aim to enable city-wide access to a network providing speeds of at least 80Mbps. Speeds of at least 100 Mbps will also be available for businesses that require it, such as those in creative industries, that send large volumes of data.
1.4	While the funding from DCMS can only be used for infrastructure costs, experience from elsewhere, and feedback from early engagement with local companies, suggests that businesses require support to help them maximise the potential of the infrastructure.
1.5	As part of the Council's Investment Programme, we are committed to pursuing funding from European Regional Development Fund (ERDF) in support of the city's economic development plans. One of the key opportunities identified has been the need for a demand stimulation programme to supplement and support

1.6	<p>the investment in telecoms infrastructure, helping local businesses to improve their productivity and competitiveness.</p> <p>An economic appraisal on the ERDF Super Connected Cities demand stimulation activity application is currently under way and is expected to be completed by September 2013. Subject to a positive outcome of the appraisal, a letter of offer is likely to be issued by October 2013.</p>
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2	Key Issues
2.1	<p>While the original confirmation of funding from DCMS was issued some time ago, a legal challenge to Birmingham's funding bid on the basis of State Aid issues meant that DCMS were forced to review the programme guidelines. The upshot of this is that the majority of the connections are now to be "demand-side" measures (i.e. the business has to make a direct application for support) as opposed to "supply-side" measures (i.e. the Council funds suppliers to provide connectivity at agreed locations across the city, without necessarily scoping out the demand in the area).</p>
2.2	<p>In order to test this approach, DCMS asked Belfast, along with three other cities (Manchester, Cardiff and Edinburgh) to become involved in a market testing phase. This meant rolling out a connection voucher scheme on a time-bound basis (1 August - 30 September 2013) with a view to testing the approach and ascertaining whether this would generate any further objections from the supplier base.</p>
2.3	<p>Under the terms of the connection voucher scheme, a sum of up to £3,000 can be provided to a business to enable them to access ultrafast broadband. Companies can choose from a range of potential suppliers.</p>
2.4	<p>Given the very short timeframe set by DCMS, as well as the need to demonstrate a significant level of demand, in line with our original funding approach, a number of target locations were identified for the market-testing phase. These include:</p> <ul style="list-style-type: none"> - Cathedral Quarter - City East / East Belfast Enterprise - Ormeau Business Park - Ortus - Argyle Business Park - North City Business Centre - Harbour Estate.
2.5	<p>All SMEs and third sector organisations based within these locations are eligible to apply for a voucher during the market-testing phase. It is anticipated that the scheme will be rolled out city-wide from November 2013, subject to approval by DCMS.</p>
2.6	<p>In order to complement the infrastructure funding from DCMS, the Council previously agreed to make a funding application to European Regional Development Fund (ERDF) to secure up to 75% of the costs of a demand stimulation programme. This would both raise awareness of the infrastructure investment and provide targeted mentoring support to help businesses get online or use the technologies to help them work more efficiently.</p>
2.7	<p>It is intended that the demand stimulation support will be available to all</p>

	<p>companies within the Council area, focusing on those availing of connection vouchers. Support will be tailored to meet the demands of the individual businesses. Outputs will include:</p> <ul style="list-style-type: none"> - Number of businesses developing an online presence for the first time - Increase in percentage of sales / business generated through e-commerce, for those companies with an existing online presence - Number of new products / services created by participating businesses. - Level of funding leveraged (public / private? By participating businesses - Number of businesses involved in international networks - Number of companies active in new markets.
2.8	<p>Outcomes will include:</p> <ul style="list-style-type: none"> - Enhanced profile of Belfast as a digitally connected business destination. - Growth in scale of knowledge economy businesses in Belfast - Improvements in GDP (Gross Domestic Product) levels in the city, from investments in new sectors - Increased employment opportunities within the creative and digital sectors - Enhanced opportunities to secure foreign investment (FDI) in new growth sectors.
2.9	<p>Given that the market testing phase is already under way and that, subject to DCMS approval, the connection vouchers will be available city-wide from November 2013, it is considered essential that the development activity on the demand stimulation programme is put in place as quickly as possible.</p>
2.10	<p>Due to the specialised nature of the support, this work will be subject to public procurement. The funding application identifies the broad programme of work. However, this will now have to be developed into a tender specification and issued through the appropriate channels.</p>
2.11	<p>In order to facilitate this process, it is considered that some preliminary work may be required to progress at risk the demand stimulation support work, in advance of the letter of offer being issued by Invest NI.</p>
2.12	<p>As a means of minimising the risk to Council of this approach, it is intended that Invest NI will be asked to provide “prior approval” for expenditure of up to £150,000 incurred in advance of issuing the letter of offer. This means that, if the funding application is successful and the grant is awarded, any prior expenditure incurred on this work up to a value of £150,000 will be eligible for match funding from ERDF / Invest NI of up to 75% of the costs incurred.</p>

3	Resource Implications
3.1	<p><u>Financial</u> The overall funding application for the demand stimulation support work is around £500,000. Should the funding application be approved, ERDF / Invest NI support of up to 75% of total costs i.e. up to £375,000 will be provided. The net cost to Council will be £125,000.</p>

4	Equality and Good Relations Considerations
4.1	<p>There are no specific Equality and Good Relations Considerations attached to this report.</p>

5	Recommendations
5.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Approve expenditure of up to £150,000 on an at-risk basis on a demand stimulation programme to support the roll-out of the Super Connected Belfast programme, in advance of the letter of offer being issued by Invest NI (likely to be October 2013) - Note the proposal to seek prior approval from Invest NI to cover the £150,000 expenditure - Grant delegated authority to the Director and Chair of Committee (or nominee) to approve the most economically advantageous tender for the demand stimulation work, subject to a form of contract being developed by legal services.

6	Decision Tracking
<p>Further to Development Committee approval, an update report will be brought back to Committee in November 2013.</p> <p>Timeframe: November 2013 Reporting Officer: Shirley McCay</p>	



Report to:	Development Committee
Subject:	Conference Subvention
Date:	20 August 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	<p><u>Conference Subvention</u></p> <p>Members will be aware that at the Development Committee Meeting of 10 September 2010 that Belfast City Council in conjunction with Northern Ireland Tourism Board (NITB) and Belfast Visitor and Convention Bureau (BVCB) adopted a new Conference Subvention Scheme for Belfast which superseded the previous policy.</p>
1.2	<p>Aligned to priorities in the draft Integrated Strategic Tourism Framework, NITB, BVCB and Belfast City Council developed this Conference Subvention Scheme with a total funding budget of £435,000 over three years, with Belfast City Council contributing £70,000 per annum and NITB £75,000 per annum.</p>
1.3	<p>At the Development Committee Meeting of 22 May 2012 Members agreed to extend the Conference Subvention funding period from 31 March 2015, until 31 December 2018. Because of the considerable time-lags between subvention approvals and completion of payments, long lead times, and the trend of later booking of venues.</p>
1.4	<p>Members will be aware that at the Development Committee Meeting of 5 February 2013 it was agreed, in light of the recent disruption which the City had been experiencing, that Belfast Visitor and Convention Bureau were given permission to use up to £30,000 within the sum allocated to it by the Council for the purposes of a subvention fund, to enable specific interventions to be made to secure any pre-arranged conference bookings in 2013 which might be placed at the risk of being cancelled as a result of disturbances.</p>
1.5	<p>The Conference Subvention Scheme was established in 2010 and to date, twenty two applications have been received, resulting in the issue of 14 letters of offer for total funding of £265,000 (£10k of this not subsequently required due to a lost bid) of which £36,788 has been paid. The economic impact of the 14 conferences supported through the subvention scheme to date is estimated at</p>

	<p>£14.5m, delivering a return on investment of 1:55.</p> <p>1.6 The main objectives of the Conference Subvention Scheme are;</p> <ul style="list-style-type: none"> – To raise the profile of Belfast and Northern Ireland as a leading business and conference destination – To consolidate existing investment in Belfast and Northern Ireland hotel and conference infrastructure – To increase the contribution of Business and Conference Tourism to Belfast and Northern Ireland economy – To change the international perception of Belfast and Northern Ireland – To encourage inward investment to Belfast and Northern Ireland – To grow the number of leisure visitors by encouraging conferences to run partner and extender programmes – To develop a partnership approach to promoting Northern Ireland as a business and conference destination <p>1.7 The main eligibility criteria for Conference Subvention are summarised below;</p> <ul style="list-style-type: none"> – The conference should be based in Belfast and include use of overnight accommodation in the Belfast area. – The conference should preferably have a minimum of 300 out of state delegates and accompanying partners staying for two nights in the Belfast area. However a conference with a smaller number of out of state delegates staying for multiple nights will be considered if there is evidence that this conference will lead to a larger associated conference coming to Belfast within the next 8 years. The level of subvention being sought against the potential economic benefit will be taken into consideration – The conference should have an impact on and/or a potential for local businesses and organisations by providing opportunities for developing industry/sector links or to showcase local products, cultural, sporting or intellectual fields. – The subject areas of the conference should relate to local economic and tourism strategies or specific priority areas for Belfast or Northern Ireland. – The event, by locating in Belfast should enhance the areas international profile and as such the prestige value of the event will be taken into account i.e. media coverage, speaker profile – Conferences must demonstrate strict financial project management, cash flows and projected income and expenditure account. <p>1.8 Governance arrangements were agreed by NITB and BCC to ensure transparent and effective delivery of the scheme on behalf of both funders.</p>
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<p>2</p>	<p>Key Issues</p>
<p>2.1</p>	<p><u>Funding</u></p> <p>A number of issues have been identified regarding the Conference Subvention Scheme. These include;</p> <ul style="list-style-type: none"> – The growth in level of competition from other conference destination cities – The lack of subvention in other cities, eg Manchester has an annual subvention budgets of £1m.

	<ul style="list-style-type: none"> – The recent impact of the civil unrest protest on Belfast’s appeal as a conference destination. – The new waterfront extension is due to open in 2016, and the need for Belfast to compete globally for large scale international and national events with a higher economic return. – The importance of special case applications seeking funding which may include, but are not limited to, conferences which deliver significant strategic benefits for the city such as events with significant media coverage or of international significance within Northern Ireland’s key economic sectors
2.2	It has been identified that there is a need to have a more flexible funding scheme to ensure the city can compete and secure these types of events.
2.3	Within the governance of the current scheme subvention funding awards are capped at a maximum of £25,000 for events delivering an economic impact over £1m. A flexible approach will allow the current scheme to offer a higher funding amount for conferences that deliver more than £1m in economic impact or bring significant strategic benefits to the city.
2.4	It is proposed that the current maximum cap of £25,000 subvention is removed. This would allow Belfast to increase its competitiveness as a conference destination.
2.5	The removal of the maximum cap would not require any additional financial commitment from BCC or NITB, within current budgets.
2.6	As a joint funding partner of the Conference Subvention Scheme, NITB are also currently considering the removal of the maximum capped award of £25,000.
2.7	<p>The removal of the maximum cap of £25,000 to the current scheme will aim to:</p> <ul style="list-style-type: none"> – Increase Belfast’s competitiveness as a conference destination and our ability to compete globally. – Maximise the return on investment from the city’s investment in the Belfast Waterfront extension. – Ensure that the scheme has a degree of flexibility to consider applications in extenuating circumstances, as the dedicated conference subvention fund for the city.

3	Resource Implications
3.1	Funding of £70,000 is currently available in the 2012/2013 Tourism Culture and Arts Budget.

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

5	Recommendations
5.1	It is recommended that Members agree to the removal of the maximum cap of £25,000 to increase Belfast’s competitiveness as a conference destination and

	our ability to compete globally.
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6	Decision Tracking
Tourism, Culture and Arts Manager to produce annual report.	
Timeframe: April 2014	Reporting Officer: Shirley McCay

7	Key to Abbreviations
BVCB - Belfast Visitor and Convention Bureau	
NITB - Northern Ireland Tourist Board	



Report to:	Development Committee
Subject:	Digital DNA summit – request for sponsorship
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives & International Development, ext 3459

1	Relevant Background Information
1.1	The MBA Association of Ireland, in partnership with organisations such as the Northern Ireland Chamber of Commerce, Invest NI and the University of Ulster, is hosting a major Digital Summit – “Digital DNA” – in Titanic Belfast on Friday, 13 September, 2013.
1.2	This event will explore digital media technology and disseminate best practice on how to promote business growth both within and outside Northern Ireland.
1.3	The key sponsor for the event is NYSE Euronext. The event will attract a range of important speakers including representatives from Facebook, Google and NYSE. Those in attendance will include locally-based businesses, international companies located in the city, business support organisations and key sectoral bodies in the software, IT and digital media fields.

2	Key Issues
2.1	The Digital DNA event is expected to attract up to 300 local small businesses, predominantly those working in the IT, software and digital sectors. As such, it represents a significant opportunity for the council to promote its Super Connected City initiative and, in particular, the connection vouchers scheme.
2.2	As identified in other reports presented to committee this month, a market testing phase of the connection vouchers scheme is being rolled out in a number of locations in August and September 2013. Subject to approval by the Department for Culture, Media and Sport (DCMS), these connection vouchers will then be made available to all businesses across the city from November 2013.
2.3	The connection targets set out in the council’s funding application to DCMS are extremely challenging and, as such, there is a need to promote and communicate the opportunity to interested businesses. While not all businesses

	can get vouchers at the minute, any business can register their interest in participating in the scheme (registrations online at www.belfastcity.gov.uk/superconnected) and, once the market testing phase completes, those companies that are registered for the scheme will be contacted directly and their applications will be progressed (subject to DCMS approval).
2.4	In addition to the vouchers scheme, the Superconnected Cities project includes a range of activities including a metro wireless scheme to promote access to wi-fi services and a scheme to promote access to wi-fi in public buildings. These other schemes are at development stage at present and this event could provide a platform to announce the progress of these schemes and to encourage industry buy-in to the plans. The council is also looking at the development of a wider digital strategy for the city which will take account of not only economic growth but also how digital technologies can support social cohesion, through skills development and through improvements in healthcare etc. Participation in this event will ensure that the council is connected to all key organisations working in this field and that our plans are communicated to all potential partners.
2.5	As part of the sponsorship package, the council will also be able to avail of a number of free places at the event and will benefit from the positive media and communications activity both in the run-up to and during the event.

3	Resource Implications
3.1	The sponsorship package for this event is £2,500.

4	Equality and Good Relations Considerations
4.1	No specific equality and good relations considerations at this stage.

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> - Note the contents of this report - Agree to sponsor the Digital DNA event at a cost of £2,500.

6	Decision Tracking
	An update on progress will be brought back to Committee in January 2014.

7	Key to abbreviations
	DCMS – Department for Culture, Media and Sport



Belfast City Council

Report to:	Development Committee
Subject:	City Centre Business Information Point
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that under the Review of Public Administration, the responsibility for enterprise will transfer to local councils. With this in mind the Economic Development Unit has begun to scope out potential enterprise initiatives to pilot prior to the transfer. Demand from businesses has highlighted a need for greater access to Council's services and easier access to the programmes and advice that are offered in the city.
1.2	One such pilot initiative is to provide a dedicated information resource in the city centre to deal with business start and development enquiries and to link businesses with council services including Building Control and Environmental Health as well as the suite of programmes provided by the Economic Development Unit. The space would also serve as an area to facilitate workshops, outreach development, showcasing venue and meeting space.
1.3	As part of our engagement with partner organisations on this issue, a number of organisations have confirmed that they would be supportive of this approach. In addition, one organisation has confirmed that it was also considering this approach and has identified the opportunity to collaborate on a pilot project in this field. This could provide an opportunity for Council to support a model to test a city-centre business information point.

2	Key Issues
2.1	Feedback from businesses and start ups in the city has identified that it can be difficult to obtain all the information needed to start up, grow and develop a business in the city. While there are numerous sources of information, there is not one central information point. As clients can have enquiries as wide-ranging as business planning, environmental issues, planning issues, recycling queries, building control matters and

	information on forming companies, it can be challenging for entrepreneurs to access all the information they require.
2.2	The recently commissioned Integrated Economic Strategy has identified a range of key issues facing Belfast post-RPA. Currently businesses in Belfast look to both BCC and Invest NI for advice, guidance and support. Post-RPA the great majority by number of businesses will look to the council alone. Forthcoming research suggests that many businesses are unaware of the breadth of services offered by the council or are unclear as to who they need to contact regarding the wide range of challenges that they face on a day-to-day basis in their business. The council's 2013 business survey (report currently at draft stage) also notes that while businesses continue to be interested in programmes like business planning and sales development there is also significant demand for advice on Building Control issues, Health and Safety and Licensing.
2.3	A centrally placed information point could provide an opportunity for proactive outreach to the business community, facilitate engagement with potential start-up entrepreneurs and give council a visible presence with local communities.
2.4	As part of our discussions with enterprise support partners, ORTUS have identified plans to consider the opening of a pop-up business information resource in a city centre location (premises have been identified – unit is currently vacant). ORTUS was established in 1988 to actively promote sustainable social, economic and environmental regeneration by providing property and business development support. They are members of the Enterprise NI Network and deliver a range of business start and development programmes.
2.5	The proposed dedicated business information point would be staffed on a full-time basis and provide pre-start, start up and growth zones allowing clients to obtain information and signposting. The first floor of the premises will also be available as a space to facilitate enterprise outreach sessions including ideas generation, meetings and showcase space for businesses in a prime city centre location.
2.6	The resource could act as a signposting agent to Belfast City Council as well as other relevant bodies including: <ul style="list-style-type: none"> • Invest NI • RICS • NISP • HMRC • Advice NI • Banking sector • Labour Relations Agency • The Prince's Trust • UCIT/UNLTD • DEL • Universities and Colleges • HSENI
2.7	The business information point could provide an opportunity for those providing business advice services and support to work on a partnership basis providing a comprehensive and effective service for potential entrepreneurs and businesses in the city that is centred around the needs of the business – as opposed to the business having to seek out the support from a range of sources and across a number of locations.
2.8	Within the council, there is considerable support from Building Control to look at this

2.9	<p>proposal on a pilot basis with a view to improving the way in which the council interfaces with existing and would-be businesses and to developing flexible and targeted support services to address business growth issues.</p> <p>In order to minimise the risk to the council and to allow us to explore this approach, it is proposed that a partnership is developed with ORTUS to pilot this approach, sharing the financial commitment for the first year of the service. Progress will be reviewed on a regular basis and efforts will be made to bring on additional internal and external partners with a view to providing a comprehensive one stop shop for business information and support, in a city centre location.</p>
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3	Resource Implications
3.1	<p><u>Financial</u></p> <p>The total cost for operating the unit for one year will be around £80,000. ORTUS have committed resources of £41,000 and have asked whether Belfast City Council could make a commitment of £39,000 towards staffing, fit-out and overhead costs. These resources can be made available within the council's enterprise support budget.</p>

4	Equality and Good Relations Considerations
4.1	No specific equality or good relations considerations attached to this report.

5	Recommendations
5.1	<p>Members are asked to;</p> <ul style="list-style-type: none"> - Approve the resourcing of a pilot business information point for one year, up to a value of £39,000 - Note the commitment to maximise the input from and referrals through to other business support agencies in the city and other council departments, in order to enhance the impact of this project.

6	Decision Tracking
No specific decision tracking required.	

7	Key to Abbreviations
<ul style="list-style-type: none"> • RICS – Royal Institute of Chartered Surveyors • NISP – Northern Ireland Science Park • HMRC – Her Majesty's Revenue and Customs • UCIT – Ulster Community Investment Trust • HSENI – Health and Safety Executive Northern Ireland • DEL – Department for Employment and Learning 	

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Report to:	Development Committee
Subject:	Belfast Tech Mission update
Date:	20 August 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 the March 2013 meeting of the Development Committee, Members agreed to support a Council led trade mission for Belfast based digital and tech companies up to a maximum of £20,000, to the west coast of America.
1.2	The Belfast Tech Mission 2013 is aimed at providing an opportunity for up to 20 companies to travel to San Francisco and San Jose to showcase and network with leading companies, investors and venture capitalists from the West Coast of America. The Mission is aimed at Belfast based Digital Media, Software and Hi-Tech IT companies who offer a globally focused product or service and are considering expansion or increasing sales and investment opportunities in the west coast of America.
1.3	The Belfast Tech Mission is designed to showcase the new technologies and products currently being developed by Belfast based companies and to promote Belfast as one of the leading digitally connected cities in Europe and a prime location for international investment.
1.4	The purpose of this report is to update Members on the development of the project and to request the attendance of the key Council staff to participate on the mission.

2	Key Issues
2.1	The Belfast Tech Mission is led by Belfast City Council in partnership with Invest Northern Ireland and will take place from the 14 October–18 October 2013.
2.2	Due to the interest and scope of the project, additional funding has been secured from Invest Northern Ireland and the European Regional Development Fund

	(£40,000) to help support up to 20 Belfast based companies attend and to procure additional event management and business support on the ground in the United States.
2.3	<p>The main aim of the mission is to:</p> <ul style="list-style-type: none"> – Increase the number of Belfast technology companies selling and doing business in the US. – Increase the knowledge of Belfast Tech companies in what it takes to establish and secure VC funding in the US. – Improving the business networks and partnerships with companies in Belfast and the US. – Raise the profile of Belfast as an investment location and digitally connected city in the US.
2.4	Belfast City Council has been working in partnership with, Northern Ireland Chamber of Commerce, Northern Ireland Science Park and Digital Circle in the recruitment and promotion of the Belfast Tech Mission, and over 45 applications have been received.
2.5	A selection panel made up of key staff from Invest NI, Northern Ireland Science Park and the Northern Ireland Chamber of Commerce has been established to help score and select the applicants, with the selection of the final 20 companies to be completed by the 12 August 2013.
2.6	Council officers are working closely with Invest Northern Ireland staff based in San Jose to develop and co-ordinate the itinerary which will consist of three key strands – business to business, civic and city and university programme.
2.7	The programme will consist of a series of parallel strands made up of 3 days of showcasing and one to one meetings for the participating businesses and those based on the West Coast, a civic and city programme between Belfast City Council and the City of San Francisco, Irish Technology Leadership Group (ITLG), City of Berkeley and the City of Portland and a University programme between Queen's, University of Ulster and the University of Berkeley. A draft itinerary is attached and additional details will be added once confirmed.
2.8	As requested by the Development Committee in March 2013, this report seeks approval for key Council staff to attend and participate on the mission.
2.9	Due to the nature and scope of the mission and the additional resources confirmed for the project, it is recommended that the following representatives are in attendance. Lord Mayor, Chair and Deputy Chair of Development Committee (or nominees) and two Council Officers.

3	Resource Implications
3.1	Budget of £20,000 approved at Development Committee in March 2013. Additional financial support from Invest Northern Ireland and the European Regional Development Fund of up to £40,000 has been confirmed to support additional event management and business support on the ground in the United States.

3.2	Council staff attendance will be covered from the above confirmed resources and as such no additional finance required.
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4	Equality and Good Relations Considerations
4.1	There are no specific equality and good relations considerations attached to this report.

5	Recommendations
5.1	<p>It is recommended that Members:</p> <ul style="list-style-type: none"> - Note the contents of the report - Approve the attendance of the Lord Mayor, Chair and Deputy Chair of Development Committee (or nominees) and two Council Officers.

6	Documents Attached
Appendix 1 – Draft Itinerary	



A. Itinerary

Sunday 13th October

- Delegation travel from Belfast / Dublin to San Francisco.
- Delegation to be based in San Francisco for duration.
- Lord Mayor / BCC to host welcome at hotel/venue tbc

Monday 14th October

San Francisco

- **Belfast Tech Showcase** - for Belfast companies taking part in the mission in conjunction with San Francisco based companies and investors.
- **Civic and City meetings**
- Consul's Reception for business and civic delegations

Tuesday 15th October

San José/Silicon Valley

- **Belfast Tech Showcase** - for Belfast companies taking part in the mission in conjunction with Silicon Valley based companies and investors.
- **Civic and City meetings**
- Reception by Silicon Valley network tbc

Wed 16th October

Berkeley

- **Belfast Tech business to business** meetings
- **University programme** and site visits with University of Berkeley
- **Civic and City reception** with Mayor Bates to include UC Berkeley.

Thursday 17th October

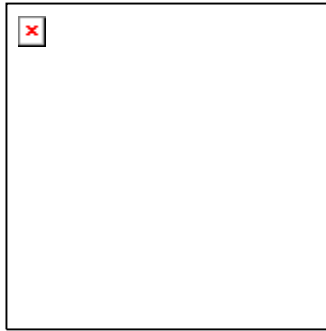
Portland, Oregon

- Civic delegation travel to Portland
- **Civic and City reception** with Mayor of Portland, Charlie Hales (meetings programme currently being finalised).

Friday 18th October

Return to Belfast





Report to:	Development Committee
Subject:	Women in Business Awards 2013
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives & International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware at the 18 September 2012 meeting of the Development Committee approval was given for Belfast City Council to sponsor the award for Best Small Business at the Women in Business Awards 2012.
1.2	The Women in Business Awards is an annual awards ceremony which celebrates the contribution business women make to the economy. Open to female entrepreneurs, those in senior management positions, innovators and entrepreneurs these awards recognise the contribution of women across the business community.
1.3	Now in its third year, the 2013 Women in Business Awards are scheduled to take place on 21 November 2013 in the Culloden Estate and Spa. Event organisers are aiming to build upon the success of the 2012 event which concluded with the annual awards ceremony with over 470 business women in attendance.

2	Key Issues
2.1	Council have been presented with the opportunity to sponsor the award for “Best Small Business” at the Women in Business Awards 2013. This award will recognise the outstanding achievement of small businesses who can clearly demonstrate their business achievements to date, their plans for future success and how innovation has been integrated into their business. Eligible entrants for this award are small private sector businesses, including sole traders, partnerships, private sector companies or social enterprises, with a maximum of 20 employees.

2.2	Other sponsors already secured for the event include Invest Northern Ireland, Department of Employment and Learning, Equality Commission, Asda, JC Decaux and Irish News. Applications for each for the 11 award categories are open until 4 October 2013.
2.3	The awards have grown significantly with a 25% increase in attendance since the inaugural awards in 2011. Last year over 150 entries were received across the award categories, significant media coverage was also secured with a total equivalent advertising value of £168,115 and an audience reach of 5,168,064. Similar to the 2012 awards, The Irish News have been appointed as media partner for this event, sponsors will be featured in the regular coverage of the awards in the run up to the event.
2.4	Alignment with the small business category complements the existing work of the Council's economic development unit whose delivery of enterprise and business development programme are encouraging small business growth in the city.
2.5	The cost of sponsorship of this category is £3000. Sponsorship benefits include: <ul style="list-style-type: none"> – Presentation of Council logo on all event materials to include; awards application brochure, billboard advertisements, stage back drop at the awards ceremony etc. – PR and publicity opportunities pre and post event – Full page advertisement in the event programme – Presentation of category award on the evening – A table at the awards ceremony
2.6	The sponsorship package offered to Council includes a table for up to 10 guests at the awards ceremony. Subject to approval it is recommended that invitations to the awards ceremony be extended to the Chair and Deputy Chair of the Development Committee (or nominees); Councillor Bernie Kelly (the Council's woman's champion); a representative from the political parties not already represented and relevant senior officers from the Council's Women's Steering Group.

3.	Resource implications
3.1	The category sponsorship cost is £2,500.

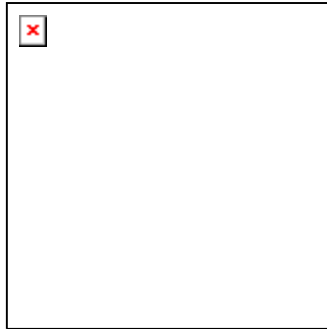
4	Equality and Good Relations Considerations
4.1	These events are intended to acknowledge, celebrate and reward the achievements of women in business.

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> - Note the opportunity to sponsor the "Best Small Business" category at the third annual Women in Business Awards on 21 November 2013. - Approve the financial allocation of £3,000 towards the sponsorship costs. - Note the allocation of a table for up to 10 guests as part of the sponsorship

	<p>package</p> <ul style="list-style-type: none">- Subject to approval, agree the attendance at the event of the named representatives, to nominate a representative from the political parties not represented and relevant senior officers of the Council's Women's Steering Group.
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6	Decision Tracking
There is no Decision Tracking attached to this report.	

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Belfast City Council

Report to:	Development Committee
Subject:	Accessibility Support
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	Members will recall that a proposal to develop a quotation for the provision of city centre accessibility support services was approved by the Development Committee on 4 December 2012.
1.2	Quotations for suitably qualified organisations were subsequently sought and subject to an assessment process which resulted in the contract being awarded to Shopmobility.
1.3	The contract required that three key tasks were undertaken: <ul style="list-style-type: none"> – Provision of practical support to individuals with disabilities and mobility impairments to access the City Centre; – Provision of a comprehensive evaluation and analysis of the impact of current accessibility/mobility support provision in the City Centre; and – Establish a framework for the ongoing collection of the monitoring information required.
1.4	Shopmobility Belfast was appointed to carry out the work. The contract was completed in June 2013 and a final report submitted for the Council's attention. The key findings from the report were: <ul style="list-style-type: none"> – Over the three month period of the contract, the Shopmobility service had 1,166 bookings; – Each member booking is accompanied (on average) by 2 friends/family members; – Retail remains the principal reason for visits by users of the service; and – Total spend generated by bookings is approximately £174,900 for a three month period.

2	Key Issues
2.1	Belfast City Centre, like most modern City Centres, faces a range of accessibility challenges particularly in ensuring that all potential users of the City Centre can access the full range of services and supports.
2.2	Members will be aware that Council have recently commissioned work on the development of a Belfast City Access Strategy and associated action plan. The proposed City Access Strategy will consider a range of key factors including personal mobility with consideration given to identifying the means of getting around the city, especially in the city centre area.
2.3	Council have also supported Belfast City Centre Management in the development of the Belfast City Centre Access Guide across two phases of the project. The Access Guide has been developed to promote city centre premises across a range of sectors including hospitality, retail, professional service and public services which are fully or partly accessible.
2.4	Considering the economic impact of investing in the city centre accessibility and the ongoing need for investment in this activity, it is recommended that Members agree to set aside a commitment of up to £25,000 per annum for this activity in the current financial year, along with an in-principle commitment of £25,000 for the two subsequent financial years (namely 2014-2015 and 2015-2016).

3	Resource Implications
3.1	A commitment of £25,000 would be required in the current financial year, with an in-principle commitment of £25,000 for each of the subsequent two financial years.

4	Equality and Good Relations Considerations
4.1	Legislation and good practice will be adhered to with the proposal making a positive contribution to equality and good relations by enhancing access to the city centre for those with accessibility problems.

5	Recommendations
5.1	Members are asked to <ul style="list-style-type: none"> – Note the information provided in the Shopmobility report. – Agree to a financial commitment of £25,000 towards city centre accessibility support in the current financial year with an in-principle commitment of up to £25,000 for the next two financial years, in line with council's procurement advice.

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



Report to:	Development Committee
Subject:	Update on capital projects designed to enhance the city's economic infrastructure
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470

1.	Relevant Background Information
1.1	<p>Members will be aware that in the Council's Investment Programme 2012-2015 there was a commitment to seek external funding through ERDF and other sources for a number of flagship projects designed to enhance the city's economic infrastructure including -</p> <ul style="list-style-type: none"> - Belfast Waterfront – extending the Waterfront to provide world-class conference and exhibition facilities - Innovation Centre- constructing a 35,000sq feet centre, designed to support the development and growth of indigenous businesses and attract FDI in key growth sectors - Creative Hub - providing a digital / creative hub facility in Belfast to help support the development and growth of the film, television, music and digital content sectors within the council area. It is envisaged that this will be a refurbishment of an existing building - Relocation of the Belfast Welcome Centre – providing a better, more accessible service and facility for visitors to the city - Super Connected Belfast - making Belfast a world class digital city by 2015 <p>As requested by Committee at the June meeting, this report provides an update on the progress of these projects.</p>
2.	Key Issues
2.1	<p>An overview of the current status of the projects is outlined in Table 1 below. Section 3 of this report contains specific updates on each project. Members will be aware that the SP&R Committee is the Council's investment decision maker and that all capital projects must go through a Stage process where decisions on which projects progress are taken by SP&R. These schemes are all at Stage 3 on the Council's Capital Programme as Committed projects.</p>
2.2	<p>As outlined above external funding is being sought for these projects. To date the Welcome Centre and the Super-Connected Cities project have received letters of offer. ERDF applications are currently being progressed for the Waterfront, Innovation Centre and the Creative Hub. Members are asked to note that the deadlines around ERDF projects are extremely tight with all money to be committed and spent by 2015. Therefore in order to meet the tight EU deadlines and avail of potential funding, it has been necessary for these projects to proceed to tender preparation stage. As Members are aware preparing tender documentation and progressing this can be time consuming with procurement exercises taking on average 3-6months depending on the scale of the</p>

	project. This may also lengthen if there are challenges to the procurement exercise. The SP&R Committee therefore agreed in June 2013 that these are on the Capital Programme as Stage 3 – Tier 0 (Schemes at risk).																																				
2.3	Letters of offer for the Waterfront, Innovation Centre and Creative Hub are expected by Aug, Sept and October respectively. However Members are asked to note that NO CONSTRUCTION CONTRACTS for these projects will be awarded until a letter of offer is in place, the terms and conditions for funding have been agreed by Legal Services or that any other outstanding issues have been resolved.																																				
2.4	<p>Table 1 – Overview of status of Capital Schemes</p> <table border="1"> <thead> <tr> <th>Project</th> <th>Stage on BCC Capital Prog</th> <th>Estimated Gross Cost</th> <th>Estimated Net cost (BCC)</th> <th>LOO received</th> <th>Anticipated Completion</th> </tr> </thead> <tbody> <tr> <td>Belfast Waterfront</td> <td>Stage 3 - Tier 0 - Schemes at risk</td> <td>£29m -£14m ERDF - £4m NITB</td> <td>£11m</td> <td>No</td> <td>Dec 2015</td> </tr> <tr> <td>Innovation Centre</td> <td>Stage 3 - Tier 0 - Schemes at risk</td> <td>£9.1m -£4.55m ERDF -£2.275m Invest NI</td> <td>£2,275,000</td> <td>No</td> <td>Dec 2015</td> </tr> <tr> <td>Creative Hub</td> <td>Stage 3 - Tier 0 – Schemes at risk</td> <td>£4.9m - £2.45m ERDF -£1.227m Invest NI</td> <td>£1,227,515</td> <td>No</td> <td>Dec 2015</td> </tr> <tr> <td>Belfast Welcome Centre</td> <td>Stage 3 – Tier 2 – Schemes underway</td> <td>£1.86m £747,000 ERDF</td> <td>£1,112,690</td> <td>Yes</td> <td>Nov 2013</td> </tr> <tr> <td>Super Connected Belfast</td> <td>Stage 3 – Tier 1 – Tender preparation stage</td> <td>£16.7m £13.7m DCMS Urban Broadband Fund</td> <td>£3m</td> <td>Yes</td> <td>Mar 2015</td> </tr> </tbody> </table>	Project	Stage on BCC Capital Prog	Estimated Gross Cost	Estimated Net cost (BCC)	LOO received	Anticipated Completion	Belfast Waterfront	Stage 3 - Tier 0 - Schemes at risk	£29m -£14m ERDF - £4m NITB	£11m	No	Dec 2015	Innovation Centre	Stage 3 - Tier 0 - Schemes at risk	£9.1m -£4.55m ERDF -£2.275m Invest NI	£2,275,000	No	Dec 2015	Creative Hub	Stage 3 - Tier 0 – Schemes at risk	£4.9m - £2.45m ERDF -£1.227m Invest NI	£1,227,515	No	Dec 2015	Belfast Welcome Centre	Stage 3 – Tier 2 – Schemes underway	£1.86m £747,000 ERDF	£1,112,690	Yes	Nov 2013	Super Connected Belfast	Stage 3 – Tier 1 – Tender preparation stage	£16.7m £13.7m DCMS Urban Broadband Fund	£3m	Yes	Mar 2015
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2.5	Members will also be aware that all EU funded projects must follow specific regulations governing project management, procurement and publicity. To address these, the Council has produced comprehensive ERDF guidance and risk management plans.																																				
2.6	Members will also be aware that as part of the Investment Programme, the Council has committed to introducing, where appropriate, social and community benefits clauses into council tenders. This is being looked at as part of the each of the individual projects listed below and Committee will be kept up to date of the opportunities that have been created for local people as part of this.																																				
3.0	Specific project updates																																				
	<i>Waterfront Hall Convention Centre</i>																																				
3.1	The Waterfront is the Council’s flagship ERDF project under the Investment Programme. Given the scale of this project there are a number of key interrelated strands which are being taken forward. Members are asked to note that the Board of NITB at its meeting on June 25 th approved the project. The Economic Appraisal was passed from DETI to the Department of Finance and Personnel for final assessment.																																				
	<i>Design and construction</i>																																				

3.2	An Integrated Design Team, led by WH Stephens, were appointed in June. The team have developed up the original concepts included in the Economic Appraisal to the point of being a working design and were granted approval by the Project Board to progress the preferred design to the stage where it can be submitted for full planning approval. It is anticipated that this application will be submitted by the end of September.
3.3	<p>The design being progressed fully satisfies the project brief as cited in the EA and is deliverable within the time, cost and quality constraints. Extending from the current service yard to the riverside end of the existing bars, the building will provide direct access to and from the River Lagan, with a riverside walkway remaining outside the building. The new space will be fully integrated with the existing building at the current restaurant terrace and back of house office corridors on levels 1 and 2 requiring the relocation of offices on these levels to the ground floor. Key features of the proposed design include:</p> <ul style="list-style-type: none"> - Ground Floor – access, office and service areas - First Floor – 2 event spaces of 2000m² and 1000m² capacity - Second Floor – flexible space of up to 1000m²
3.4	Members are asked to note that under this design the existing Studio space remains intact increasing programming opportunities and the flexibility of the overall venue. An additional positive aspect of the design is that 3000m ² of space will be available on one level which enhances the market offering. Key stakeholders, including the Hilton Hotel, are actively engaging with the Council's design team via their European assets management unit and to date have provided a very favourable response to the design presented and the integration of the commercial link between the conference centre and the hotel. Further negotiation will proceed with detailed designs and consultation of existing legal agreements that exists for the service yard
3.5	Members are asked to note that the design team are working closely with the Council and are engaging as appropriate with internal and external stakeholders including DSD, Planning Service, Building Control, Lanyon Place Management. A process of project benchmarking has begun with the design team attending site visits at Edinburgh EICC (who have recently extended their facilities at a cost of £29m) and Dublin CCD. Negotiations are also underway with DSD regarding the transfer of land required for the Waterfront extension into Lanyon Place public realm area.
	<i>Operating Model</i>
3.6	The Council have recently commissioned external consultants to assist in looking at options for the future operating model. This analysis will look at the advantages and disadvantages of each approach, staffing issues, FM service provision, the infrastructure/organisational structure required and the governance structures needed. It is anticipated that an initial report will be presented to the Development Committee next month. This will also include feedback from a soft market testing exercise which has commenced to test the market interest and to identify further detail that should be considered with the design.
	<i>Innovation Centre</i>
3.7	The Innovation Centre is currently being economically appraised and it is anticipated that a letter of offer will be received in September. Work is therefore continuing at risk in order to meet the tight funding deadline. Members are asked to note that it was previously agreed by the SP&R Committee in September 2012 that the Council would build the Innovation centre and retain the ownership of this but that a separate contract would be developed for an external organisation to

	operate the scheme.
	<i>Design and construction</i>
3.8	The tender for the appointment of the design team is due to be evaluated w/c 12 August 2013, while the pre-qualification questionnaire (PQQ) for the main construction contract is due to be returned on 20 Sept 2013. Work to remove or neutralise Japanese knotweed is currently underway (funded by Invest NI); whilst quotations for a topographical survey for the site are currently being assessed.
	<i>Operating Model</i>
3.9	The project team have also visited a number of Innovation Centres across England to learn from best practice and work is currently being undertaken into scoping the size, shape and sector of likely user groups within N Ireland, along with the potential from FDI investors. This scoping will help inform design features, number of units, and the nature of programme support. This work is being supported by the external consultant developing the operating model for the Waterfront.
	<i>Stakeholder Engagement</i>
3.10	Community engagement and consultation has been identified as a key strand of the Innovation project and to date 15 local groups have been consulted, and any concerns raised will help inform future communication plans. A public information programme, consisting of meetings and workshops, has been included into the design brief; while creating local opportunities through social clauses will be included in the main construction contract.
	Creative Hub
3.11	The Creative Hub project is currently being economically appraised. It is envisaged that this will be completed by mid-September. Members will be aware that an update report on the Creative Hub project was taken to Committee in April 2013 where Members agreed that the Hub should be located in the vicinity of the Cathedral Quarter/Inner North (the precise location to be determined). Since this time officers have been progressing discussions with agents and researching potential locations including options in Donegal Street and near Smithfield. The Hub is likely to be located in refurbished premises rather than a new build. A report to agree the location for the Hub will be presented to a future meeting of the Strategic Policy & Resources Committee.
3.12	The Council is working closely with Invest NI, universities and the digital industry to agree support programmes and services that will be offered at the Hub. This work is aligned with the Council's Creative Industries Strategy, including initiatives such as the proposed Belfast Trade Mission to Silicon Valley in Oct 2013.
	Relocation of the Welcome Centre
	<i>Design and Construction</i>
3.13	Members may be aware that the construction on the new Welcome Centre commenced on 16 July 2013, with H&J Martin as the main contractor and is now well underway. Significant efforts have been invested in the design phase and site preparations. It is anticipated that construction will be completed in November which will enable the Centre to be open for the Christmas trading period.
3.14	The technology contract is also underway with three main elements of delivery: <ul style="list-style-type: none"> - Four inter-active screens covering the Belfast Story – highlighting the history, people, places and experiences.

	<ul style="list-style-type: none"> - Eight interactive screens highlighting key attractions within specific themes, including Maritime Belfast, Family Fun, Entertainment, the Great Outdoors and Beyond Belfast. - 4 self-service panels featuring all the attractions within Belfast, with the ability to e-mail details to the customer so they can instantly access their selection by Smartphone. <p>The content to support the technology is currently being populated, including the capture of digital images and DVDs; whilst retail and commercial workstreams, including the development of a new and more distinctive product range, are also underway.</p>
	<p>Super-Connected Belfast</p>
3.15	<p>Members will be aware that the Department of Culture Media and Sport (DCMS) announced in September 2012 that Belfast had been successful in their bid to the Urban Broadband Fund (UBF) and had been allocated £13.7m. This was the 2nd largest award given to a city outside of London. The initial bid focused on 4 key strands - (1) 100% access to superfast broadband across the city; (2) targeted ultra-fast broadband to specific sectors; (3) wireless infrastructure and (4) micro-fibre grants. One of the crucial aspects of the bid was also the partnership programmes (demand stimulation) that would be put in place to make best use of the telecommunications infrastructure in order to derive maximum benefits for the city</p>
3.16	<p>Members may be aware that since this announcement, the Council's Super Connected Belfast team has been working closely with DCMS, the key suppliers and the Roads Service. However finalisation of an agreed programme was hampered by DCMS changing the scope the project on a number of occasions. This uncertainty has led to the demand stimulation element of the programme being curtailed. The Council was subsequently informed in May that the fixed broadband elements of the UBF would no longer be part of the scope of the project. The reason being that it would take up to 18 months to resolve State Aid issues with the EU Commission. This means that the fixed superfast and ultrafast parts of the Council's project are no longer viable.</p>
3.17	<p>Members are however asked to note that the original allocation of £13.7m remains unchanged and the original vision and objectives for the project still apply. The key element of the demand stimulation work which will underpin the technology programme is being progressed by the Development Department. In light of the revisions to the project scope as outlined above the Super-Connected project now has three strands, each with agreed funding from DCMS. Progress on each and the next steps are outlined below -</p> <ol style="list-style-type: none"> 1. <i>Belfast Voucher Scheme</i> - This is the largest strand at almost £10m and consists of grants to SMEs and third-sector enterprises to enable them to access superfast connections. A two-month pilot is underway and applications are now being processed. The full scheme is scheduled to launch at the start of November. Work is ongoing to scale up for the increased volumes and to prepare the marketing activity to raise awareness of the scheme across the city. A business support and training programme is also being designed in order to help businesses and charities maximize the benefits from the new connectivity provided by the vouchers. 2. <i>Metro Wireless</i> - The second strand (at almost £2.5m) is a concession to use street furniture for the installation of wireless communications equipment to improve the capacity of wireless coverage within target areas in the BCC boundary. This project requires BCC to invest in mini-pillars to power small cell wireless devices which will be mounted on DRD street lighting columns. Negotiations with DRD regarding access to the street lighting columns have agreed a design in principle. We are developing the detailed specifications of the mini-pillars that are to

	<p>be deployed, for final approval by DRD and NIE. The Pre-qualification Questionnaire (PQQ) and information pack for the tender are in development and will include these detailed specifications. We anticipate having the PQQ ready for release by the end of September.</p> <p>3. <i>Wi-fi in public buildings</i> - The final strand (at almost £1.5m) is the installation of wi-fi in a wide range of public buildings to improve wi-fi access in every area of our citizens' lives. The next task is to return to the Memorandums of Intent which were signed by our partners at the bid stage of this project. The requirement is to agree which organisations wish to participate in this particular scheme, to agree the buildings to be included and the specifications of equipment required. A significant effort will be required initially to get these agreements and specifications in place. These will in turn inform the development of the PQQ.</p>
4	Resource Implications
4.1	There are no additional resource implications attached to this report as the financial resources have already been agreed for these schemes.
5	Equality and Good Relations Considerations
4.1	There are no Equality and Good Relations implications attached to this report.
5	Recommendations
5.1	Members are asked to note the contents of the report.
6	Decision Tracking
Timeline: N/A Reporting Officer:	
7	Key to Abbreviations
<p>Full Business Case (FBC) Strategic Outline Case (SOC) Letters of Offer (LOO) Department for Culture, Media and Sport (DCMS) Belfast Visitor and Convention Centre (BVCB)</p>	
8	Documents Attached
None	



Belfast City Council

Report to	Development Committee
Subject:	Renewing the Routes Programme
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	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 and Newtownards Roads - Progress on the development of the DSD funded local regeneration programme on Lower Ormeau incorporating Cormac Street and Newtownards Road
1.4	Following on from the programme approved in February 2012, Committee support is sought in relation to the proposed local regeneration action plans for Andersonstown Road and Oldpark Road areas as presented in Appendix 3.
1.5	The support of the committee is also sought in relation to the approval of continued partnership working with Belfast Regeneration Office (BRO) and Department for Social Development on future regeneration projects.

2	Key Issues
2.1	<p><u>Newtownards Road Update</u></p> <p>The commercial improvement programme is the main emphasis of work on the Newtownards Road (from Bridge End to Witham Street). The Newtownards Road scheme is being delivered in two phases, the Council funded programme (£150,000) with over 40 units signed up for cosmetic updates is due for completion in Autumn 2013; and the DSD funded programme (£155,000) covering approximately 30 further businesses carried out in the period up to the end of March 2014. As part of the wider local regeneration activity on the road, a number of vacant sites have been identified and council is working with local stakeholders and statutory partners in developing projects to address the issues presented by the underutilised areas.</p>
2.2	<p><u>Ormeau Road Update</u></p> <p>Work on the commercial improvement programme is underway on Ormeau Road (from Ormeau Embankment to Ravenhill Road Roundabout) with 35 properties participating in the improvement programme. The work to the commercial properties will be supplemented by environmental improvement schemes have been agreed with some of the road's prominent buildings including Ballynafeigh Orange Hall and Ballynafeigh Community Development Association.</p>
2.3	<p><u>Proposed Regeneration Action Plans for 2014/15 Programme</u></p> <p>Since approval in February 2012, work has continued on the development of plans for the agreed target areas. Extensive scoping and engagement work with relevant statutory and community contacts, including elected representatives for the area was carried out as part of the plan development process. This activity has informed the development and prioritisation of the local regeneration work summarised in the regeneration action plans included with this report for endorsement by committee (Appendix 2). The proposed plans also identify a longer list of additional projects that could form the basis for further work should increased resources become available (through external sources currently being actively pursued with potential project partners) or modifications are required for existing plans.</p>
2.4	<p>The key common themes emerging from the scoping work with local Councillors and stakeholders were identified as:</p> <ul style="list-style-type: none"> - <i>Environmental improvements</i> - major issues facing the routes are dereliction or under used property and often poor general environments; requiring action to ensure improvements that can complement other developments; - <i>Heritage</i> – the roads contain elements of historical or cultural significance that offer the opportunity to develop these local assets through architectural lighting, interpretive signage and heritage projects; - <i>Commercial improvements</i> – focus areas have been identified along the routes; the areas are hubs of activity with local shops, services and facilities serving the community. The commercial improvements will focus on improving the environment within these areas for residents, businesses and visitors; - <i>Environmental works</i> - Targeted and sustained clean-up and graffiti removal campaigns working with local groups; - <i>Collaborative work</i> - essential in maximising finite budgets, particularly with a joined-up approach to external funding opportunities with statutory agencies. The underlying objective is to

	<p>maximise the impact of the Council's own contribution through internal joint working and external partnership opportunities alongside community safety, parks and leisure, economic development, building control, tourism and the arts and cleansing services.</p>
2.5	<p>Members will note the relevant area and Regeneration Action Plans for the Andersonstown Road (Stewartstown Road) and Oldpark Road are appended for consideration (Appendix 2). The additional longer list of projects is also provided for information and as a guide to the potential for further activity should additional resources become available.</p>
2.6	<p>The approved Oldpark node runs from Torrens Avenue to Clifftodene Crescent. However, feedback from our consultations highlighted the potential for collaboration between the council's programme and the proposed BRO Public Realm Environmental Improvement scheme scheduled for 2015. Scoping work and consultations have identified units outside the approved node that could be improved under the 2014/15 programme which would not be part of the DSD PREI scheme.</p>
2.7	<p>On the basis of the further consultations with BRO the scoping activity was reviewed to explore the potential to take forward both commercial and environmental improvements between Oldpark Ave and Clifftodene Crescent. Whilst this approach would slightly extend the node and require the council to work on up to 5 additional units, it was considered that if approved the package of works could be successfully completed for the expanded node area. The project estimates indicate that the additional work would be accommodated within the current budget of £150,000 and if included would ensure that the whole route from Crumlin Road would benefit from environmental improvements on completion of the council and BRO initiatives.</p>
2.8	<p><u>Ongoing collaboration with DSD: Update on Cromac Street/Lower Ormeau Road and Newtownards Road</u> Construction work is due to commence in the Autumn for the DSD funded units on the Newtownards Rd (Bridge End to Albertbridge Road). The initial condition survey for the Newtownards Rd is complete and proposed designs have been agreed. Consultation with shop owners will be undertaken over the next few months. The council team will continue to work with owners/tenants to agree final designs for the properties.</p>
2.9	<p>The design team is currently being commissioned for the Cromac Street/Lower Ormeau Road programme (from Cromac Street to Stranmillis Embankment). The traders have responded positively to the proposed commercial improvement programme and it is anticipated works will commence in early 2014.</p>
2.10	<p><u>Joint working with DSD</u> On 21st May 2013, the committee supported a proposal for partnership working with DSD's Belfast Regeneration Office (BRO) for Newtownards Road and Lower Ormeau incorporating Cromac Street on the basis of a funding offer from BRO of an additional £310,000. The Department for Social Development has recently approached the Council to explore the potential of partnership activity at Woodstock Road.</p>
2.11	<p>The request from BRO is that the Council assist with the development of a commercial improvement programme covering properties on Woodstock Road</p>

	(Beersbridge Road up to Loopland). Members will be aware that the council recently completed a partnership project with the DSD for the Woodstock Link, which is a section of Node 1.
2.12	The Department has requested initial development proposals outlining works and associated costs for additional regeneration works beyond the scope of the council's current Renewing the Routes programme. The Department has confirmed that all costs associated with the commercial improvement programme will be covered by their BRO budgets. Approval is therefore sought from Committee for staff assistance in the development and delivery of the potential complementary commercial regeneration projects.

3	Resource Implications
3.1	There are no additional resource implications arising from the proposed assistance to the joint working projects with DSD in the development and implementation of an environmental/commercial improvement projects for Woodstock Road.
3.2	The Department has confirmed that all capital costs associated with the commercial improvement programme will be covered by BRO's budgets and permission is being sought from Committee for staff assistance in the development and delivery of the commercial regeneration projects.

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	<p>Committee are requested to:</p> <ul style="list-style-type: none"> - To note the ongoing work in relation to the current programme on Ormeau Road (Ormeau Embankment to Ravenhill Road roundabout) and Newtownards road (Bridge End to Witham Street); - Endorse the proposed Renewing the Routes Regeneration Action Plans for the 2013/14 programme on Andersonstown Road (Hillhead Crescent to Suffolk Road) and Oldpark Road (extended area from Oldpark Ave to Cliftondene Crescent) as summarised in Appendix 3 - To note the progress with the DSD funded local regeneration programme on Lower Ormeau Road incorporating Cromac Street and on Newtownards Road - To approve staff assistance in the development and delivery of a DSD funded environmental/commercial regeneration improvement programme for Woodstock Road as detailed in paragraph 2.11

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

7	Key to Abbreviations
BRO – Belfast Regeneration Office DSD – Department for Social Development	

PREI – Public Realm Environmental Improvement

8	Documents Attached
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Appendix 1 - Renewing the Routes Programme Programme Areas 2012-2016 Appendix 2 - Regeneration Action Plans for the target areas 2013/14 Appendix 3 - Renewing the Routes Programme 2013/14 Proposed Regeneration Action Plans
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Appendix 1: Approved Renewing the Routes Programme 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

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Renewing the Routes Programme 2013-2014

Renewing the Routes Programme 2013/14

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1. Programme information

- Context
- Background
- The process
- Prioritisation

2. Area reports

- Andersonstown Road Node 4 (Stewartstown Road from Hillhead Crescent to Suffolk Road)
- Oldpark Road Node 2 (from Torrens Avenue to Cliftondene Crescent)

3. Monitoring and evaluation

List of figures

Figure 1: Renewing the Routes process

Figure 2: Location Map of Andersonstown Road Node 4

Figure 3: Andersonstown Road planning applications

Figure 4: Andersonstown Road short listed projects

Figure 5: Andersonstown Road long listed projects

Figure 6: Location Map of Oldpark Road Node 2

Figure 7: Oldpark Road Planning Applications

Figure 8: Oldpark Road short listed projects

Figure 9: Oldpark Road long listed projects

1. Programme information

Context

The Renewing the Routes Programme is a regeneration intervention that targets arterial routes within Belfast. Since 2004 the Programme has facilitated the investment of approximately £6.6 million across the key routes. This investment has acted as a catalyst for the delivery of a range of projects which were implemented over the programme period.

On 01st March Council agreed the two areas of activity for this financial year, 2013-14 are Oldpark Road from Torrens Avenue to Cliftondene Crescent and Andersonstown Road, from Hillhead Crescent to Suffolk Road. This followed a thorough analysis and prioritisation of proposed activity across all 18 designated arterial routes and member briefings as agreed by Council.

This report identifies key issues in this year's target areas and outlines a capital programme in the form of a long list and short list of projects, shown in section 2.

The total budget available for this year's programme is £300,000 to be delivered by 31 March 2014.

The Renewing the Routes programme aims to:

- Improve an area's appearance
- Create a better place to live
- Retain diversity in the local area
- Maintain function of local neighbourhoods
- Reduce anti-social behaviour
- Encourage more visitors

This links with the council's overall strategic themes of:

- City leadership
- Better opportunities for success across the city
- Better care for Belfast's environment – a clean, green city now and for the future
- Better support for people and communities

- Better services
- Better value for money

Background

We deliver regeneration projects, working side by side with local people to bring out the best in these important neighbourhoods. We work with communities, businesses and agencies under the scheme to improve shopping areas and green spaces, develop gateways, introduce art and celebrate diverse heritage. The results are visible transformations that conserve the unique character of each community and inspire further regeneration.

Since 2004, the Arterial Routes and Renewing the Routes programmes have:

- Invested £6,600,000 in local regeneration projects
- Enhanced areas along 13 main roads
- Revitalised 536 commercial frontages
- Improved 15 miles of the city
- Delivered 87 arts and landscaping projects
- Contributed to increases in turnover for retailers
- Built relationships with over 60 partners

Vital areas

Traditionally transport routes, Belfast's arterial routes are now important neighbourhoods spreading out from the city centre covering 40 miles, 100,000 residents and over 2,500 local businesses. Between the arterial routes another web of bustling urban villages can also be found.

These beloved neighbourhoods of all shapes and sizes have evolved to form the lifeblood of Belfast - a flow of commerce, communities and character that defines the city.

Belfast is now also an international tourism destination attracting 7 million visitors annually. The culture and history of the routes are an intriguing aspect of what the city has to offer.

Neglected neighbourhoods

In recent decades the appearance of these neighbourhoods on key routes has been neglected. The shadows of the Troubles lingered in decaying buildings, worsened by a lack of investment, high unemployment and emigration, resulting in recognised areas of deprivation.

Restoring pride

Belfast City Council strives to overturn this decline by delivering no-nonsense improvements to buildings and open space that residents can see and feel. Locally driven regeneration projects support existing communities and restore pride in the city's neighbourhoods.

Elected members on our Development Committee recognise the need for action to complement wider regeneration activity. Locally driven regeneration projects support existing communities and restore pride in the city's neighbourhoods.

The process

This diagram shows the Renewing the Routes process from conception to completion.

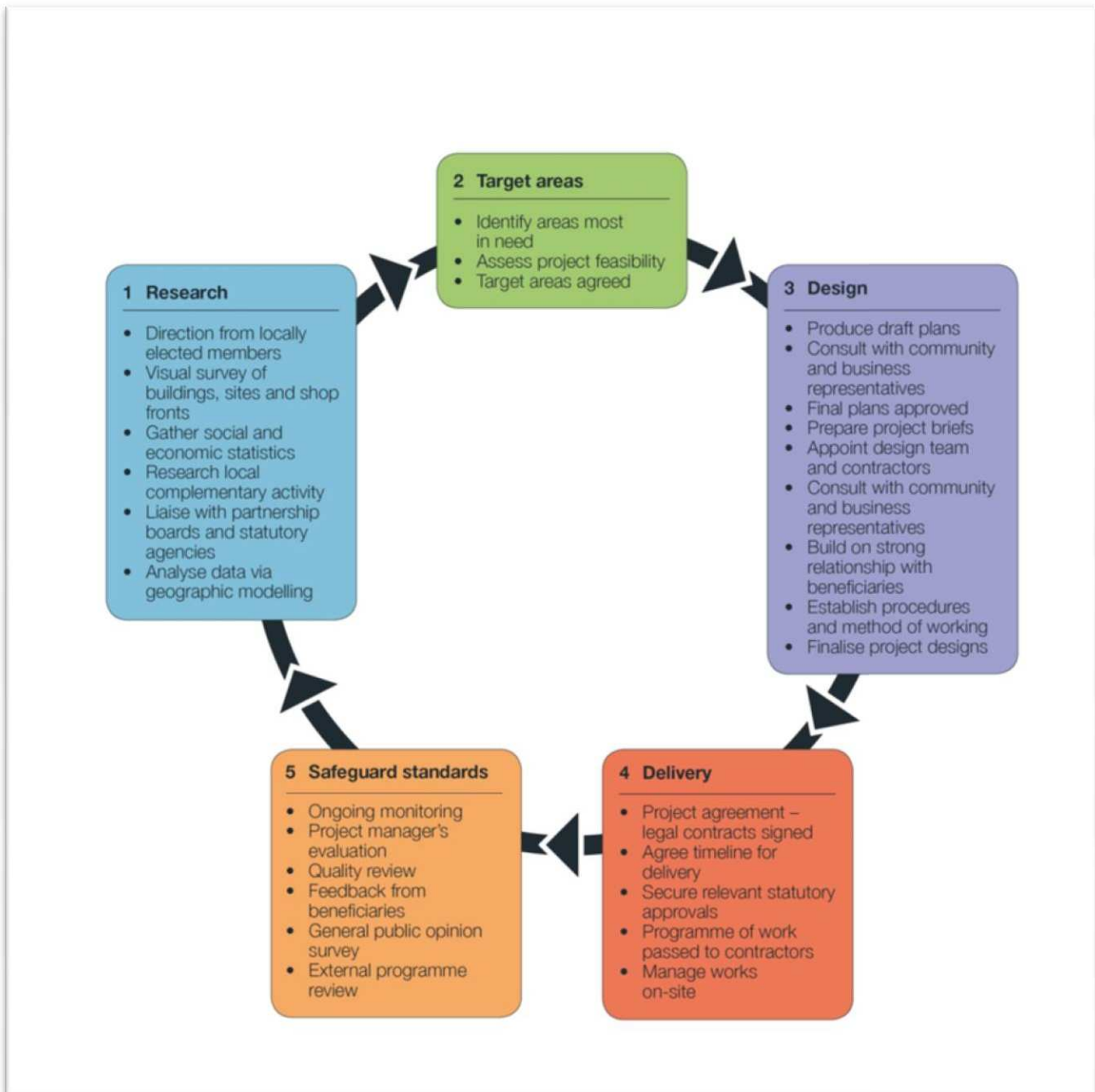


Figure 1: Renewing the Routes process

Prioritisation 2011/12

The prioritisation process integrates our research to identify areas in need where a targeted Renewing the Routes scheme would be beneficial, as reflected in Figure 1.

The survey

A survey of 9,000 buildings and sites was conducted on-site by officers covering 62km capturing the physical structure of the routes to provide a comparative analysis used to prioritise areas of need.

Social and economic indicators

We recognised that the programme goes beyond the physical aspects of the area and has an impact on its societal and economic fabric. We attempted to provide for a more holistic assessment of the arterial routes by using NISRA data, recognising the impact they have upon on society and the local economy of the area.

Strategic influences

This measure is an effort to capture the non-quantifiable attributes of a given area. This included the potential of the programme to make an impact, whether or not the area has an important neighbourhood focus and any other relevant local developments. This has included consideration of wider strategies such as Neighbourhood Renewal Action Plans, Strategic Regeneration Frameworks and Belfast Regeneration Office (BRO) Masterplans.

Council approval

This information was considered by elected members and resulted in the designation of specific areas eligible for activity during the period to March 2014.

2 Area Reports

Andersonstown Road Area report

Andersonstown Road Node 4: Stewartstown Road from Hillhead Crescent to Suffolk Road

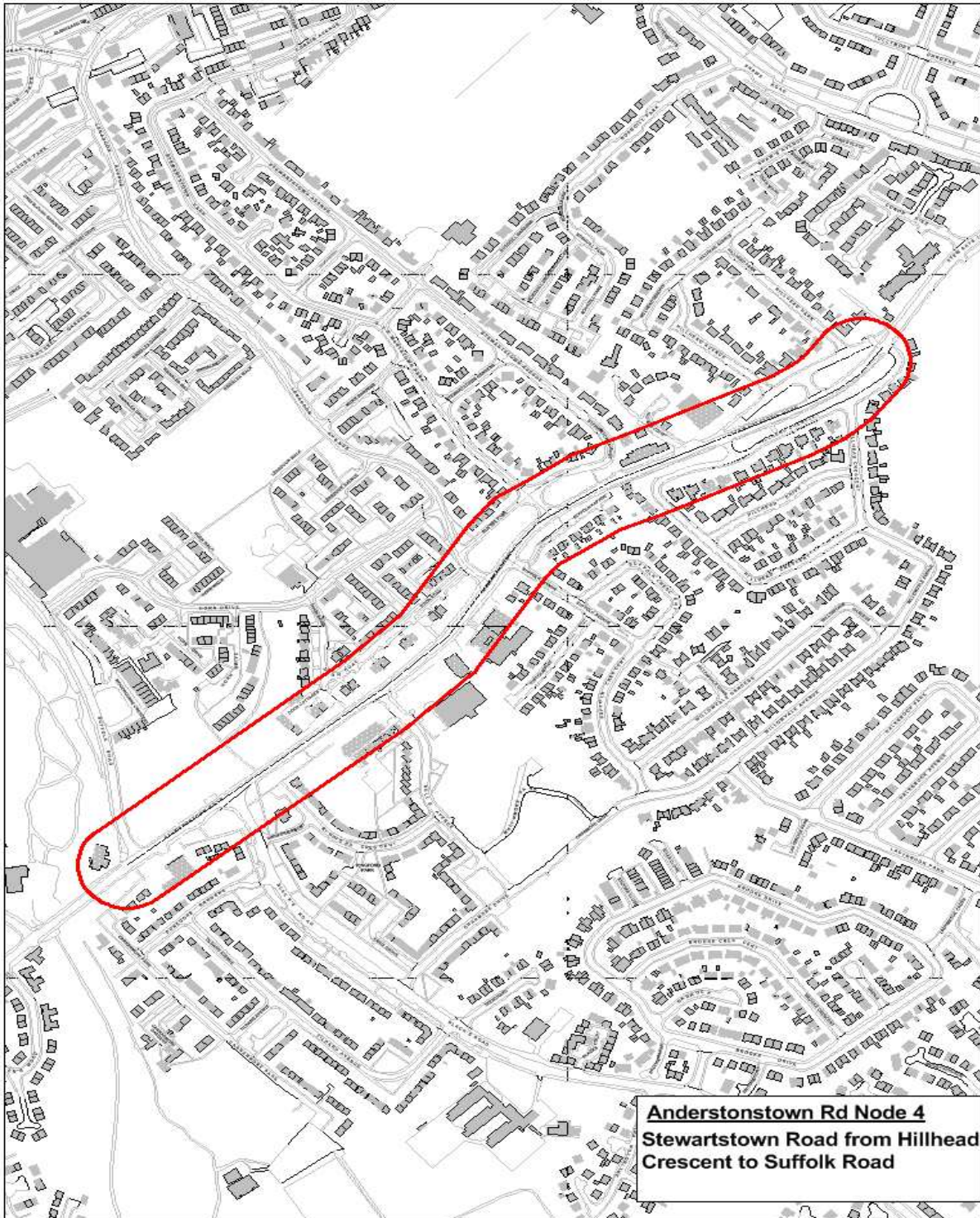


Figure 2: Location Map of Andersonstown Road Node 4

Overview of area covered

As part of the physical survey exercise, each route was broken down into distinguishable nodes measuring 0.5 - 1km to enable a greater insight into the physical needs of each node and to identify pockets of degradation where environmental intervention could be targeted and managed at a local level.

Andersonstown Road measures approximately 1 Km, running from Hillhead Crescent to Suffolk Road (see figure 2).

This section of the Stewartstown Road falls largely within the Suffolk/Lenadoon Neighbourhood Renewal area. The mouth of the node touches briefly with the Andersonstown Neighbourhood Renewal area.

Description of area

The area lies within outer West Belfast; the end of the node is in close proximity to M1 Motorway via Black's Road and is an entry point into Lisburn City Council Dunmurry Cross area leading to Colin Glen Forest Park.

A private residential development at Hillhead Crescent is located at the node entry point, situated adjacent to St. Genevieve's High School. Opposite is the Hunting Lodge, a large bar/restaurant facility.

The road largely consists of residential units which are both privately and NIHE owned. There are a number of open green spaces along the road frontage which act effectively as buffer zones between the residential area and the busy Stewartstown Road. These green spaces are well utilised as kick about areas by young people in the area.

The main commercial core is concentrated from Suffolk Avenue to the junction of Black's Road. The types of commercial activity include convenience/newsagents, hair & beauty, butcher, chemist and groceries. This core also houses Suffolk Library, Suffolk Day Centre and community & childcare facilities at Stewartstown Road Regeneration Project (SRRP).

SRRP is a cross-community economic and social regeneration initiative located on the interface between the (Protestant/Unionist) Suffolk and (Catholic/Nationalist) Lenadoon housing estates. The SRRP is owned by both the Suffolk and Lenadoon Communities and is set up to revitalise the Suffolk and Lenadoon areas by creating a shared space that promotes mutual understanding and benefit by joint working.

Woodbourne PSNI Station is a former army barracks site. Located opposite the junction with the Black's Road, the large structure of the PSNI station dominates this section of the road. To soften its image on the road, community artwork has recently been erected on the Station's wall to improve its visual appearance.

St. John the Baptist Church is located at the end of the designated regeneration area and is also one of the last buildings within the Belfast City Council boundary with Lisburn City Council. The church is the only designated building on the road where the building itself, its boundary wall, railings, gates, gate piers and arch are category B listed.

Under the BMAP zonings the Urban Landscape Wedge touches the end of the node at Colin Glen Forest Park which helps to break up the visual impact of the housing mass in the vicinity and provide protection for valuable open areas.

Transport and movement

Andersonstown Road Node 4 (Stewartstown Road) is a very busy thoroughfare for traffic connecting to Inner West Belfast and the city centre. It also accommodates traffic travelling to and from Lisburn City Council area. This arterial route is part of Translink's Metro service and is designated a Quality Bus Corridor. The area is under consideration to receive DRD's Rapid Transit Network 'WWay' system.

Statistics

Headline Statistics

- According to the 2011 census the Andersonstown 1, Ladybrook 2 & 3 Super Output Areas (SOA's) have a total population of 6,060 people. This equates to 2.2% of the Belfast population
- The area has a young working age population (18-44) that makes up 34.5 % of all residents. This is lower than the Belfast proportion of 41.8%
- 10.4% of residents in the area are aged between 65 and 74. This is higher than the Belfast figure of 7.4%
- Based on figures from the 2010 Multiple Deprivation Measures the SOA's that make up the area rank out of 890 in Northern Ireland as follows;
 - Andersonstown 1 ranks 276
 - Ladybrook 2 ranks 172
 - Ladybrook 3 ranks 76
- Ladybrook 3 falls within the top 10% most deprived SOA's in Northern Ireland in both the income (47) and employment (53) domains
- According to the 2011 census 35.9% of residents aged 16 and over had no qualifications. This is higher than the Belfast figure of 30.4%.

Priority Issues

- Income and employment deprivation in Ladybrook 3
- Slightly older population.

Population and Health

- The population in the area has increased from 5,913 in 2001 to 6,060 in 2011 (2.5%)
- 19.8% of the resident population are children aged 15 and under. The equivalent figure for Belfast is 18.6%
- The 2011 census reported that 41.8% of the resident population in the area stated that their general health was very good. In Belfast as a whole 45.5% reported very good health
- 9.2% recorded bad health in the area whereas the Belfast figure was 6.3%.

Crime

- In 2011 antisocial behaviour was reported at 497.2 incidents per 10,000 residents in the Andersonstown Ward. During the same period the figure for the Ladybrook Ward was 371.2 incidents per 10,000. The Belfast figure was higher with 585.3 incidents per 10,000 residents
- Anti-social behaviour incidents in the Andersontown Ward fell from 601.7 per 10,000 residents in 2007 to 497.2 in 2011.

Education

- 35.9% of residents aged 16+ in the combined SOA's reported having no qualification. In Belfast the proportion is lower – 30.4%
- 5.2% of residents aged 18 to 74 have recorded that they are full-time students. This is lower than the Belfast figure of 8.8%.

Housing and Environment

- Just over half (51.3%) of all household in the area are unshared semi-detached dwellings
- On average less than one third (29.0%) of household in Belfast are unshared semi-detached dwellings.

Transport

- 36.9% of all households in the area reported having no access to a car or van in the 2011 census
- In Belfast the total number of households who reported having no access to a car or van was 40.1%.

Source: 2011 census – NINIS and PSNI anti-social behaviour data on NINIS

Complementary activity

Andersonstown Road Node 4 (Stewartstown Road) falls within the Suffolk/Lenadoon Neighbourhood Renewal area.

The Strategic Regeneration Framework (SRF) highlights the need for improved public realm along the Stewartstown Road to help encourage walking and cycling and to make the area more attractive for residents, tourists and investors alike.

As previously mentioned, the area is under consideration to receive DRD's Rapid Transit Network 'WWay' system. The DRD Roads Service Spring Report 2013 has proposed an upgrade of lighting before the end of the financial year.

NI Libraries have planned refurbishment works to Suffolk Library under their Planning and Maintenance Programme. This will comprise of interior renovations along with exterior cosmetic improvements such as replacement of upper level windows and facade paint works.

Northern Ireland Housing Executive has plans for general refurbishment of the houses on Doon Road which look onto the Stewartstown Road.

As part of the Investment Programme, Belfast City Council's Community Safety unit is installing alleygates at Woodbourne Crescent, Woodbourne Court and Woodbourne Police Station.

Lenadoon Neighbourhood Partnership (LNP), Suffolk Lenadoon Interface Group (SLIG) and a number of statutory bodies including the Department for Social Development (DSD), Northern Ireland Housing Executive (NIHE), Police Service Northern Ireland (PSNI) and BCC led development of a physical improvement scheme to Woodbourne Police Station in 2011. The scheme included tree planting, new security barriers and improved street lighting on the area to the rear of the station. This project also included artwork developed by SLIG Youth Council which has been erected on the frontage along Stewartstown Road as well as the rear. There are plans to install further panels on the side of the station.

SLIG is one of seven projects funded by the International Fund for Ireland (IFI) under its Peace Walls programmes. The purpose of this programme is creation of community led regeneration initiatives by investigating the impact of peace walls on different aspects of community life such as health, mobility and access to services. SLIG has also been provided with a capital budget of £60,000 to enable small scale physical works.

In addition, SLIG has installed a sculpture and decorative bench in the green space in Ringford Crescent within the Suffolk Estate which is visible from the road frontage on both the Stewartstown Road and Blacks Road.

Department of Regional Development Roads Service have programmed street lighting upgrade to Suffolk Road as outlined in their Belfast City Council Spring Report 2013.

Development context

This table shows details of the relevant planning applications. Significant active applications have been highlighted:

Andersonstown Road planning applications 2007-13							
Ref No	Submit	Applicant	Location	Proposal	Decision	Date	Appeal
Z/2012/1344/F	06-Dec-12	ESBU	Woodbourne PSNI 139 Stewartstown Road BT11 9NB	Erection of murals on exterior walls at front and rear (17 no on front and 4 no on rear.)	Approval	28-Feb-13	
Z/2012/0848/F	24-Jul-12	Gibsons Butchers	Land adjacent to no 2 Suffolk Avenue and no 1 Suffolk Parade Belfast BT11 9JS and no 80 Stewartstown Road Belfast BT11 9JR	Erection of one butchers shop with one apartment at first floor level ATM in-curtilage parking and associated site works. Development to include an environmental improvement scheme to existing retail unit at 80 Suffolk Road with new anti-graffiti shutters	Refusal	05-Dec-12	
Z/2012/0782/F	04-Jul-12	Charioteer Ltd	39 Stewartstown Road Belfast BT11 9FZ	Extension and alteration to existing public house to facilitate creation of a cafe/restaurant (incorporating change of use of existing off - licence)	Approval	19-Sep-12	
Z/2012/0416/F	23-Apr-12	Stewartstown Road Regeneration	Stewartstown Road Regeneration 124 Stewartstown Road Belfast BT11	Installation of 64 solar photovoltaic panels to create electricity and reduce running costs. Also 1xsolar heating system on roof of building	Pending		
Z/2012/0307/F	26-Mar-12	Charioteer LTD	39 Stewartstown Road Belfast	Extension and alteration to existing public house to facilitate creation of a cafe/restaurant	Approval	22-Jun-12	
Z/2011/1469/F	20-Dec-11	Xafinity Pension Trustees LTD	142 Stewartstown Road Belfast	Variation of condition 01 of previous approval Z/2011/1089/F	Approval	30-Apr-12	
Z/2011/0906/F	26-Jul-11	Suffolk Lenadoon Interface Group	Corner of Ringford Crescent Blacks Road and Stewartstown Road BT11 9LG	Erection of sculpture and street furniture.	Approval	13-Oct-11	
Z/2011/0572/O	06-May-11	C O'Kane	142 Stewartstown Road Belfast	Outline proposal for the construction of a Healthcare 'Village' comprising of a doctors surgery pharmacy opticians/physiotherapist and a creche with associated car parking.	Approval	03-Jan-12	

Z/2010/1722/F	12-Jan-11	Lidl NI GmbH	Lidl 116 Stewartstown Road Belfast BT11 9JQ	Alterations to elevations to include recladding new shop front and new trolley bay.	Approval	20-Oct-11	
Z/2010/0366/F	24-Mar-10	O'Neills Funeral Directors	98 Stewartstown Road, Belfast, BT11 9JP	Creation of new access to public road.	Approval	08-Jul-10	
Z/2010/0352/F	22-Mar-10	Vodafone UK Ltd	Grass verge of Stewartstown Road, approximately 12m north east of junction of Stewartstown Road and Hillhead Crescent, Belfast, BT11 9FZ.	Telecommunications installation consisting of a replacement 14.8m high mk3 streetworks pole and 3no. Vodafone antennas and additional 3no. O2 antennas within shroud, 1no. O2 cannon equipment cabinet and 1no. electrical meter cabinet.	Refusal	10-Nov-10	
Z/2010/0306/F		Xafinity Pension Trustees Ltd	142 Stewartstown Road, Belfast, BT11.	Construction of 4no. retail units. (Amended layout)	Approval	26-May-10	
Z/2010/0212/A		Estate Services Business Unit	Woodbourne PSNI station, 43 Stewartstown Road, Belfast, BT11 9ND.	Erection of Police Station signage.	Consent	23-Mar-10	
Z/2009/0425/F		Vodafone UK LTD	Footpath on Stewartstown Road, approx 11 metres North East of junction of Stewartstown Road and Hillhead Crescent, Belfast, BT11 9FZ	Erection of telecommunications equipment consisting of 1no 12.0m high streetworks pole, 3no vodafone shrouded antennas (2.3m high), 1no 3107 equipment cabinet and 1no Lucy AC Pillar	Approval	15-Oct-09	
Z/2009/0354/A		Hillhead Family Practice	33 Stewartstown Road, Belfast BT11 9FZ	Erection of 3.4m totem sign in car park.	Refusal	28-Apr-09	
Z/2009/0240/F		Xafinity Pension Trustees LTD	142 Stewartstown Road, Belfast, BT11 9NB	Manual car wash facility with associated container. (Amended proposal)	Approval	15-Oct-09	
Z/2008/2253/F	05-Nov-08	Telefonica O2 (UK) Ltd	Footpath at junction of Lenadoon Avenue and Stewartstown Road, Belfast. BT11 9GT	Erection of 12.5 metre street furniture pole with shroud containing antennae, with associated 3G equipment cabinet and 2G equipment cabinet.	Refusal	11-Mar-09	
Z/2007/2675/F	02-Nov-07	Mr P Ferrin	31 Stewartstown Road, Ballymoney, Belfast, BT11 9FZ	Change of use from dwelling to mortgage shop.	Refusal	01-Feb-08	

Figure 3: Andersonstown Road planning applications

Consultation

As agreed by Council, following formal approval initial consultation took place with elected members, statutory partners, other key community representatives and relevant internal services.

Consultation with elected members for whom the areas have a particular importance took place in June 2013. Members were offered a site walk of the node and were given an overview of the programme, details of the budget and timeframe and a proposed process for developing a list of potential projects. Members were in agreement that there is a need for improvement works, and there was satisfaction with the proposed process as discussed. The area itself was examined in detail and key issues and sites were identified.

Internal discussions with other Council services are ongoing and are being facilitated through the Urban Development Unit. Individual meetings have taken place with various relevant Council departments and services including Cleansing Services; Community Services; Tourism, Culture and Arts Unit; Community Safety Unit; Building Control; Economic Development Unit and Good Relations. It is intended that a wraparound plan will be developed to bolster the work of the Renewing the Routes programme.

Consultation with other community representatives and statutory agencies took place in June/July 2013. Groups, agencies and individuals were given an overview of the programme, budget information and timeframe. There was agreement that there is a need for improvement works in this area. Any parallel or complementary activity or potential for joint working was discussed and key issues and sites were highlighted.

Consultation with community groups, agencies and council colleagues is ongoing and will continue as the capital projects develop, seeking ways to work together to increase the impact of the scheme.

Key messages

The following key messages relevant to physical regeneration have emerged from the consultation:

- Environmental improvement schemes to vacant unkempt sites;
- A targeted commercial improvement programme;
- Promotion of local tourism and heritage;
- Enhancement of an important heritage asset;
- Public realm improvements;
- Collaborative working within Council as well as external statutory departments and agencies to maximise impact.
- Improve the appearance of existing boundary treatments

Projects

The projects in the long list below have emerged from the consultation, with priority projects shown in the short list.

Projects from the long list will come into play if short listed projects become unfeasible due to circumstances beyond Council control i.e. varying cost estimates or non-agreement.

The funding allocations against each project are, at this stage, estimates and should be taken as indicative costs to assist with the further development and refinement of projects.

Following Council consideration, all projects are dependent on final cost estimate and landowner agreement.

Short listed projects

Priority capital projects proposed under this Renewing the Routes programme 2013/14 are shown in short list (figure 4).

<u>Area</u>	<u>Project</u>	<u>Indicative Cost</u>
West Belfast Andersonstown Road Node 4	Commercial Improvement programme to cosmetically upgrade 2 blocks of shops at Greenways Complex and shops at Stewartstown Road Regeneration Project	£40,000
	Improvement scheme to potentially include the formalisation of car parking to shops at Greenway complex	£ 5,000
	Environmental improvement scheme to St John the Baptist Church of Ireland to potentially include feature lighting of the architectural features of this category B listed property	£10,000
	Interpretative tourism signage outside St John the Baptist Church to highlight local heritage assets and link in with existing signage	£15,000
	Environmental improvement scheme to standardise railings treatment into a coordinated colour along Stewartstown Road	£20,000
	Environmental Improvement scheme to the boundary of the Hunting Lodge	£10,000
	Environmental improvement scheme to vacant site at the entrance to Hillhead Crescent	£35,000
	Environmental Improvement scheme to potentially include preparation, landscaping and planting for underused areas at the corner of Stewartstown Park	£15,000
	Total	£150,000

Figure 4: Andersonstown Road short listed projects

Long listed projects

The long list (figure 5) will come into play if short listed projects become unfeasible, and are shown below.

Area	Project
West Belfast Andersonstown Road Node 4	Commercial Improvement programme to cosmetically upgrade 2 blocks of shops at Greenways Complex and shops at Stewartstown Road Regeneration Project
	Improvement scheme to potentially include the formalisation of car parking to shops at Greenway complex
	Environmental improvement scheme to St John the Baptist Church of Ireland to potentially include feature lighting of the architectural features of this category B listed property
	Interpretative tourism signage outside St John the Baptist Church to highlight local heritage assets and link in with existing signage
	Environmental improvement scheme to standardise railings treatment into a coordinated colour along Stewartstown Road
	Environmental Improvement scheme to the boundary of the Hunting Lodge
	Environmental improvement scheme to vacant site at the entrance to Hillhead Crescent
	Environmental Improvement scheme to potentially include preparation, landscaping and planting for underused areas at the corner of Stewartstown Park
	Environmental Improvement Scheme to St John the Baptist Church of Ireland to include redecoration of railings, gates and arch along with pruning overgrown vegetation to open this listed property on the road.
	Illumination of the arched pedestrian access points from the Stewartstown Road into the Lenadoon Estate.
	Cosmetic improvement works to Suffolk Road Library and Day Centre to complement improvement works proposed by NI Libraries/BELB
	Environmental improvement scheme to include landscaping at front of PSNI station
	Environmental Improvement to boundaries and enclosures along Stewartstown Road
	Potential replacement/reinstatement of new bins along Stewartstown Road
	Targeted cleansing in parallel with project works programme to include gum and graffiti removal
	Community clean-up campaign at targeted sites
Art work to security blocks at PSNI station	

Figure 5: Andersonstown Road long listed projects

3. Monitoring and evaluation

ANDERSONSTOWN ROAD NODE 4 (STEWARTSTOWN ROAD FROM HILLHEAD CRESCENT TO SUFFOLK ROAD) PROGRAMME AIMS, OBJECTIVES AND METHOD OF MONITORING PROGRESS

Aim 1 – Make Andersonstown Road look better		
Objectives	Targets	Method of Monitoring Progress
1.1 Improve the quality of building facades on the road frontage	Approximately 8 properties improved by March 2014.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
1.2 Encourage improvement to vacant brownfield sites and remove leftover space and dead frontage	Liaise with owners in tidying up vacant/derelict areas/buildings.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
1.3 Develop high quality environmental streetscape, furniture and street lighting	Encourage installation of new street bins by March 2014.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
1.4 Improve the appearance of historical assets	Carry out a lighting enhancement scheme to one key building on the road by March 2014.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
Aim 2 – Make Andersonstown Road a better place to live		
Objectives	Targets	Method of Monitoring Progress
2.1 Improve the quality of landscaping at strategic locations	Formalisation of car park at retail hub.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
2.2 Enhance linkages from the arterial routes into the adjacent streetscape	Carry out 1 community based cleansing project by March 2014.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
2.4 Create quality spaces	Undertake environmental improvement schemes to facade at 3 key sites by March 2014.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
Aim 3 – Retain economic diversity on Andersonstown Road		
Objectives	Targets	Method of Monitoring Progress
3.1 Encourage an enhanced retail offer	Encourage the retention of the variety in shopping facilities from baseline by March 2014.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.
3.2 Enhance retail experience for shoppers by March 2012	Liaise with Economic Development Unit in offering support to local businesses.	Baseline survey; ongoing progress report; participant/project evaluation; final report.
3.3 Support the operation and survival of existing businesses along the arterial routes	Reduced number in vacant units against baseline by March 2014.	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report.

Aim 4 - Maintain the function of the local neighbourhood on Andersonstown Road		
Objectives	Targets	Method of Monitoring Progress
Collaborate with private sector and statutory providers to examine the potential for leveraging in further works	Encourage ongoing partnership working with private and statutory providers by March 2014.	Ongoing progress report; participant/project evaluation; final report.
4.1	Secure private sector contribution from eligible participants of commercial improvement programme	Ongoing progress report; participant/project evaluation; final report.
4.2	Work in partnership with Council departments to deliver 2 projects with other Council Services.	Ongoing progress report; participant/project evaluation; final report.
Aim 5 - Reduce anti social behaviour on Andersonstown Road		
Objectives	Targets	Method of Monitoring Progress
Support measures to improve public safety in neighbourhoods	Deliver programme in line with community safety initiatives.	Baseline survey; final report.
5.1	Increase community involvement in decision-making about matters which will affect their environment	Baseline survey; ongoing progress report; participant/project evaluation; final report.
5.2		
5.3	Implement 'secure by design' principles	Baseline survey; ongoing progress report; participant/project evaluation; final report.
Aim 6 - Encourage more visitors to Andersonstown Road		
Objectives	Targets	Method of Monitoring Progress
Improve the system of tourist and information signage on the road frontage	1 interpretative tourist information sign erected at agreed location by March 2014.	Baseline survey; ongoing progress report; participant/project evaluation; final report.
6.1		
6.2	Support measures to improve the tourism product on the arterial routes	Baseline survey; ongoing progress report; participant/project evaluation; final report.

2 Area Reports Oldpark Road

Oldpark Road Node 2



Figure 6: Location Map of Oldpark Road Node 2

Overview of area covered

As part of the physical survey exercise, each route was broken down into distinguishable nodes measuring 0.5 - 1km to enable a greater insight into the physical needs of each node and to identify pockets of degradation where environmental intervention could be targeted and managed at a local level.

Oldpark Road Node 2 measures approximately 0.8 km in length, running from the junction of Torrens Ave to Cliftdene Crescent (see Figure 2). Oldpark Road Node 2 falls within the Crumlin/Ardoyne Neighbourhood Renewal Area.

Description of area

The area lies within the city centre and is in close proximity to the M1 motorway via the Westlink. The junction at Crumlin Road/Agnes Street/Clifton Park Avenue provides the main vehicular entry points into the City Centre. This junction is also a connection between west and north Belfast.

The Marrowbone Millennium Park is located at mouth of the node at the junction of Torrens Avenue and Oldpark Road. The Park is a focus along the road and there are plans for improvements. Opposite the park is Torrens Ave and is largely residential. This road has recently reopened. Feedback from consultation indicates that Torrens Ave has become a short cut from Cliftonville Rd to Oldpark Road and could benefit from speed ramps. The remainder of the Oldpark road is largely residential with a mixture of old and new terraced housing.

The main commercial core is centred at Cliftonville Circus and contains a mixture of units that were rated as in poor condition alongside others that are in good order as rated in poor condition as part of the physical condition survey carried out under the prioritisation process.

The types of commercial activity on the road include professional services, cafes, local convenience/newsagents, grocery, takeaways, bookmakers, hair/beauty, furniture, florist, haberdashery, butchers, appliance repair, hardware shop and repair shop, chemists. The Cliftonville Moravian Church is a Grade B listed building, including the gates and railings.

Further down the road and outside of Node 2 other clusters of shops can be found on the road, i.e. Rosapenna, Marrowbone and at the top of Oldpark near Ballysillan Road. These two blocks contain some derelict, dilapidated units and vacant units. The Rosapenna Shops (Node 1) and the ones near the Ballysillan Road (Node 3) are programmed for improvements under the DSD's Public Realm Environmental Improvement (PREI) scheme in 2015.

There is limited tree planting along the road which presents a feeling of barrenness. The Marrowbone Millennium Park boundary is a prominent stretch of the road. Roads Service reports that lighting improvements have recently taken place.

Transport and movement

Oldpark Road is a busy thoroughfare for traffic travelling within the city centre and traffic connecting to the Crumlin Road. The road has a number of parking bays, primarily used for residential parking and there is some parking for the commercial units, though this is limited. At peak hours traffic congestion is heavy at the junction of the Crumlin/Oldpark/Agnes St and at Cliftonville Circus. In particular consultation raised concerns about the Crumlin Rd/Agnes St/Clifton Park Ave junction, especially around peak travel periods. Near the top of the node at Cliftonville Circus five roads converge and during peak time there are long queues and due to a lack of crossings pedestrians experience difficulty crossing the roads. This arterial route is part of Translink's Metro Service, Route 12.

Statistics

Headline Statistics

- According to the 2011 census the Cliftonville Ward has 5,330 people living within the area. This equates to 1.9% of the total Belfast population
- The area has a young population with 30.1% of all residents aged 19 or under. This is higher than the Belfast proportion of 24.7%

- 33.1% of residents in the area are aged between 20 and 44. This is lower than the Belfast figure of 38.3%
- Based on figures from the 2010 Multiple Deprivation Measures the Cliftonville Ward ranks 64 out of 582 in Northern Ireland in terms of its multiple deprivation score
- In terms of the crime and disorder domain the Cliftonville Ward ranks 11 out of 582 in Northern Ireland
- Cliftonville falls within the top 10% most deprived Wards in Northern Ireland in both the income (59) and crime and disorder (11) domains
- According to the 2011 census 33.1% of residents aged 16 and over had no qualifications. This is higher than the Belfast figure of 30.4%.

Priority Issues

- Income and crime & disorder deprivation
- Younger population.

Population and Health

- The population in the area has increased from 5,421 in 2001 to 5,330 in 2011 (1.7%)
- 24.1% of the resident population are children aged 15 and under. The equivalent figure for Belfast is 18.6%
- The 2011 census reported that 43.5% of the resident population in the area stated that their general health was very good. In Belfast as a whole 45.5% reported very good health

- 6.6% recorded bad health in the area whereas the Belfast figure was 6.3%.

Crime

- In 2011 antisocial behaviour was reported at 482.2 incidents per 10,000 residents. The Belfast figure was higher with 585.3 incidents per 10,000 residents
- Anti-social behaviour incidents in the Cliftonville Ward fell from 1,337.2 per 10,000 residents in 2006 to 482.2 in 2011.

-

Education

- 33.1% of residents aged 16+ in the Cliftonville Ward reported having no qualification. In Belfast the proportion is lower – 30.4%
- 5.6% of residents aged 18 to 74 have recorded that they are full-time students. This is lower than the Belfast figure of 8.8%.

Housing and Environment

- More than half (56.7%) of all household in the area are unshared semi-detached dwellings
- On average less than one third (29.0%) of household in Belfast are unshared semi-detached dwellings.

Transport

- 41.1% of all households in the area reported having no access to a car or van in the 2011 census
- In Belfast the total number of households who reported having no access to a car or van was 40.1%.

Source: 2011 census – NINIS and PSNI anti-social behaviour data on NINIS

Complementary activity

Oldpark Road falls within the Crumlin Ardoyne Neighbourhood Renewal area. There are a number of community organisations operating within the surrounding area but few directly within the node.

The Strategic Regeneration Framework (SRF) outlines a number of strategic priorities and references maximising land use and connections as a thematic activities. The SRF also proposes regenerating strategic sites along the local centres and key nodes to include the Clifton Street gateway, development of the Crumlin Road Gaol and Girdwood barracks site and the Crumlin Rd Courthouse. These and other developments will be impacted by the relocation of the University of Ulster to the city centre. The SRF also recommends developing softer objectives such as supporting business start ups, developing sustainable a social economy and attracting investment.

Roads Service have no specific proposals for Oldpark Road itself but they are aware of DSD's plans for the Public Realm Environmental Improvement and are looking at proposals at the Rosapenna Road junction.

Northern Ireland Housing Executive has no specific proposals for Oldpark Road and have limited property and commercial interest within the node.

Department of Social Development (DSD) have a number of large schemes planned in the vicinity. The Clifton Street Gateway is currently under construction and will start in the city centre on Donegall Street near the Belfast Telegraph and run up to the junction of Agnes Street. There is also large a PREI proposal for public realm/environmental improvements in Oldpark Road programmed for 2015. The boundary for this work runs from the junction of AgnesStreet/Cliftonpark Avenue/Crumlin Road to just past the junction at Alliance Avenue/Westlands Road/Oldpark Road. At that point the DSD's the Ballysillan Masterplan boundary commences. This project is currently under development and the boundary line runs across Cliftonville Circus via Alliance Ave/Westland Rd.

The DSD also has a conceptual master plan that focuses on the Crumlin Road and Lower Oldpark. The study area includes the Crumlin and Lower Oldpark Roads, to Hillview Road and up to the corner of Rosapenna. It takes in the Lower Oldpark estate and a section of Cliftonpark Avenue. The aim of the plan is to set out a shared vision of the physical development potential Crumlin Road and Lower Oldpark including proposals for catalyst development and improvement of public realm.

Antisocial behaviour is a key issue for the PSNI on the Oldpark Rd and is especially prevalent around the Marrowbone Park and is a year-round concern. They are working with BCC Parks on crime prevention through environmental design. The Park Inn is also a focal point for anti-social behaviour and they are working to help address this with local stakeholders.

Development context

This table shows details of the relevant planning applications. A number of development plans are in the pipeline for this area in the coming years. Significant active applications have been highlighted:

Andersonstown Road planning applications 2007-13							
Ref No	Submit	Applicant	Location	Proposal	Decision	Date	Appeal
Z/2012/0136/A	24-Feb-12	Campbell Morris	2 Westland Road Belfast BT14 6NH	Temporary roof signage	AU	12-Mar-13	
Z/2011/1433/F	13-Dec-11	Clear Channel NI	Outside 507-511 Oldpark Road Belfast BT14	Relocation of existing bus shelter from 523 Oldpark Road	Approval		
Z/2011/0812/F	28-Jun-11	Whelehan Shane	Marrowbone Millenium Park Oldpark Road Belfast BT14 7QW	Replacement of grass pitch with third generation playing surface erection of pitchside fencing ballstops and erection of six floodlight masts	Approval		
Z/2010/0781/F	09-Jun-10	Belfast City Council	Marrowbone Millennium Park, Oldpark Road, Belfast	Temporary changing accommodation and 6m high ballstop fence to existing pitch.	Approval	10-Aug-10	
Z/2010/0111/F	02-Feb-10	P Ferrin Esq	456 Oldpark Road, Old Park, Belfast, Northern Ireland, BT14 6QG	Change of use from dwelling to ground floor offices with 2no. flats on first and second floor above.	Approval	02-Feb-11	

Z/2009/1612/F	26-Nov-09	Deanby Developments	507-513 Oldpark Road, Belfast, BT14 6QU	Proposed mixed use development comprising 2 no townhouses and 1 no own door office for professional service under Use Class 2 of the Planning (Use Classes) Order (NI) 1989.	Approval	16-May-12	
Z/2008/1968/F	17-Sep-08	Mr T Jones	441 Oldpark Road, Belfast, BT14 6QT	Erection of three-storey extension to rear of dwelling	Approval	08-Dec-08	
Z/2008/0861/F	08-Apr-08	Ms N Mallaghan	First floor, 237+239 Cliftonville Road, Old Park, Belfast BT14 6JU	Retrospective change of use from solicitors office to beauty and tanning salon.	Approval	11-Aug-08	
Z/2008/1711/F	06-Aug-08	Ms N Lowe	423 Oldpark Road, Belfast, BT14 6QS.	Roof alterations to existing two-storey rear extension to create a pitched roof.	Approval	25-Sep-08	
Z/2008/1363/F	17-Jun-08	Oldpark Credit Union	426 Oldpark Road, Old Park, Belfast, BT14 6QG	Change of use from dwelling to credit union with extension at the rear. (Amended Plans)	Approval	14-Jan-09	
Z/2008/0748/F	26-Mar-08	Mr C Molloy & Ms S Antal	454 Oldpark Road, Old Park, Belfast, BT14 6QG	Change of use - single residence to offices.	Approval	26-Aug-08	
Z/2007/2503/F	15-Oct-07	Mr P Ferrin	456 Oldpark Road, Old Park, Belfast, Northern Ireland, BT14 6QG	Change of use from dwelling to commercial premises.	Approval	07-Dec-07	
Z/2007/0806/F	02-Apr-07	Mr P Molloy	475 Oldpark Road, Old Park, Belfast, BT14 6QT	Single-storey extension to rear of dwelling.	Approval	12-Jun-07	
Z/2007/0219/F	24-Jan-07	Deanby Developments	507-513 Oldpark Road, Old Park, Belfast, BT14 6QU	Proposed mixed use development comprising 2 No. townhouses, 2 No. apartments and 1 No. own door office.	Approval	07-Aug-07	

Figure 7: Oldpark Road planning applications

Consultation

As agreed by Council, following formal approval initial consultation took place with elected members, statutory partners, other key community representatives and relevant internal services.

Consultation with elected members for whom the areas have a particular importance took place in July-August 2013. Members were given an overview of the programme, details of the budget and timeframe and a proposed process for developing a list of potential projects. Members were in agreement that there is a need for improvement works in this area, and there was satisfaction with the proposed process as discussed. The area itself was examined and key issues and sites were identified.

Internal discussions with other Council services are ongoing within Council and being facilitated through the Urban Development Unit. Individual meetings have taken place with various relevant Council departments and services including Building Control, Cleansing Services; Community Services; Tourism, Culture and Arts Unit; Community Safety Unit; Economic Development Unit and Good Relations. It is intended that a wraparound plan will be developed to bolster the work of the Renewing the Routes programme.

Consultation with other community representatives and statutory agencies took place in June-August 2013. Groups, agencies and individuals were given an overview of the programme, budget information and timeframe. There was agreement that there is a need for improvement works in this area. Any parallel or complementary activity or potential for joint working was discussed and key issues and sites were highlighted.

Consultation with community groups, agencies and council colleagues is ongoing and will continue as the capital projects develop, seeking ways to work together to increase the impact of the scheme.

Types of activity emerging from these early discussions are centred around community safety programmes, diversionary activities, retail master classes, tourism training, community clean up campaigns and ongoing support and advice to community groups.

Consultation with other community representatives and statutory agencies took place in June/July 2013. Groups, agencies and individuals were given an overview of the programme, details of the budget and timeframe. There was agreement that there is a need for improvement works in this area. Any parallel or complementary activity or potential for joint working was discussed and key issues and sites were highlighted.

Consultation with community groups, agencies and council colleagues is ongoing and will continue as the capital projects develop, seeking ways to work together to increase the impact of the scheme.

Key messages

The following key messages relevant to physical regeneration have emerged from the consultation. The key messages from the consultation have indicated:

- Scheme is welcome in the area and should focus on the commercial units
- Joined up approach with Council and external agencies required, especially in light of the upcoming large regeneration schemes are planned in the area
- Consultation indicated that a more comprehensive, cooperative scheme is required to ensure BCC and DSD scheme address the needs of all commercial and derelict units on the Oldpark Road
- Highlight buildings of historical interest by enhancing their appearance
- Improvement to boundaries sites to improve their environments

Projects

The projects in the long list below have emerged from the consultation, with priority projects shown in the short list. Projects from the long list will come into play if short listed projects become unfeasible due to circumstances beyond Council control i.e. varying cost estimates or non-agreement.

The funding allocations against each project are, at this stage, estimates and should be taken as indicative costs to assist with the further development and refinement of projects. Following Council consideration, all projects are dependent on final cost estimate and landowner agreement.

Short listed projects

Priority capital projects proposed under this Renewing the Routes programme 2013/14 are shown in short list (figure 4).

Area	Project Description	Indicative Cost
Oldpark Road Node 2 (Oldpark Ave to Clifftondene Crescent)	Commercial Improvements: To target approx 30 commercial premises including works such as cosmetic enhancement to the façades and gable walls where necessary	£100,000
	Boundary Improvements: Improve vacant sites, residential and car parking areas along the arterial route and the Marrowbone Millennium Park, working in partnership with private owners and statutory agencies to improve their environments	£30,000
	Environmental Improvements: To carry out improvement works to enhance the appearance of identified sites along the arterial route.	£12,000
	Heritage Improvements: To carry out improvement works to enhance the appearance of heritage buildings at the Cliftonville Moravian Church.	£8,000
Total		£150,000

Figure 8: Oldpark Road short listed projects

Long listed projects

The long list (figure 5) will come into play if short listed projects become unfeasible, and are shown below.

Area	Project
Oldpark Road Node 2 (Oldpark Ave to Clifftondene Crescent)	Commercial Improvements: To target approx 30 commercial premises including works such as cosmetic enhancement to the façades and gable walls where necessary
	Boundary Improvements: Improve vacant sites, residential and car parking areas along the arterial route and the Marrowbone Millennium Park, working in partnership with private owners and statutory agencies to improve their environments
	Environmental Improvements: To carry out improvement works to enhance the appearance of identified sites along the arterial route.
	Heritage Improvements: To carry out improvement works to enhance the appearance of heritage buildings at the Cliftonville Moravian Church.
	Environmental enhancements around the junction of Oldpark Rd and Cliftonville Rd (the Circus shops)
	Complementary regeneration scheme with Building Control focusing on exterior improvements at the Park Inn
	Boundary and environmental improvements at the gap site at Torrens Ave and Oldpark Road junction
	Targeted cleansing in parallel with project works programme to include gum and graffiti removal
	Community clean up campaign at targeted sites

Figure 9: Oldpark Road long listed projects

3. Monitoring and evaluation

OLDPARK ROAD PROGRAMME AIMS, OBJECTIVES AND METHOD OF MONITORING PROGRESS

Aim 1 – Make Oldpark Road look better		
Objectives	Targets	Method of Monitoring Progress
1.1 Improve the quality of building facades on the road frontage	Approximately 30 properties improved by March 2014	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
1.2 Encourage improvement to vacant brownfield sites and remove leftover space and dead frontage	Liaise with owners in tidying up vacant/derelict areas/buildings	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
1.3 Develop high quality environmental streetscape, furniture and street lighting	Liaise with DSD on planned PREI scheme	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
1.4 Improve the appearance of historical assets	Carry out a lighting enhancement scheme to one key building on the road by March 2014	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
Aim 2 – Make Oldpark Road a better place to live		
Objectives	Targets	Method of Monitoring Progress
2.1 Improve the quality of landscaping at strategic locations	N/A	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
2.2 Enhance linkages from the arterial routes into the adjacent streetscape	Carry out 1 community based cleansing project by March 2014	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
2.4 Create quality spaces	Undertake environmental improvement schemes to facade at 1 key building by March 2014	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
Aim 3 – Retain economic diversity on Oldpark Road		
Objectives	Targets	Method of Monitoring Progress
3.1 Encourage an enhanced retail offer	Encourage the retention of the variety in shopping facilities from baseline by March 2014	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report
3.2 Enhance retail experience for shoppers by March 2014	Liaise with Economic Development Unit in offering support to local businesses	Baseline survey; ongoing progress report; participant/project evaluation; final report
3.3 Support the operation and survival of existing businesses along the arterial routes	Reduced number in vacant units against baseline by March 2014	Baseline survey (physical survey); ongoing progress report; participant/project evaluation; final report

Aim 4 - Maintain the function of the local neighbourhood on Oldpark Road		
Objectives	Targets	Method of Monitoring Progress
	Encourage ongoing partnership working with private and statutory providers by March 2014	Ongoing progress report; participant/project evaluation; final report
4.1 Collaborate with private sector and statutory providers to examine the potential for leveraging in further works	Secure private sector contribution from eligible participants of commercial improvement programme	Ongoing progress report; participant/project evaluation; final report
4.2 Collaborate within Council workings to maximise the potential of the scheme	Contribute to cross council working throughout delivery of scheme	Ongoing progress report; participant/project evaluation; final report
Aim 5 - Reduce anti social behaviour on Oldpark Road		
Objectives	Targets	Method of Monitoring Progress
5.1 Support measures to improve public safety in neighbourhoods	Deliver programme in line with community safety initiatives	Baseline survey; final report
5.2 Increase community involvement in decision-making about matters which will affect their environment	4 community progress meetings updates undertaken by March 2014	Baseline survey; ongoing progress report; participant/project evaluation; final report
5.3 Implement 'secure by design' principles	Consult with relevant bodies on designs at areas of high anti social behaviour	Baseline survey; ongoing progress report; participant/project evaluation; final report
Aim 6 - Encourage more visitors to Oldpark Road		
Objectives	Targets	Method of Monitoring Progress
6.1 Improve the system of tourist and information signage on the road frontage	N/A	Baseline survey; ongoing progress report; participant/project evaluation; final report
6.2 Support measures to improve the tourism product on the arterial routes	N/A	Baseline survey; ongoing progress report; participant/project evaluation; final report

NOTES:

Appendix 3 – Renewing the Routes Programme 2013/14 Proposed Regeneration Action Plans

<u>Area</u>	<u>Project</u>	<u>Indicative Cost</u>
West Belfast Andersonstown Road Node 4	Commercial improvement programme to cosmetically upgrade 2 blocks of shops at Greenways Complex and shops at Stewartstown Road Regeneration Project	£40,000
	Improvement scheme to potentially include the formalisation of car parking to shops at Greenway complex	£ 5,000
	Environmental improvement scheme to St John the Baptist Church of Ireland to potentially include feature lighting of the architectural features of this category B listed property	£10,000
	Interpretative tourism signage outside St John the Baptist Church to highlight local heritage assets and link in with existing signage	£15,000
	Environmental improvement scheme to standardise railings treatment into a coordinated colour along Stewartstown Road	£20,000
	Environmental improvement scheme to the boundary of the Hunting Lodge	£10,000
	Environmental improvement scheme to vacant site at the entrance to Hillhead Crescent	£35,000
	Environmental improvement scheme to potentially include preparation, landscaping and planting for underused area at the corner of Stewartstown Park	£15,000
Total	£150,000	

Andersonstown Road Node 4 (Stewartstown Road from Hillhead Crescent to Suffolk Road)

Area	Project Description	Indicative Cost
Oldpark Road Node 2 (Oldpark Ave to Clifftondene Crescent)	Commercial Improvements: To target approx 30 commercial premises including works such as cosmetic enhancement to the facades and gable walls where necessary	£100,000
	Boundary Improvements: Improve vacant sites, residential and car parking areas along the arterial route and the Marrowbone Millennium Park, working in partnership with private owners and statutory agencies to improve their environments	£30,000
	Environmental Improvements: To carry out improvement works to enhance the appearance of identified sites along the arterial route.	£12,000
	Heritage Improvements: To carry out improvement works to enhance the appearance of heritage buildings at the Cliftonville Moravian Church.	£8,000
Total		£150,000

Oldpark Road Node 2 – (Extended area from Oldpark Ave to Clifftondene Crescent)
 Short listed projects



Report to:	Development Committee
Subject:	Lagan Canal improvements – request for support
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives & International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that at the Development Committee of 14 November 2007, approval was given for Belfast City Council to cluster with Lisburn City Council and Castlereagh Borough Council for the delivery of Axis 3 of the Northern Ireland Rural Development Programme (NIRDP) under the name the Lagan Rural Partnership (LRP).
1.2	In September 2008 a final Rural Development Strategy was submitted to DARD and as used to apportion the funding allocation to the cluster. In January 2009 the final allocation of RDP Axis 3 funding amounting to a total of £8,691,556 was allocated to LRP of which £7,306,576 was to be circulated through grant funding through Axis 3 funding measures.
1.3	The Department of Agriculture and Rural Development (DARD) requires all funding to be allocated to projects by the 31 December 2013 with all projects completed in full by 31 December 2014. To expedite the cluster's allocation of funding, a call for strategic applications was issued by the Lagan Rural Partnership.

2	Key Issues
2.1	Led by Castlereagh Borough Council, a funding application was submitted under the call for strategic applications to deliver improvements to the Lock Keeper's Cottage Visitors' Centre and the former navigation at Lock III.
2.2	Developed in consultation with Belfast City Council officers, the project includes: <ul style="list-style-type: none"> • An extension to the existing visitor centre to address public convenience and storage limitations on-site • Capital improvements to make the site more accessible to pedestrians and mark arrival at a key tourism node and entrance point to Belvoir Forest, Lagan Valley Regional Park, the Lock Keeper's Cottage and the Lagan Navigation and Tow Path;

	<ul style="list-style-type: none"> • Research, restore, fit-out and re-locate the 1890's Industry Barge to her former home on the Lagan Navigation at Lock III; • Creation of interpretative panels promoting the heritage of the canal and the installation of bike docks at key locations within the Belfast City Council boundary including Malone House, Clement Wilson Park and Sir Thomas and Lady Dixon Park.
2.3	Against a total project cost of £696,590, match funding of £572,100 has now been secured through Measure 3.3 of the NIRDP. Funding has also been secured from Castlereagh Borough Council (£111,015) and Inland Waterways (£4,000). Castlereagh Borough Council have requested match funding of £9,475 from Belfast City Council to contribute towards the cost of the interpretative panels and bike docks located within the Belfast City Council boundary.
2.4	This project will help further capitalise on the tourism potential of the River Lagan and the Lagan Navigation, by encouraging tourists and residents alike to visit the Lagan Canal. It provides Belfast City Council with an opportunity to develop a tourism trail from Belfast, linking The Lock Keeper's Inn facility, promoting the maritime heritage of the canal and its navigation. Whilst the Lock Keeper's Cottage is currently located in the Castlereagh Borough Council area, the development of this site is of additional interest to Belfast as boundary changes through the Reform of Local Government will position this facility within the new Belfast City Council area.
2.5	It is therefore recommended council supports the development of this project and approves match funding of up to £9,475 for the installation of interpretative panels and bike docks within the council boundary. Works have not yet commenced and therefore the final amount required is not yet known; however it will not exceed this figure.

3	Resource Implications
3.1	Match funding is requested of up to £9,475 is required from Belfast City Council. The overall works budget is estimated at £696,590.

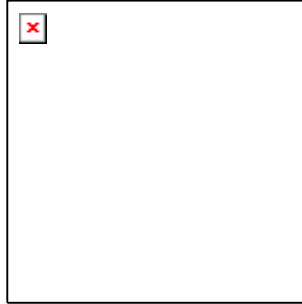
4	Equality and Good Relations Considerations
4.1	No specific equality and good relations considerations at this stage.

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> - Note the contents of this report - Agree to the recommendation to provide £9,475 of match funding for the installation of interpretative panels and bike docks within the council boundary.

6	Decision Tracking
An update on progress will be brought back to Committee in January 2014.	

7	Key to Abbreviations
NIRDP - Northern Ireland Rural Development Programme	
DARD - Department of Agriculture and Rural Development	
LRP - Lagan Rural Partnership	

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Report to:	Development Committee
Subject:	International Marketing Framework for Belfast
Date:	20 August 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 that the Council will work with city partners to promote Belfast proactively on the international stage to attract trade and investment, increase visitor and student numbers and build the networks necessary to support growth.
1.2	Within Belfast, the Council is one of many city stakeholders with established connections across the world for a range of purposes. All of the city's key stakeholders engage internationally to market their product and develop supportive relationships. There is considerable scope to co-ordinate the international promotional efforts within Belfast between stakeholders so that the city is presented positively, consistently and effectively. 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	Over the last year work has been undertaken to develop a draft International relations framework that seeks to shape how city stakeholders can work together in a stronger and purposeful way to maximize the economic impact for Belfast as a whole. Following extensive research and analysis, stakeholder engagement and feedback from Committee and political parties, this report sets out the process adopted, the proposed market segments and the key geographical locations considered appropriate for Belfast. Further consultation with stakeholders is required to refine the targets and joint projects within the detail of the Action Plan which will follow formal adoption of the Framework by Council.

2	Key Issues
2.1	<p>During the last year significant consultation with over 20 key stakeholders has been undertaken to establish the international relationships that city stakeholders are already engaged in, to generate a common understanding of what Belfast has to offer and to identify opportunities to build on existing relationships. Based on this consultation, a draft international relations framework to position Belfast as a strong, attractive and competitive destination of choice for those who trade, invest, visit and study. This was initially considered by Committee in May 2013 and subsequently was discussed through party briefings. The appended Framework is now the proposed revised version following the political parties' feedback.</p>
2.2	<p>The feedback from Committee and party briefings highlighted</p> <ul style="list-style-type: none"> - the need for a prioritised and focused approach; - the inclusion of UK and Ireland links; - a short-term action plan for the period 2013-2014; and - an assessment of the potential to reignite Friends of Belfast
2.3	<p>In summary, the proposed aims of the International Relations 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. <p>The following objectives are proposed to help increase the economic benefits of developing a city-wide approach to proactively market Belfast internationally:</p> <ul style="list-style-type: none"> - Deliver increased economic return to Belfast through collaborative international promotion. - Develop meaningful international partnerships and civic relationships to support Belfast's growth. - Promote the attractiveness of the city for business, education and tourism. - Create the optimum mechanisms for international promotion of Belfast. <p>The framework sets out:</p> <ul style="list-style-type: none"> - targets for each of the three primary market segments – trade and investment, tourism, education & learning; and - key actions for each of the geographical target areas - China, Europe, India, North America.
2.4	<p>An outline action plan is appended for the period 2013 – 2015, which builds on the baseline work already undertaken. It furthermore identifies the suggested role of Council as a co-ordinating partner and presents proposed priority actions for Council at this stage. Joint Projects emanating from other stakeholders have yet to be added to this plan which will occur during the next phase of consultation.</p>
2.5	<p>Proposed outcomes and annual targets for BCC are outlined in the Framework, focusing on Business & Leisure Tourism, Education, Learning & Talent and Trade & investment. This includes longer term outcomes and annual targets</p>

2.6	<p>which will be achieved most effectively by Council working with key stakeholders in the delivery of the Framework. 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 and longer term outcomes need to be agreed with city stakeholders as they can only be achieved in partnership.</p> <p>To help deliver on the targets for this year with respect to the current International Relations Framework, the following results have been achieved to date:</p> <p><u>General: Development of the Framework and relationships</u></p> <ul style="list-style-type: none"> - Held stakeholder workshop with Lord Mayor - Carried out stakeholder analysis - Produced first International Belfast newsletter - Joined NI Connections Diaspora - Produced a shared International calendar with stakeholders - Connection made to promote Belfast through HMS Duncan - Developed Belfast civic welcome programme format <p><u>China</u></p> <ul style="list-style-type: none"> - Facilitated and supported Chinese New Year including <ul style="list-style-type: none"> - Lantern display at City Hall - Economic Conference - Fashion Show - Chinese Cultural day at Ulster Hall - Produced China briefing - Held stakeholder workshop - Reviewed Sister City relationship with Hefei <p><u>India</u></p> <ul style="list-style-type: none"> - Secured and hosted Global India Business Meeting - Developed GIBM programme and secured 300 delegates, 20 investment leads and 50 local companies connected to Indian opportunities - Delivered 40 plus India in Belfast week events - Delivered GIBM and India Week communications plan - Undertook study visit to India - Produced India country briefing - Held 2 India stakeholder workshops - Hosted Mumbai VIP on renewable energies <p><u>USA</u></p> <ul style="list-style-type: none"> - Undertook mission to Nashville, South by South West and Austin - Reviewed Friends of Belfast network - Produced country briefing - Exploring September cultural/tourism visit to NYC - Planning October trade mission to California - Consulted with stakeholders <p><u>Europe</u></p> <ul style="list-style-type: none"> - Ongoing lobby to maximise EU funds for Belfast 2014-2020 - Leading on NI European Regional Forum in Europe - Re-established cooperation links with Dublin, Liverpool, Glasgow and Edinburgh
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<p>2.7</p> <p>2.8</p> <p>2.9</p> <p>2.10</p>	<p><u>Sister Cities</u> Reviewing and fully utilising the civic and sister city relationships that already exist has formed part of the development of the Framework. Members will be aware that BCC has a sister city relationship with Nashville, USA and Hefei in China. Sister cities relationships provide a formal civic link between Belfast and that city. In order to make it meaningful there needs to be actions attached to each relationship to deliver results for Belfast. At this point, it is considered valuable to continue developing the sister city link with Nashville given its importance in the creative industries and especially the music sector.</p> <p>Hefei in China has always been a more difficult sister city link to develop and achieve tangible results. Strenuous efforts have been made to deliver trade and investment from this relationship and specific programmes of work have been put in place, however, securing a meaningful result in the short term remains a challenge. The Local Chinese Chamber of Commerce are still committed to Hefei and one of their members has recently been appointed by Hefei City Government as a special envoy to promote the relationship. This means that it may be difficult to withdraw fully from the relationship without causing offence. Our latest analysis would indicate that it would be more fruitful to develop a new relationship with Shenyang in China, which is the region visited last year by OFM/DFM, QUB, UU, Belfast Met, Invest NI and Bombardier. Exploratory work is underway to assess the full value of a formal link with Shenyang.</p> <p>N. Irish Connections (NIC) Belfast Connections: Council is now a member of the newly established N. Irish Connections body, which is a company set up under the auspices of Invest NI to link to Diaspora throughout the world. The work programme encompasses the creation of an active database of persons from NI, and persons with an interest in NI; the hosting of in market events to bring the Diaspora together to ask for their help in attracting investment and opportunities for NI and the establishment of the diaspora network as an international marketing tool.</p> <p>As a member of this network, Belfast has access to the named contacts and can be part of events and communications for specific promotional purposes. Members asked that consideration be given to the reignition of the Friends of Belfast network, which existed from the late 90s as a social capital network of business people, academics, political and community representatives with an interest in supporting the regeneration of Belfast. Whilst some of the original Friends of Belfast network members are still in contact with Council there is a need to refresh and relaunch a meaningful network aligned with our current objectives and priorities in the Investment Programme. It is considered that this can best be achieved by developing a ‘ Belfast Connections’ subset within the NIC network. This will avoid duplication and confusion and ensure that Belfast has a specific identity of its own which links to NIC contacts with a particular interest in Belfast. Such a Belfast Connections network can be sustained with minimal cost if we are part of the wider NIC network albeit separate resources would be required for specific Belfast Connections events and marketing activity.</p>
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2.11	<p><u>City Marketing</u></p> <p>It is clear from the research, which has been undertaken, that each of the organisations involved in the marketing of the city tend to do this independently of each other. The marketing of the city has developed organically rather than through an integrated marketing strategy. Each organisation focuses on their own perception and experience of Belfast using their own narratives, communication channels, target audience and brands.</p>
2.12	<p>The development of the International Relations Framework demonstrates there is a high level of commonality in terms of the geographical locations where stakeholders are actively promoting the city and it is evident that there is the potential for more effective promotion and greater benefit if the city had a collective narrative and a brand which is understood and owned by all the city's stakeholders.</p>
2.13	<p>There is strong evidence that cities with a clear narrative, strong brand and a coherent city marketing strategy are successful in attracting investment, visitors and global talent. Such cities include New York, Berlin, Barcelona and closer to home, Manchester, Edinburgh and Dublin.</p>
2.14	<p>There is an urgent need for the city to develop an Integrated City Marketing strategy, which includes:</p> <ul style="list-style-type: none"> • The development of a city narrative, which is agreed by all stakeholders. • A refreshment of the City Brand ensuring it reflects the city's ambitions, its values and narrative, which is collectively owned by the city's stakeholders. • Agreed target audiences, product development priorities, marketing materials and communication channels, including a strong digital, on-line presence. • Agree the optimum structures for co-ordinated marketing of the city.
2.15	<p>The necessary resources or expertise to develop a city marketing strategy is not available in-house. It is, therefore, proposed that the Council engage the services of a City Marketing specialist to support the development of such a strategy. It is recommended that a stakeholder steering group is set up to oversee the development and implementation of the strategy under the chairmanship of the Council's Chief Executive.</p>

3	Resource Implications
3.1	<p>Members have agreed a budget of £80,000, in the current financial year, for international relations, as well as a £150,000 budget specifically for the Global India Business Meeting.</p>
3.2	<p>Currently international relations work is being undertaken by staff within the European Unit. .</p>

3.3	The cost of developing a International Marketing strategy should not exceed £50K and will be met from the existing City Development budget.
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4	Equality and Good Relations Considerations
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4.1	There are unlikely to be any Equality and Good Relations issues attached to this report, although the International Relations Framework is currently undergoing equality screening.
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5	Recommendations
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5.1	<p>It is recommended that Members:</p> <ul style="list-style-type: none"> i) approve the International Relations Framework for Belfast and the associated action plan; ii) agree to continued engagement with key city stakeholders and the approach to Belfast’s sister city relationships with Nashville and Heifei; iii) Agree to the employment of a City Marketing specialist to support the development of a City Marketing strategy to include the elements set out in Paragraph 2.14 of this report; iv) Agree to the setting up of a stakeholder steering group chaired by the Council’s Chief Executive.
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6	Decision Tracking
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<p>Regular update reports will be brought to the Development Committee by the Director of Development.</p> <p style="text-align: right;">Reporting Officer: John McGrillen</p>	
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7	Appendices
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<p>Appendix 1 – International Framework Contacts Appendix 2 – Action Plan</p>	
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Belfast City Council International Marketing Activities

Business and Leisure Tourism

- 2 new collaborative programmes undertaken with multiple stakeholders
- 2 new international operators to include Belfast on their itineraries
- Increase the economic impact of annual events in Belfast by 5% per year

Education, Learning and Talent

- Promote the city jointly with the educational institutes in 2 new markets/countries
- Work with the educational institutes to attract up to 100 international students to further education in Belfast and over 600 higher education students to Belfast per year

Trade and Investment

- 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
- Participate in 2 major investment conferences (London / Dublin)

City Infrastructure and Offer

China

- Maximise participation in China Week 2014
- Review Belfast's sister city relationship with Hefei
- Plan for Belfast in Beijing Mission 2014
- Support local artists to participate in Irish Wave initiative in Beijing
- Explore civic links with Shenyang and support QUB Shenyang links
- Facilitate Belfast promotion to Chinese travel industry
- Create awareness of Chinese business and cultural etiquette through UU Confucius
- Bid to secure Chinese investment Conference

BCC Co-ordination Roles

- Produce a Belfast narrative/suite of narratives
- Develop a shared city calendar of inward and outward marketing activities
- Establish stakeholder groups
- Maximise NI Connection Diaspora network
- Promote Belfast through HMS Duncan
- Develop a youth event to engage future Belfast International ambassadors
- Identify new opportunities and undertake international partnership projects

North America

- Participate in South by South West
- Support QUB in their mission to Nashville Vanderbilt University
- Explore civic links with Austin Mayoral office
- Review ITLG MOU
- Participate in NI Connections NYC visit & explore reigniting civic links
- Launch Belfast Connections network
- Belfast tech mission to West Coast USA
- Host inward NYC mission
- Refocus sister city relationship with Nashville
- Explore the Portland link potential

India

- Build on targets from Global India Business Meeting
- Embed the success of India Week (40+ events)
- Secure trade & investment deals
- Explore Indian Renewables Network & pursue investment
- Offer BMC support towards their New Delhi office
- Participate in QUB proposed mission to India 2013
- Investigate potential civic links eg. Chennai
- Maximise Indian Ministers interest

Europe

- Review current activities & maximise existing networks
- Re-establish links with Dublin
- Sustain Cities of the Isles relationship
- Undertake Bilbao study visit
- Continue to chair of NI EU Regional Forum with OFMDFM
- Identify and secure EU funding opportunities 2014-2020
- Promote Belfast at London Investment conference via ILSI

Value Added Civic Links

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International Marketing Action Plan 2013 - 2014

China	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	<u>General</u>			
	Support Chinese New Year	Support & coordination of CNY 2013 complete and planning for 2014 underway	Tourism identified as key international dimension for Chinese New Year 2014 - to be agreed at August Committee	Feb 2013.
	Support for local artists promotion in China	Local artists supported to take part in Irish Wave project in Beijing	Artists invited to exhibit in Hefei in 2014	March 2013.
	Join CBBC	Connections made & CBBC facilitated BCC visit to Shenyang	Access to civic and trade contacts, facilitation of meetings, access to intelligence & city analysis	Sept 2013.
	Review Sister City relationship with Hefei & explore potential with Shenyang	Documented and assessed activity to date and recommend a passive approval to the Sister City Relationship in favour of a more beneficial & productive relationship with Shenyang	Relationship with Hefei to be maintained with future resource investment in favour of Shenyang and in support of other activities	April - June 2013
	<u>Business & Leisure Tourism</u>			
	Explore Hefei Sister City Opportunities	Contributed to Hefei Sister Cities promotional booklet	Promotion of Belfast throughout Hefei links network	April - June 2013
	Hold a Chinese Travel Industry Seminar as BCC's international dimension of Chinese New Year 2014	Exploring with NITB	Anticipated outcome: Increased Chinese tourists	Ongoing
	<u>Education, Talent & Learning</u>			
	Explore potential new BCC opportunities	Established relationship with UU Confucius and sourced opportunities for collaboration	* Free cultural and language training for Members and Officers	October/November 2013
			* Study visits to China for Members and Officers - costs virtually covered	October/November 2013
		Discussions held on supporting QUB investment in Shenyang	Increased numbers of Chinese students in Belfast & Belfast students in Shenyang	Ongoing
		Create a Belfast in Beijing Showcase in partnership with BMC	Increased numbers of Chinese students in Belfast	TBC
		Host inward visit of Chinese students	Planned programme complete	26th July 2013.
	<u>Trade and Investment</u>			
	Bid to secure China investment conference & develop parallel programme connecting local companies to Chinese opportunities	Exploring opportunities	Business investment in the city	Ongoing
	Support inward visits	BCC to invite & facilitate Mayor of Shenyang visit	Establish political and civic links with Belfast leading to investment	Sept - Oct 2013
	Creative industries cooperation with Shenyang	Explore opportunities	Increased business activity	Sept - Oct 2013

International Marketing Action Plan 2013 - 2014

Europe	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	<u>General</u>			
	Identify funding opportunities and partners for 2014 - 2020 funds	Scanning ongoing & await programme calls	Est £20M leverage from Europe 2014 - 2020	2014 - 2020
	Re-establish links with Dublin	2 study visits undertaken	Opportunity to link Dublin & Belfast Green tech initiatives, mutually promote the Convention Centres, link Creative Industries hubs for business cooperation & jointly secure EU funds	Ongoing
	Sustain Cities of the Isles Relationship	Attended 2013 Liverpool conference	Ongoing best practice exchange & learning around	
			* Convention Centre Management	
			* Canal development	Ongoing
			* International relations strategies	
			* City financial strategies	
			* City branding	
	<u>Business & Leisure Tourism</u>			
	Develop links with Bilbao	Study visit around culture & tourism planned	Jointly securing EU funds * Develop tourism portfolio	Sept 2013.
	<u>Trade and Investment</u>			
	Attend and showcase Belfast at the London Investment conference via ILSI	Exploring potential	Increased trade & tourism	Winter 2013.
	Explore EU - International Initiatives and opportunities	2 meetings held with EU Commissions International Director Contact made with EU	Potential funding opportunities	Ongoing
		External Action Service & Speaker secured for Global India Business Conference		
		High level EU Commission in China link made		

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Report to:	Development Committee
Subject:	International Relations, China
Date:	20 August 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 have already considered today the overall Council's International Relations Framework within which China features as a key market destination for Belfast City Council (BCC) and its stakeholders. The purpose of this report is to provide an update on international marketing opportunities that have been identified there. Key future actions are outlined for consideration and approval.
1.2	The implementation of our Investment Programme and commitment to develop an International Relations Framework provided the impetus to explore international marketing opportunities in China. This included a review of our Sister City relationship with the city of Hefei which BCC signed a Sister Cities Agreement with in 2005.
1.3	This agreement committed our two cities to a number of actions in relation to business development and investment, education and training. BCC's outward visits to Hefei provided local companies with opportunities to link up with counterparts there and a cultural delegation also participated in Chinese New Year celebrations.
1.4	Visits from Hefei to Belfast included student delegations and visits from officials who have been interested in learning about infrastructural developments such as Titanic Quarter and North Foreshore, the Waterfront, our cultural tourism offer and care for the elderly. The last visit from Hefei officials took place in September 2012.
1.5	However, our relationship with Hefei has not yielded anticipated results. Research and exploration of international marketing opportunities in China have identified other more beneficial activity for our city to engage in. Findings to date are detailed in the following section.

2	Key Issues
2.1	Over the past 8 months relationships have been developed with a number of key stakeholders (see appendix 1) who have provided advice and guidance on international marketing activity and who have helped identify potential opportunities for our city. Stakeholders have advised that China is a very political country and that 'Guanxi' must develop to build relationships and this can only be done over time. There are no quick wins in China and a 5 year strategic plan has been recommended with a reasonable budget. Branding and communication also need to be considered with Belfast as the economic driver of the region. A plan of proposed actions has been developed with stakeholders.
2.2	Stakeholders have also highlighted the importance of understanding culture, language and customs. Support for cultural learning has been offered by the University of Ulster's Confucius Institute. The Institute can provide workshops for staff and Councillors as well as an opportunity for one or two people to take part in a study visit to Shanghai or Beijing. A Shanghai based company headed by Stephen McCartney (originally from Northern Ireland) has also offered a week long placement with his company to support cultural learning as well as the opportunity to develop contacts. Both organisations offer financial support to cover costs.
2.3	Support is also welcome for local activity promoting Chinese culture such as Chinese New Year. We have worked closely with the Chinese Welfare Association (CWA) and Chinese Chamber of Commerce to help co-ordinate a very successful Chinese New Year in 2013. Support and guidance has already been given to help with plans for 2014 and the CWA will present outline ideas to BCC for the 2014 Chinese New Year Celebrations by the end of September.
2.4	The Northern Ireland Tourist Board (NITB) has shared recent reports concerning the unprecedented growth of outbound travel from China and the potential for our city and region to attract Chinese visitors. It is recommended that this should be a focus of our international marketing activity for the 2014 Chinese New Year programme.
2.5	In relation to Hefei, it has been recommended that we retain our Sister City relationship. An invitation has been received for 1 – 3 representatives to attend a Sister Cities Seminar from 28 October to 2 November. All expenses in Hefei will be covered including seminar attendance, hotel, meals, local transportation and a tour of the city. Flight costs need to be paid by ourselves. In 2014 our link with Hefei can be maintained by providing relevant contacts for local artists who have been invited to hold an exhibition in the city's art museum. However, the extent of our involvement with this city needs to be balanced to reflect other opportunities that are opening up for Belfast and the level of resources required.
2.6	Opportunities have been identified to strengthen and consolidate the relationship between Belfast and the city of Shenyang (see appendix 1). Both Queens University Belfast (QUB) and Bombardier have long established relationships with this city at political business and education sector levels. Negotiations are currently underway for QUB to establish a medical campus there.
2.7	Last month Councillor Reynolds had the opportunity to visit the Foreign Affairs Office and Mofcome in Shenyang. A number of similarities between our cities were identified. Shenyang is expanding its public sector work in areas of

	<p>tourism, finance, care for the elderly and education, and the city is open to technical co-operation with potential UK companies. A number of actions were proposed:</p> <ul style="list-style-type: none"> - The Lord Mayor of Shenyang could visit Belfast during his UK visit in September/October and is interested in meeting relevant Belfast businesses. - Companies from Belfast are invited to participate in an IPR conference in Shenyang to be held on 25 and 26 September. - Co-operation and joint project working between creative design companies is welcome.
2.8	<p>The China Britain Business Council (CBBC) helped to facilitate meetings in Shenyang for Councillor Reynolds. CBBC provides an excellent service to organisations wishing to build relationships and do business in China and have requested that BCC joins as a member. The cost of joining is normally £3,100 plus VAT per year; however CBBC has offered access to their services for 15 months for the same fee with the opportunity to agree specific objectives and deliverables with them.</p>
2.9	<p>A productive relationship has also been built with Stephen McCartney, Chief Executive of SIP Engineering based in Shanghai who is keen to work with us to promote business and other opportunities between Belfast and China. Stephen has committed to bring together a group of business associates in Shanghai who are originally from NI and who are keen to lend support. He has offered to provide links to relevant contacts in Shanghai and to help with a financial contribution for this. We have made links for Stephen with the newly formed NI Connections.</p>
2.10	<p>The International China Investment Forum (ICIF) is also interested in carrying out a site visit to Belfast to assess the potential for our city to host a future meeting of the Forum. ICIF's objective is to assist Chinese companies to invest abroad, to create business and trade opportunities for host countries.</p>
2.11	<p>It has also been recommended that BCC plays a part in welcoming and receiving visitors from China to help profile our city. Staff from QUB recently accompanied a delegation of students from the university of Jilin (one of China's top ten universities) to visit the Lord Mayor. Feedback has been extremely positive and students will return to their city as ambassadors for Belfast which will help to promote our city as a place to live, work and study.</p>
2.12	<p>The Northern Ireland Chamber of Commerce is also interested in working with us on export related activities, and opportunities for joint working are now being explored for the Chinese market.</p>

3	Resource Implications
3.1	Deirdre Ferguson from the European Unit has been leading on work on the International Relations Framework relating to China.
3.2	Funding to support actions will come from the agreed international budget.

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

5	Recommendations
5.1	<p>It is recommended that Members approve the following key actions:</p> <ul style="list-style-type: none"> - To focus our efforts and resources on Shenyang by hosting the Mayor of Shenyang in September/October, working with stakeholders to establish relevant meetings and exploring opportunities for co-operation between creative design companies in Belfast and Shenyang. - To liaise with Invest NI, Northern Ireland Chamber of Commerce, Institute of Directors and Confederation of British Industry to inform their clients of the opportunity to participate in the Shenyang IPR conference in September which can be facilitated by the CBBC. - To access support from CBBC via Invest NI (who are members) in the first instance and to review membership at a later stage depending on the level of support needed. - To maintain our Sister City relationship with Hefei and consider invitation for representatives to attend the Sister Cities seminar in Hefei 28 October to 2 November 2013. In 2014 our link can be maintained by providing contacts for local artists to exhibit their work in Hefei museum of art. - To support visits to Belfast for visiting teachers, professors, students and businessmen etc offering a tour and tea at City Hall and the chance to meet with the Lord Mayor. - To work with Tourism Ireland, Northern Ireland Tourist Board and Titanic Belfast to focus on tourism as our international dimension for Chinese New Year 2014. - To engage Councillors and staff in workshops on culture, etiquette etc and explore potential to participate in study visit offered by the Confucius Institute. - To develop and agree a budget and resources to take work forward over the short, medium and long term. - To bring together a second meeting of the China stakeholder group. - To explore the opportunity to host the International China Investment Forum in Belfast. - To explore opportunities for joint working with Northern Ireland Chamber of Commerce on export related activities.

6	Decision Tracking
Timeline: March 2014	Reporting Officer: Shirley McCay

7	Documents Attached
Appendix 1 – Shenyang background paper	

8

Abbreviations

BCC - Belfast City Council
CWA - Chinese Welfare Association
NITB - Northern Ireland Tourist Board
QUB - Queens University Belfast
CBBC - China Britain Business Council
ICIF - International China Investment Forum

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SHENYANG

1. Population

Shenyang has a population of 8 million people, it is the largest city in north eastern China and is among the top 10 largest cities.

2. Location

Shenyang is the capital of Liaoning Province, the largest city and transportation hub in Northeast China.

3. Economy

Shenyang has a metropolitan population of over 25 million (that is only slightly smaller than the Yangtze and Pearl River Delta regions) and this combined with its location at the hub of the region's transport network and growing industrial weight have accelerated the city's economic growth in recent years.

The city has the 5th biggest economy in northern China and is one of the most famous industrial areas known as "Equipment Department of PRC". Priority has been given to mechanical processing, automobile, petrochemical, aviation, pharmacy, building materials, metallurgy, light industry, textile, electronic and coal industries. Examples of innovation include:

- The largest T1500 vertical turbine molecular pump in China
- The first set of 5-metre laser screw dynamic measuring instruments
- The first set of automatic jack-up tower cranes for use in construction
- The first anti-HIV drug independently developed through approval to be sold domestically
- The first set of independently developed body CT scanning machines
- The first set of devices annually producing 10,000 tons of PVC pasty resin
- The first set of 5000W CO2 laser processor subsonic wind tunnel devices with the highest air speed in China
- The first set of 0.5 million volt high voltage disconnecting switches
- The largest water pump test base in China

Shenyang has always had a large number of state-owned enterprises (SOEs). Notorious for their low efficiency and heavy debt, they have gone through dramatic restructuring, with 90 per cent of local SOEs having now completed shareholding reform. In addition, the service sector in Shenyang has grown rapidly in recent years and now accounts for 45 per cent of GDP.

In general, agriculture, animal husbandry, and agricultural product processing dominate north-eastern Shenyang; eastern Shenyang is an auto parts hub; southern Shenyang is a high-tech industrial base; and western Shenyang is home to heavy machinery manufacturing. The city centre specialises in retail and financial services.

The city has become an attractive location for companies and investors across all business sectors to establish new business ventures. In recent years, the city has become more business friendly offering incentives to invest and construct new factories and real estate projects.

Shenyang has also one of the country's greatest concentrations of luxury real estate and office retail space making it the 3rd largest market for luxury goods in China. Its rising status is evidenced by the growing presence of major multinational companies. Foreign investors include Alcatel, BMQW, GM, Bridgestone, Toshiba, Panasonic, HSBC, KPMG, Burberry and Tesco.

City Developments include:

- Development of aircraft and components, aero engines, utility aircraft, and aircraft maintenance and service. Companies are encouraged to locate in two new aviation-specific industrial parks
- Reconstruction of Taoxian International Airport
- Expansion of existing metro lines
- Further development of the Kangping and Faku wind power projects. In total, 13 projects with overall investment of RMB50 billion will be launched in the electricity generation, wind-power and heating sectors during the 12th Five-Year-Plan-Period
- Initiation of inter-provincial railway systems to surrounding cities, including Tieling, Xinmin, Liaozhong and Liaoyang
- Upgrades to Shenyang's four railway stations
- Passenger HSR to Dandong (border with North Korea), Beijing and Harbin/Daqing (Heilongjiang)
- To maintain the trend of foreign investment, the local government has also implemented measures to move the city's production credentials further up the value chain by facilitating the establishment of IT, electronic, finance and service sectors

4. Projections

Shenyang is modelling itself to become 'National City' on a par with Beijing, Shanghai, Tianjin, Guangzhou and Chongqing. Its geographical position connecting the ports and the rest of China to the northern provinces of Jilin and Heilongjiang makes this possible.

5. Culture and Tourism

Shenyang is a celebrated old city with more than 2,000 years of history which can be traced back to Warring States Period (476 BC - 221 BC). It is the birthplace of the Qing Dynasty (1644-1911), and has many cultural relics which symbolise the prosperity and subsequent decline of China's last feudal dynasty. The most famous of these is the Shenyang Imperial Palace which is of great historic and artistic significance and is one of the China's two best preserved imperial palace complexes. Fuling Tomb and Zhaoling Tomb are two other famous imperial structures of the Qing Dynasty.

Shenyang has become one of the top tourist cities of China. It is a historically and culturally famous city, the centre of politics, economy, culture and tourism in Northeast China. Rich tourist resources, excellent geographical advantages, improved tourist productivity level and huge potential for development facilitate the growth of Shenyang's tourist industry.



There are, in Shenyang, a total of 68 international and domestic travel agencies; 63 foreign-related hotels (guest-houses); 48 star-rated hotels and more than

30,000 full-time employees in tourist industry. Its overseas tourist markets extend to more than 130 countries, and its domestic market extends throughout the country. Shenyang has 5 international airlines, and a periodic charter flights to Southeast Asia, Russia and Europe, etc.

6. Environment

Shenyang is a model city for environmental protection. It is designated as a national 'forest city' and a national 'garden greening city'. It aims to create an optimal city environment in the north where residents enjoy "a quiet living environment, a comfortable residing environment, a safe dietary environment and clean city surroundings."

Shenyang also has a target to establish a "waterfront city" and has carried out large-scale comprehensive renovation and construction. Batches of man-made lakes have been reconstructed and great emphasis has been placed on water quality.



Shenyang's government has been attaching importance to environmental protection. It has achieved overall standard discharge in industrial enterprises, reaching an advanced level among cities in the treatment rate of domestic sewage.

7. Sister Cities

Shenyang has 10 sister cities worldwide. These are in Japan (Sapporo, 1980; Kawasaki, 1981), Germany (Dusseldorf, 1984), Italy (Torino, 1985), the US (Chicago), Russia (Irkutsk, 1992), the Philippines (Quezon, 1993), Mexico (Monterrey, 1993), the ROK (Songnam, 1998) and Cameroon (Yaounde, 1998). The most active of these links are in the areas of friendship and exchange, and international cooperation with Japan, such as cooperation with Sapporo relating to the water supply.

Shenyang and Belfast

Business and Education Connections

1. Bombardier

Bombardier has a long history of strategic business co-operation with China's aviation industry and has been working with Shenyang Aircraft Corporation (SAC) who have been manufacturing doors for Bombardier's Q-Series aircraft since the 1990's. Bombardier also hosted a delegation from Shenyang last year led by the Deputy Mayor and Shenyang Aircraft Company. A visit was arranged to Stormont to meet with the First and Deputy First Ministers. A return reception was arranged for Minister Foster and a delegation in Shenyang. Bombardier also welcomes a more defined relationship between Belfast city and Shenyang.

2. Queens University

Queen's University established strong links with the China Medical University in Shenyang in 2004. A very successful MPhil research degree programme was developed in 2005 to enable students from CMU and several other PRC Universities to come to QUB for higher degree studies in Pharmaceutical Biotechnology.

Each year 24 students are admitted to the MPhil programme in QUB. Many of these students remain in QUB to undertake a PhD degree and subsequently return to China to take up positions in academia or in industry. Many scientific research papers have been co-authored between QUB and CMU (Shenyang) academics resulting from their collaborative research programmes in Life and Health Sciences.

A Joint College, the China Queen's College (CQC), is expected to be formed by Queen's University and China Medical University which is one of the foremost medical universities in China. Final contract negotiations are currently taking place with legal and tax advisers engaged. CQC would recruit students from the top tier of applicants in China and the joint college will deliver Queen's degrees complying with UK Quality Assurance standards in high-quality purpose built facilities on CMU's new campus in Shenyang. From an initial cohort of 60 students in 2013 it is anticipated that the student population would exceed 1000 across three undergraduate degree programmes.

New collaborations have been embarked upon with the Chinese Scholarships Council, Peking University and Shanghai Jiaotong University. Queen's enjoys other longstanding partnerships and collaborations with a range of key universities and institutions in China.

3. Belfast Metropolitan College

Belfast Metropolitan College is also exploring opportunities to link with Shenyang and is benefiting from advice from QUB.

Deirdre Ferguson
June 2013



Report to:	Development Committee
Subject:	HMS Duncan Affiliation to Belfast
Date:	20 August 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	In August 2008, Belfast City Council was invited by the Royal Naval Flag Officer Scotland, Northern England and Northern Ireland to become affiliated to HMS Duncan, the Royal Navy's newest Type 45 Destroyer which was currently under construction. A similar invite was extended to the city of Dundee. This followed a common practice by the Royal Navy whereby a number of towns and cities are affiliated to naval vessels for marketing and promotional purposes. Council agreed to become affiliated to HMS Duncan in Sept 2008 along with Dundee who also accepted the invitation.
1.2	The launch and naming ceremony for the ship took place in Govan shipyard in Glasgow in October 2010 and was attended by the then Lord Mayor, Deputy Lord Mayor and an officer. Further correspondence has been received in recent months updating Council on the progress of the ship's construction along with suggestions as to how Belfast can best capitalise on its affiliation for international marketing purposes and for local economic impact.
1.3	The benefits considered to result from such an affiliation are as follows: <ul style="list-style-type: none"> - this would form the first formal relationship with a Naval vessel since the HMS Belfast; - there will be opportunities for Belfast to be promoted internationally as the vessel tours the world; - the ship and its crew will make infrequent but regular visits to Belfast delivering economic impact and the opportunity for on board receptions or events for marketing purposes; - Belfast will have the opportunity to further develop its historical maritime connections, including links to other countries with operational naval vessels such as the Irish Naval Service.

2	Key Issues
2.1	HMS Duncan has now completed its construction and fitting out phase. Sea trials have taken place and preparations are now being made for the formal handover of the ship to the Navy from its builders as it is now operational. A handover ceremony is planned for 26 September 2013 in Portsmouth and Belfast City Council along with Dundee Council whom share the affiliation are both invited to attend and participate in the event. Whilst the formal invites have yet to be issued it is anticipated that up to 4 invites are being sent to Council. The ship's affiliated cities will be acknowledged and included in the publicity surrounding the launch of the ship.
2.2	Council is also invited to provide some marketing materials and local cultural products for use on board the ship to showcase Belfast. These will be displayed prominently during the handover ceremony and first on board event as well as being used thereafter as the ship calls into ports around the world when not on formal duty. Such ships usually undertake stays in ports for up to 4 days and a variety of events can be organised including local civic receptions, business and corporate events and public access on board. During such times the ship's company has the opportunity to speak about its affiliation and can highlight local products as appropriate to international visitors.
2.3	Staff have undertaken research to identify the most suitable and cost effective products which could best showcase Belfast within the space, size and budget restraints. The optimum choice proposed for Members consideration is for the presentation of a carriage clock or similar craft object designed by a local artist along with a set of Irish Linen napkins and a copy of the Belfast 400 book. If time permits it may be possible for the Belfast crest to be incorporated alongside the HMS Duncan crest should this be considered appropriate.
2.4	It has also been identified that special consideration will be given to promoting local companies food and drinks products on board such as flour/bread and tea or whiskey. Contact has been made with a limited number of companies to identify if they wish to be avail of this opportunity to provide some samples and or engage in potential sales of products in future. Some local foods and drinks may be incorporated into the formal Handover ceremony as part of the hospitality arrangements. A financial contribution may be required from Council to assist with this option.
2.5	In conjunction with Dundee it has also been agreed that each city can provide one promotional banner/pop up stand for use as part of the handover ceremony and at future international civic or corporate events held on the ship at locations around the world to highlight its link with both cities. It is proposed that a new pop up stand based on the International Belfast brand as used for Global India Business Meeting initially is produced for appropriate use.

3	Resource Implications
3.1	Up to £1500 maximum for the purchase of appropriate corporate products showcasing Belfast as outlined above, a pop up stand, inclusion of some Belfast food/drink products
3.2	Up to £250 per person for travel and subsistence for attendees at the Handover event in Portsmouth on 26 September 2013.

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

5	Recommendations
	<p>It is recommended that Members;</p> <ul style="list-style-type: none"> - Note the report and agree to provide Belfast gifts for use on the ship as outlined above up to a maximum of £1500. - Agree that the Lord Mayor, the Chair of Strategic Policy and Resources Committee, the Chief Executive or their nominees attend the Handover event along with one additional officer.

6	Decision Tracking
A follow-up report will be brought back to Committee after the event.	
Timeframe: post September 2013	Reporting Officer: Shirley Mc Cay

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Report to:	Development Committee
Subject:	Belfast in Rio
Date:	20 August 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	Belfast City Council has been playing a key role in the development and support of our creative and cultural industries in the City, with internationalisation of these industries playing a key role in this support. Whether it be through our sister cities relationship with Nashville, Tennessee or through our yearly attendance and support at South by Southwest in Austin, Texas, it is vital for the City, our culture and our economic offering to be seen and heard on the world stage.
1.2	The legacy of the MTV European Music Awards and the ongoing success of Belfast Music Week continue to put Belfast in the eyes and ears of the international marketplace, promoting the City's music sector and cultural tourism offering to a worldwide audience.
1.3	Belfast Music Week has enabled NITB and Tourism Ireland to position Belfast's image and perception of the destination and create appeal with a younger audience. Key messaging focuses on why there has never been a better time to go to Belfast and most of all, offering the unique indigenous music proposition which helps to position Belfast as a unique modern short break destination.
1.4	The Northern Ireland Bureau in Washington have also contributed to the international promotion of Belfast's creative and cultural sector, through business support at South by Southwest and the ongoing promotion of the creative industries at events and meetings in both Washington and New York throughout the year. In July 2013, the Bureau made contact with the Council to seek support towards a Belfast event as part of the Rock in Rio music festival that takes place in Brazil each year.
1.5	Over the past nine months, the Northern Ireland Bureau has been developing a business and public diplomacy network in Sao Paulo, Rio de Janeiro and Brasilia. This effort was sparked by the decision of the First Minister and deputy First Minister to focus their international efforts in the coming years on the

	world's largest emerging markets including China, India and Brazil.
1.6	In March 2013, the Bureau organised the first official visit to Brazil by the First and Deputy First Ministers which covered the three cities noted above and a wide range of business areas including sport, tourism, culture, education, regeneration and science and technology. The Bureau is continuing to build on the momentum generated by that visit to identify opportunities to introduce Northern Ireland to Brazil, in many cases for the first time.
1.7	It is expected that by highlighting the positive aspects of NI across many sectors, it will increase tourism numbers from Brazil and create a favourable environment for future trade and investment. For the Bureau, Rock in Rio represents an opportunity to reach approximately 91% of the Brazilian population through both live and digital streaming content.
1.8	Furthermore Belfast City Council is in the process of finalising its draft International Marketing Framework which recognises the need to ensure Belfast has a positive and consistent presence in key global markets for trade and investment, tourism and education purposes.
1.9	The purpose of this report is to seek approval to support the promotion of Belfast, Belfast Music Week and the creative and cultural sector in the City at the Rock in Rio event.

2	Key Issues
2.1	Rock in Rio is an annual music festival that began in Rio de Janeiro 29 years ago to promote established and up and coming bands in Brazil and throughout Latin America. It has evolved into a global music event that hosts the biggest names in the industry and has expanded to Lisbon, Madrid, and next year, to Buenos Aires.
2.2	Rock in Rio is now the most important Brazilian festival and the world's largest in terms of profile and attendance. More than 6 million people have gathered for this festival over the years and it has emerged as a significant presence in digital media. The event runs between the 13-15 and 19-22 September 2013 in Rio de Janeiro, Brazil with an expected live audience of 600,000 and streaming live in 200 countries.
2.3	The opportunity for Belfast to be involved is through a new partnership agreement between Visit Britain and the organisers of Rock in Rio as part of the global GREAT Campaign and the legacy of the link between the London Olympics 2012 and Rio Olympics 2016. The key element of this agreement is the creation of Rock Street which will be constructed in the City of Rock on the grounds of the festival.
2.4	Rock Street will be a full size replica of a UK Street complete with buildings and storefronts. This area will be used for stage performances by UK artists, street performers and selling food, drink and UK themed souvenirs.
2.5	The main stage at Rock Street will be used exclusively by performers from England, Scotland, Wales and Northern Ireland throughout the entirety of the festival.

2.6	This year's theme for Rock Street, "Great Britain in Ireland," provides a unique opportunity to promote Northern Ireland and its impressive music scene. Visit Britain has already scheduled entertainment at Rock Street that includes traditional Irish dancers and Celtic bands.
2.7	<p>Through conversations between the NI Bureau, Rock in Rio and VisitBritain, Belfast is seen as a key addition to this year's theme and as such were asked to submit a proposal as to how we might have a presence at the event. The following has been proposed:</p> <ul style="list-style-type: none"> – Belfast Rocks event, featuring 2 of the leading bands/artists from Belfast. – Branding and promotion of Belfast with a focus on cultural tourism and music heritage and creative industries. – Promotion of Belfast Music Week 2013. – CD and T-shirt giveaways for Belfast Music. – Competition in partnership with Tourism Ireland and the NI Bureau to give away return airfares and accommodation for 2 people to attend Belfast Music Week 2013.
2.8	The Northern Ireland Bureau have confirmed financial support of up to £6000 to contribute to the artist costs and Tourism Ireland have confirmed the competition prize. Belfast City Council have been asked to contribute £2000 to the event in relation to City promotion and branding, Belfast Music Week 2013 promotion and giveaways.
2.9	<p>The main aims of participating at 'Rock Street' for Belfast are as follows:</p> <ul style="list-style-type: none"> – Belfast City Council will be on a global platform showcasing the wealth of talent and creativity in the city – Promotion of Belfast in relation to tourism, business development, inward investment and creativity with a focus on Belfast Music Week. – To appreciate, value and celebrate Belfast's creative sector. – To profile Belfast City Council's work in the creative sector. – Increase the profile of Belfast in the international marketplace. – Increase the number of Belfast musicians doing business international

3	Resource Implications
3.1	To support a Belfast presence at the Rock in Rio event in partnership with the Northern Ireland Bureau up to a maximum of £2000.

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

5	Recommendations
	<p>It is recommended that Members:</p> <ul style="list-style-type: none"> – Note the contents of the report – Approve the financial support of up to £2000

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Report to:	Development Committee
Subject:	Sister City Nashville
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives & International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that A Memorandum of Understanding was signed by the Mayor of Nashville and the Lord Mayor of Belfast in 1994 to promote cultural, tourism and business development opportunities between the two cities. Belfast City Council's objectives in relation to Sister City Nashville are being aligned to the new Investment Strategy and Development Departmental Plan, and will be positioned within the context of the International Relations Strategy.
1.2	At a meeting of the Development Committee on 21 February 2012, approval was given to accept the invitation from Queen's University Belfast to visit Nashville and attendance of the Chair and Deputy Chair, or their nominees. In order to maximise the benefits of being in the USA at South by Southwest (SXSW) and to reduce costs associated with a separate visit to Nashville, it was further agreed at a meeting of the Development Committee on 4 December 2012, that the two itineraries be combined where possible.
1.3	The Queen's University institutional visit took place from 12 March to 14 March 2013. The aims of this visit are driven by the following strategic priorities: <ul style="list-style-type: none"> - To enhance internationally recognised, globally competitive and sustainable research areas - To develop global citizens and address international challenges - To maximise the value of Queen's activities in the USA to create a strong profile and brand for Queen's and Northern Ireland to potential US students and researchers
1.4	In advance of the visit, Belfast City Council worked with Mayor Dean's Office, Nashville City Council and Sister Cities Nashville to put in place a civic itinerary to accompany the Queen's University programme.

2	Key Issues
2.1	<p>The programme of civic meetings included Mayor Dean of Nashville, Music City Council, Metro Council, Warren Center for the Humanities, Curb Centre for Art, Enterprise and Public Policy, Nashville Convention Bureau and meetings with the Director of Economic and Community Development and Sister Cities.</p> <p>Outputs from the visit are as follows:</p> <ul style="list-style-type: none"> - Following an invitation from Belfast City Council Elected Members, a delegation of up to 15 industry professionals, elected officials and community members have confirmed attendance at Belfast Music Week (13–17 November 2013). There is further potential for Mayor Dean to attend with the confirmed Metro Council Members. Members will be aware that Belfast Music Week, which included over 250 events in 70 venues, had an economic impact of over £2.08 million for the city and is a celebration of local bands and venues, featuring live music performances, workshops, seminars and networking events. <p>The delegation will include the following who will deliver industry programmes:</p> <ol style="list-style-type: none"> 1. Randy Goodman, Co-Chair (with Mayor Dean) of the Music City Council and former Global President of RCA Records with key US industry representatives from the Music City Council including Ken Levitan, founder and president of Vector Management (Kings of Leon and Emmylou Harris). The Music City Music Council is an association of business leaders charged by Mayor Karl Dean with developing strategies toward heightening the awareness and development of Nashville as a global music city and is a partnership between the Nashville Mayor's Office, the Nashville Area Chamber of Commerce and the Nashville Convention & Visitors Bureau. This includes the development of creative enterprises, publishing, artist development, technology, media and cultural tourism. 2. Key representatives from Google and YouTube to present Google for Creators, an initiative to empower cultural industries to better create, expose and promote their art, build bigger audiences and monetize content. 3. Nashville Industry businesses who support creative and cultural industries both in traditional and technology infrastructure. <p>Further outputs include:</p> <ul style="list-style-type: none"> - Queen's confirmed a plan to host a festival of creativity of the Creative Arts and Collaborative Humanities in relation to linkages between the two universities. This includes cultural tourism products developed in partnership with Belfast City Council, including the new Belfast Soundwalks project linked to Literary Belfast, Dept of English, Sonic Arts Research Centre, through the Institute of Collaborative Humanities. - New Creative Industry linkages with the Nashville International Film Festival who will include a Belfast premiere in their 2014 programme.

3	Resource Implications
3.1	A cost of no more than £5,000 for a Civic Itinerary for the delegation and reception at Belfast City Hall to be found within the Tourism, Culture and Arts 2013/14 budget.

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

5	Recommendations
	<p>It is recommended that Members:</p> <ul style="list-style-type: none"> - Receive a presentation from the Co-Chair of the Nashville Music Council - Approve Officers putting together a Civic Itinerary for the delegation and to host a reception at Belfast City Hall at a cost of no more than £5,000 - Approve including key partners such as the US Consulate, DETI, DCAL, Invest NI, Arts Council NI, Creative and Cultural Skills, Visit Belfast, NITB and Tourism Ireland to ensure a joined up approach in relation to positioning Belfast as a Creative and Cultural City.

6	Decision Tracking
<p>Timeline: December 2013 Reporting Officer: Shirley McCay</p>	

7	Key to Abbreviations
<p>SXSW – South by Southwest DETI – Department of Trade & Investment NITB – Northern Ireland Tourist Board</p>	

8	Documents Attached
<p>Appendix 1 – Background Information</p>	

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APPENDIX 1 – Background Information

Music City Music Council

The Music City Music Council (MC2) is an association of business leaders charged by Mayor Karl Dean with developing strategies toward heightening the awareness and development of Nashville as THE global Music City. MC2 is currently co-chaired by Mayor Dean and music industry veteran Randy Goodman.

MC2 was formed as a partnership between the Nashville Mayor's Office, the Nashville Area Chamber of Commerce and the Nashville Convention & Visitors Bureau.

In 2009, Mayor Dean and a handful of industry leaders conceived a new forum dedicated to growing and diversifying Nashville's world-wide reputation as Music City. More than 40 of the city's veteran music business people and artists, plus selected new generation entrepreneurs, were invited to pool their resources and personal networks to investigate obstacles and opportunities for all aspects of the entertainment business, including creative enterprises, publishing, artist development, technology, media and support/logistics.

The conversation and action that resulted marks the most dynamic effort in Nashville's history to cooperatively raise the level of activity and opportunity for all. Other cities have created music commissions to cultivate their nascent music sectors, but Nashville's is the only one with the advantage of seven decades of worldwide music leadership and a per capita involvement in music business that leads the nation by a huge margin. The Council aims to make Nashville the most attractive city in the world for anyone engaged in any kind of music to locate their business.

Nashville Music Industry

Music and entertainment in Nashville is a true industry cluster; not merely a place with live performance, not merely a place with recognizable performance stars, not merely a place with business attached to media that performs certain roles in advertising, or publicity or videography. Nashville is a center of music business with breadth and depth.

A comprehensive study of Nashville's music industry and its economic contribution to the region yields the following findings:

- Estimated that the music industry helps to create and sustain more than 56,000 jobs within the Nashville area.
- The music industry supports more than \$3.2 billion of labor income annually.
- Nashville's music industry contributes \$5.5 billion to the local economy for a total output of \$9.7 billion within the Nashville MSA.

2013-2014 Council Members

Co-chairs: Mayor Karl Dean and Randy Goodman

David Bohan – President/CEO, Bohan
Scott Clayton – Senior Partner, CAA, Nashville
Joe Galante – CEO, Joe Ventures
David Ingram – CEO, Ingram Entertainment
Ken Levitan – Managing Partner, Vector Management
Mary Ann McCready – President & Partner, FBMM (past co-chair, MC2)
Ken Paulson – CEO, First Amendment Center
Colin Reed – CEO, Ryman Hospitality Properties
Nancy Shapiro – Vice President, The Recording Academy
Troy Tomlinson – CEO, SONY/ATV Publishing
Steve Turner – CEO/Principal, Market Street Enterprises
Mike Wells – CEO, Jackson Financial
Jason Moon Wilkins – NBN Soundland
Sally Williams – Vice President of Business and Partnership Development, Opry Entertainment Group

Randy Goodman

[Randy Goodman](#), a veteran of Music Row and former president of Lyric Street Records in Nashville, will serve as co-chairman of the Nashville Music Council with Mayor [Karl Dean](#).

Dean's office will help lead the 60 artists and music industry executives serving on the council. It was founded in 2009 to capitalize on the city's Music City brand.

"To get the chance to serve as a co-chair is an honor and an exciting opportunity for me," Goodman said in a news release. "I am eager to give back and to help Mayor Dean help the entertainment industry thrive as a business in a city that attracts musicians from all genres."

In addition to his new responsibilities as co-chairman, Goodman is a member of the Country Music Association's board of directors and a trustee of the Country Music Hall of Fame and Museum.

Over the past year, the Nashville Music Council has established a partnership with the Nashville Entrepreneur Center to help incubate startups in digital media and entertainment; created a sweeping education plan for 2012 to place Nashville and its public schools at the forefront of global music education; and helped develop plans for Nashville's first artists' residence, The Ryman Lofts, which will consist of 60 one- to three-bedroom apartments.

Goodman started his career in the entertainment industry in 1980 at Top Billing Inc. and also worked at RCA Records as a publicist. He has held a variety of positions in artist development, marketing and sales. He moved to RCA NY in 1990 with then-label president [Joe Galante](#) to work as senior vice president in marketing for RCA records globally. Additionally, he was executive vice president and general manager of the RCA Label Group in Nashville.

Goodman has a bachelor's of science degree in political science and economics from David Lipscomb University. He also attended Belmont University in the early days of the university's School of Music program.

KEN LEVITAN Vector Management

As the founder and co-president of Vector Management, Ken Levitan is the rare music industry visionary who has both the creative courage to think boldly outside the lines with his career direction and the legal sensibilities to execute brilliantly in the atmosphere of the ever changing and challenging complexities of the established framework within the music business. This unique combination of giftings as artist manager, career consultant, entertainment lawyer, producer, publisher, and booking agent have given Levitan not only the well-earned reputation as a modern day renaissance man within the industry, but have earned him the respect as a major linchpin in the successful careers of many of the top names in the entertainment industry. Ken Levitan's artist roster reads like a "who's-who" of a broad cross-genre. His fingerprints can be found in the successful DNA of the careers of artist such as Kings of Leon, The Fray, Hank Williams, Jr., B-52's, Emmylou Harris, Lynyrd Skynyrd, Trisha Yearwood, Peter Frampton, Meat Loaf, Lyle Lovett, Trace Adkins, Michael McDonald, Ke\$ha, and Patty Griffin, among others.

While attending Vanderbilt University, Brooklyn-born Levitan sharpened his industry chops early-on by running the school's concert committee, booking icons of the day such as Carole King, Stephen Stills, Hall & Oates, and Genesis. Following his graduation from the University of Dayton's School of Law in 1983, Levitan set his course for Nashville where he represented a number of music clients on the legal aspects of their careers, prior to making a move to the management arena.

Along his career course, Ken Levitan has also had the decidedly career broadening experience on two separate occasions of being tapped for the role of label executive—first for Rising Tide Records (a subsidiary of Universal) and in 2002 as a co-founder with former RCA President, Jack Rovner, in establishing Vector Recordings. He is the recipient of a Grammy® Award as producer of the acclaimed soundtrack for the movie *The Apostle* and also for the Gospel album *Oh Happy Day*, and has been involved on the label side with Vector on Grammy nominated projects for Herbie Hancock, (*Possibilities*), Queen Latifah (*The Dana Owens Album*), as well as Damien Rice.

Active within the industry side, Ken Levitan also serves on the Boards of the Country Music Hall of Fame, the Academy of Country Music, the Country Music Association, the Tennessee Film, Entertainment & Music Commission, and the Nashville Music Council.

Google for Creators

Google, along with YouTube, is coming again to Nashville to work with the city's creative class in a Google for Creators workshop on April 18. The event's purpose is to provide actionable insights to the city's entertainment industry on how to use digital tools to create and promote their work.

The workshop, orchestrated in part by [Mark Montgomery](#), founder of FLO{thinkery}, further validates Nashville's growing technology and entrepreneurial markets and gives the city additional exposure to Google leadership, showcasing opportunities that exist for them within the city's creative class, Montgomery said.

"The reality is music and technology are forever intertwined going forward," Montgomery said.

The free event will likely be capped at 400 people so participants can learn tools and strategies hands on and meet one-on-one with Google representatives, according to Montgomery.

"Over the last few years, YouTube has launched thousands of careers and helped creators reach a huge audience," [Tim Shey](#), director of YouTube's NextLab, said in a news release. "We are excited to bring our educational program to Nashville and help empower these creators online."

Google for Creators comes a year after Google for Entrepreneurs was held in Nashville. This year's event welcomes singer-songwriters, artists, producers, musicians, managers, performing rights organizations, labels, etc. Independent and large-scale artists will share techniques, such as using analytics to book a tour, that have helped advance their careers, said FLO's [Kevin Grosch](#), who is helping organize the event.

Meetings to facilitate discussions between Google and those in entertainment industry will also be planned for before and after the educational event. The idea is to foster conversations that lead to collaboration between music and technology — two sectors that have disagreed over copyright issues in the past.

"My philosophy is if you put people in the same room, it's a hell of a lot harder to hate each other," Montgomery said. Part of the mission "is to bring our community into what is possible as opposed to what was."

Additional partners for Google for Creators include the Entrepreneur Center, Launch Tennessee, YEP: Young Entertainment Professionals, the Music City Music Council and the Nashville Chamber of Commerce, according to the news release. For more information, check out www.googleforcreators.com.

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Report to:	Development Committee
Subject:	Belfast Bursary Scheme update
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives & International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that the Council made £300,000 available through the Investment Programme for 2012-2015 to support Belfast Bursary Fund. The Fund is administered through Belfast Metropolitan College (Belfast Met) and The Prince's Trust. Hundreds of young people are supported in the city to take part in further education, training and improve their employment prospects.
1.2	At Belfast Met, full-time students who are beginning their first year of study, living in the Belfast City Council area, aged between 16-24 years and whose annual household income is £23,820 or less can apply for grants of up to £500. Students must have secured a place on one of the 10 recognised Achieve: Belfast Bursary Fund training courses at Levels 2-5, including IT, multimedia, renewable energies, science, tourism and hospitality to qualify for the award.
1.3	The Prince's Trust bursary (with funding allocated through the charity's Development Awards programme) is open to young people aged 16-25 residing in the city who are not in education, training or employment. The scheme aims to help recipients overcome barriers which may prevent them from undertaking training and education or moving into employment.
1.4	At the 7 May 2013 Development Committee meeting, Members were asked to consider a request by the Prince's Trust to use £9,484 of their £50,000 allocation to cover programme management and administration costs associated with delivery of the Bursary Fund during 2013-14. Members asked that the Trust review administrative costs. However, in order to ensure that the scheme would still progress, members authorised the allocation of up to £30,000 and asked that £20,000 be withheld subject to engagement with the Trust on this issue.
1.5	To this end, officers met with the Prince's Trust to get an update on the outcomes of the bursary fund for 2012-13, an update on progress in the first quarter of 2013-14 and to understand fully their operational procedures to justify administrative costs.

2	Key Issues
2.1	The Prince's Trust supported 135 young people using the Council's Bursary Fund during 2012-13. On average, bursary fund recipients were aged 21. 73% of young people supported were from the top 10% most deprived areas in the city and 83% of recipients resided in the top 25% areas of highest deprivation.
2.2	90% of young people receiving a Bursary achieve a positive outcome, exceeding the original target by 10%. Two-thirds of bursary fund recipients were helped into education or training and 40% were helped into employment (some went into both education and employment). This means that 54 people who received the bursary are now in employment – a very positive outcome considering the council investment.
2.3	The highest percentage of bursary fund recipients (51%) used the fund to pay for equipment for work placements and courses in plumbing, joinery, cookery, hairdressing and mechanics, followed by 28% who used the fund to pay for course fees.
2.4	The Prince's Trust have a number of systems in place which are necessary to promote, process and vouch bursary spend to ensure that the Council's audit requirements are met. This work is led by a Development Executive who spends 100% of her time in managing this scheme and the Trust's wider Development Awards fund (valued at around £20,000).
2.5	<p>The Development Awards Executive's role includes the following tasks:</p> <ul style="list-style-type: none"> - Managing enquiries received for Development Awards: advising on eligibility, helping applicants complete the application forms, ensuring all supporting information is provided - Liaison and engagement with external assessors: recruitment of volunteer assessors to be involved in the award assessment process, training of volunteers, processing of Access NI checks for assessors, provision of administrative support around the assessment process. Organisations currently involved in assessment work include GEMS Belfast, Workforce Training, Springvale Learning and NIACRO - Convening the independent panel with responsibility for approving development awards - Organising payment to one of the Trust's approved suppliers via procurement card or cheque payment and overseeing delivery of equipment or training programme, in line with original award - Undertaking follow-up reviews with young people to confirm outcome of award and to issue certificates for successful engagement.
2.6	The Prince's Trust purchases equipment or services on recipients' behalf directly from approved suppliers to achieve the best value for money. The Development Awards Executive delivers equipment directly to recipients demonstrating that considerable time is spent to ensure the fund is used for the purposes intended and that bursary recipients receive the highest standards of service to ensure their needs are fully met.
2.7	The Prince's Trust is confident of meeting the 2013-14 target to support 200 young people and they confirmed that a minimum of 150 awards will be processed by October 2013. However the Trust has once again confirmed that,

2.8	<p>given that all of its income is project-related, it has limited space capacity to allocate to projects and, by default, needs to include an operational overhead to ensure the proper functioning of its programme activity.</p> <p>To this end, they have confirmed that they will not be able to meet their targets without some funding towards organisational support and project delivery. They have already committed to finding £3,962 of funding from their own resources to contribute towards the project support costs but have identified that a shortfall of £9,484 remains. This represents an overhead of around 19% of expenditure - well in line with government guidelines.</p>
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3	Resource Implications
3.1	<p>An overall budget of £300,000 was allocated to Achieve: Belfast Bursary Fund over a 3 year period 2012-2015. The Development Committee agreed that the Prince's Trust be given an allocation of £50,000 for financial year 13/14 to be used towards bursaries for young people from disadvantaged areas. The financial allocation requested by the Prince's Trust to administer the scheme in this financial year is £9,484.</p>

4	Equality and Good Relations Considerations
4.1	<p>No specific equality and good relations considerations at this stage.</p>

5	Recommendations
5.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Note the outcomes of Year 1 of the Prince's Trust's work on the Council Bursary and progress on Year 2 work - Note the scope of the work to be delivered by the Development Awards Executive - Note and approve the commitment of £9,484 towards project delivery support to ensure efficient management of the scheme, to be matched by a financial commitment of £3,962 from the Prince's Trust.

6	Decision Tracking
<p>An update on numbers, outcomes, progress and budget spent during year 2 of the programme will be brought back to Committee at a later date.</p>	

7	Key to Abbreviations
<p>Belfast Met – Belfast Metropolitan College NIACRO – Northern Ireland Association for the Care and Re-settlement of Offenders</p>	

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Belfast City Council

Report to:	Development Committee
Subject:	Lord Mayor's Belfast Day, 29 September 2013
Date:	20 August 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 permission from Committee to stage the annual Lord Mayor's event on Sunday 29 September 2013.
1.2	Members will be aware that on an annual basis there is a public event staged, by the Council, to mark the Lord Mayor's time in office. Over the last number of years this has taken place at the end of the Lord Mayor's term, but events have been held at the start of their period in Office. The format for these events have involved parades, carnival events and in the case of Alderman Gavin Robinson, a concert/party on the 18 May 2013 in the grounds of City Hall.
1.3	The proposed event would take place on the same weekend as the Lord Mayor's planned inauguration dinner (28 September), on Sunday 29 September and operate from 12 noon to 5 pm in the grounds of City Hall (subject to Strategic Policy and Resources Committee approval for the use of the grounds). The draft event would be designed to celebrate the cultural and tourism offerings of the city and showcase groups and organisations who contribute to the city's cultural life.

2	Key Issues
2.1	As stated the proposed event would take place in the grounds of City Hall (subject to Strategic Policy and Resources Committee approval) and operate from 12 noon to 5 pm. The event would incorporate a range of artistic and tourism elements to showcase the city (see Appendix 1 re. Draft Programme). It would also be planned to utilise the City Hall, if arrangements for the decant activities connected to the Lord Mayor's inauguration dinner can be managed appropriately.
2.2	The proposed day would be free to access and be promoted by Corporate Communications, alongside Visit Belfast and the Northern Ireland Tourist Board. The City Events Unit would also work with colleagues in the Lord Mayor's Officer, Tourism, Culture & Arts Unit, Economic Development and Good Relations to provide creative input and profile groups from all parts of the city.

Belfast Day, Sunday 29th September 2013

Concept

- Belfast Day (Sunday, 29 September 2013) will celebrate the diversity of Belfast. Local cuisine, literature, minorities, music, youth and all that makes Belfast special will be showcased for all to enjoy
- The level of activity will be dictated by the resources available inclusive of budget which is earmarked at £80,000.

Dates/Times

- Sunday 29th September 2013
- 12:00 to 17:00

Venue

- Grounds of City Hall plus pre-ticketed tours (formal and informal) of City Hall (if it can be accessed post inauguration dinner)
- Stage adjacent to the Big Screen. There will also be a series of marquees in the grounds for traders and other activities.

Ticketing

- Dependent on artists we would recommend that the event is not ticketed and is free to access

Charities

- There is a potential for the Lord Mayor's charities to be profiled and to be permitted to collect within the grounds.

Artists, Performers and Organisations on Site

***Cultural Venues Marquee** – Lyric ; MAC; Linen Hall Library; An Culturlann; Crescent Arts Centre Golden Thread Gallery (Chair of the Visual Arts Forum); Grand Opera House, Spectrum Centre, and input from the Visual Arts Forum re Belfast Exposed, Print, Fine Art, Contemporary Art & Children's' Art.

***Festivals Forum Marquee** – It would be the intention to have performers (or nominations) from these organisations as part of the entertainment programme. However, there would also be a festivals marquee to promote the Forum's members: Open House Festival; Belfast Festival at Queen's; Féile; Cathedral Quarter Arts Festival; Belfast Film Festival; An Droichead; Arts Ekta (Mela Festival etc); Cinemagic Festival; Young at Art / Belfast Children's Festival; East Belfast Arts Festival; Ulster-Scots Agency; Beat Festival and Belfast Circus School.

This location would also promote the likes of: Kabosh; McCracken Cultural Society; New Lodge Arts and Open Arts.

***Belfast Music Marquee** – This would include: Ulster Orchestra; An Droichead; Oh Yeah Music Centre; Andersonstown Music School; Belfast Music Society; Belfast City Blues Festival and Shine Ltd (Belsonic / Limelight Complex). This marquee would also reflect and promote Belfast Music Week and its industry partners e.g. BBC and Royal Scottish Pipe Band Association, etc.

* Staffing could be undertaken via TCA Unit. Visit Belfast could also be a resource, but this will have a cost.

Belfast Sports Marquee – This marquee could be operated and manned by BCC Sports Development, Disability Sport NI and Sport NI. It would be accompanied with a range of sports and health check activities. It would be envisaged that this area will be manned by BCC Sports Development, Disability Sport NI and Sport NI.

Inter-Cultural Marquee – This would include representation from a variety of cultural, ethnic and faith groups in the city. This element would need to be manned via representatives from the various groups.

Older People's Activities – This element needs explored with BCC's Officer who manage this area.

Council Marquee - This marquee would profile the work of the Council. It should include Parks & Leisure and Development (inc Community Development). It would be envisaged that this area will be manned by BCC.

ALL THE ABOVE WOULD HAVE SOME FORM OF INTERACTIVE ACTIVITY

Food & Traders Stalls – It would be planned to have a small marquee for Belfast Restaurant Week (BRW will be launched the week after the Belfast Day event). Other food providers will be sourced via the Council's call of list covering a range of food options. Plus an outside cookery demo kitchen would be set-up with input from Belfast Met's HARTE students and a professional chef. There will be no alcohol sold at the event. Additionally a range of craft traders will be sourced from St George's Market.

DRAFT Running Order

This is all performed on a small stage truck (7 m wide, 5 m deep and 4 m high) adjacent to the Big Screen

- ❖ 12:00 to 12:02 MC welcome (possible radio DJ)
- ❖ 12:02 to 12:05 MC introduces Joint Faith Group who undertake Joint Faith Prayer
- ❖ 12:05 to 12:30 An Droichead and Andersonstown School of Music
- ❖ 12:30 to 12:40 Stage change over. VT played with Belfast Day video
- ❖ 12:40 to 13:10 Rab McCullough
- ❖ 13:10 to 13:20 Stage change over. VT played with Belfast Day video
- ❖ 13:20 to 13:50 Ulster Orchestra Ensemble
- ❖ 13:50 to 14:00 Stage change over. VT played with Belfast Day video
- ❖ 14:00 to 14:30 Artsekta
- ❖ 14:30 to 14:40 Stage change over. VT played with Belfast Day video
- ❖ 14:40 to 14:45 City Poet Laureate
- ❖ 14:45 to 15:15 INDI BAND OR AN OTHER YOUNG UP & COMING ARTIST
- ❖ 15:15 to 15:30 Stage change over. VT played with Belfast Day video
- ❖ 15:30 to 16:00 Prodigy (Ulster-Scots band)
- ❖ 16:00 to 16:10 Stage change over. VT played with Belfast Day video
- ❖ 16:10 to 16:20 Chinese Lion Dance
- ❖ 16:20 to 17:00 LM short speech and introduces Main Act
- ❖ 17:00 Close

MC will operate throughout

In addition to the above live music it would be envisaged to have roving street performers, and interactive activity across the site and throughout the day. These elements would be designed to promote any expo stalls

Other possible Music Options:

** Barry Douglas, Foy Vance, Duke Special, Tim Wheeler (Ash), (S Patrol are in LA, Two Door on tour), Brian Kennedy, David Holmes, The Answer, Neil Hannon (Divine Comedy)

INDIVIDUAL ARTISTS WITH INTERNATIONAL PROFILE:

** If possible a headline non-music artist could be invited. They could be interviewed during change overs by MC and asked questions on 'their Belfast'.

Possible options: Writers: novelists / poets / playwrights:

Seamus Heaney (taught in St Thomas's School, Whiterock Rd), Michael Longley, Sinéad Morrissey, Glenn Patterson, Owen McCafferty, Paul Muldoon, Leontia Flynn, Daragh Carville, Ciaran Carson, Martin Lynch / Marie Jones, Liam Neeson, Stephen Rea, Adrian Dunbar, Richard Dormer (Good Vibrations), Geraldine Hughes, Ken Brannagh, Ciaran Hinds, Ian McEwan

** These would be subject to the overall event budget (inclusive of marketing) which is an estimated £80,000.

Tours and Exhibitions

It would be suggested that the Belfast 400 exhibition is utilised on the day. This would need to be situated on the East Wing or temporarily around the reception area of City Hall. The day would also promote a mix of standard and family orientated (Nearly True Tours) tours of City Hall. These would be pre-booked and ticketed to control access and numbers.

Any promotional leaflets would generically promote other tours that Visit Belfast would endorse in the city. Any marketing would direct interested parties to Visit Belfast's welcome Centre and to its website.

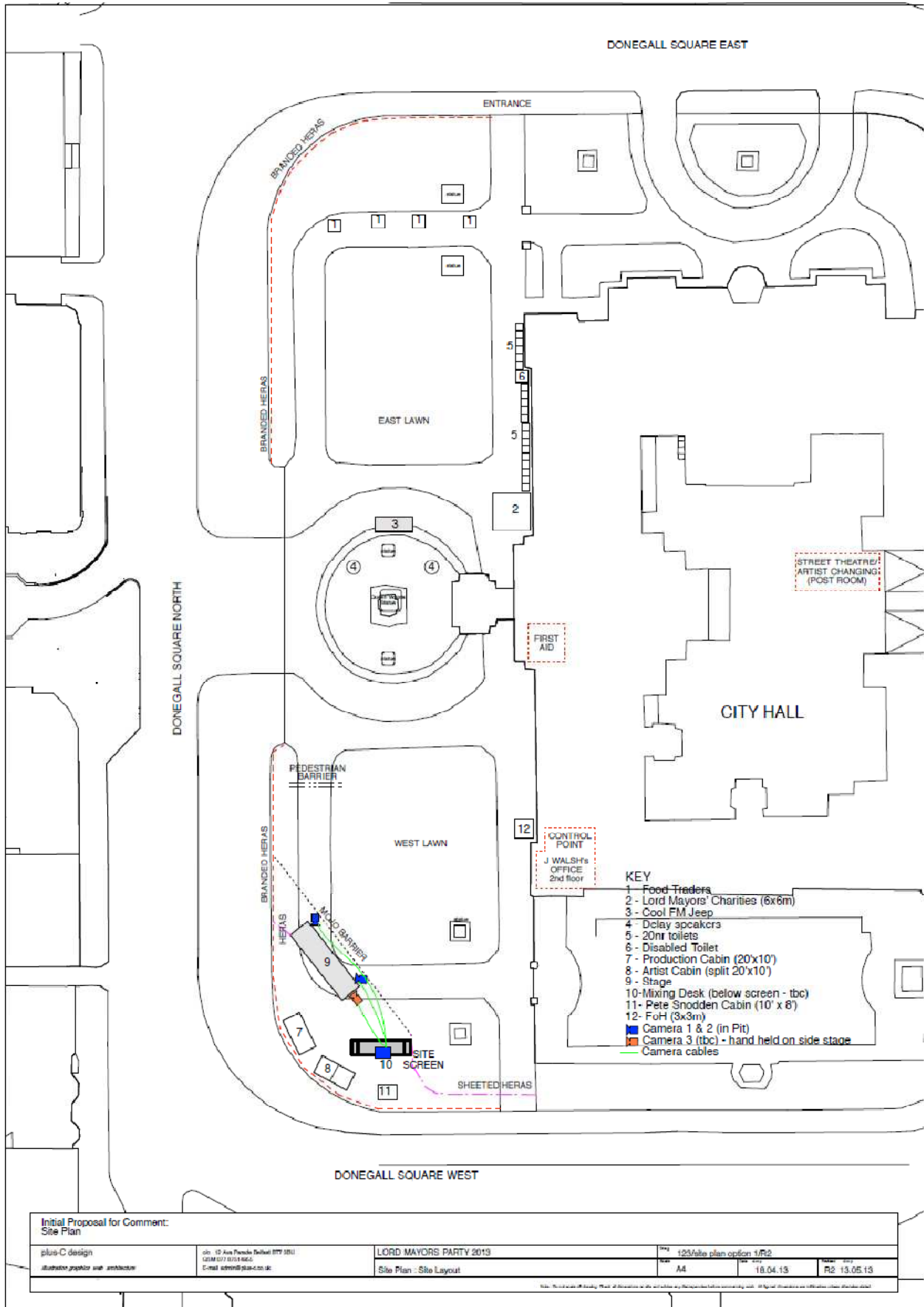
Others

It would also be proposed that an element of the site be used for T13. This organisation works with young people to stage BMX and skateboard displays. This element would be designed to physically fit the space and to 'fit' in regard to musical programming in regard to the stage. There would also be additional family centric activity such as face painting and balloon modelling. Plus there could be a 'Zoo Comes to Town' subject to budget and space.

VIP Function

Assumption there is no Lord Mayor corporate function inside City Hall.

SITE MAP FROM 2013 LORD MAYOR'S EVENT FOR EXAMPLE ONLY
NEW SITE PLANS WILL BE PRODUCED ON AGREEMENT



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Belfast City Council

Report to:	Development Committee
Subject:	Culture and Arts Flagship Fund
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	<p>Relevant Background Information</p> <p><u>Cultural Framework for Belfast 2012–15</u> As Members will be aware, the Cultural Framework for Belfast 2012–15 was agreed at September Development Committee and published in October 2012. Its vision is that:</p> <p style="padding-left: 40px;">By 2020, everyone in Belfast experiences and is inspired by our city's diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city's culture and creativity is renowned throughout the world.</p> <p>The Cultural Framework complements the Investment Programme, which recognises arts and heritage as key drivers of the city's economy. It was developed in consultation with the arts and heritage sectors, and the Council's approach has been cited as best practice. Its aims are arranged under four themes – Distinctly Belfast, Inspiring communities, Attracting audiences and Strengthening the sector – and its targets include:</p> <ul style="list-style-type: none"> • increasing audiences from Belfast by 10 per cent • growing visiting audiences from 15 to 25 per cent • establishing a strong, skilled, multifaceted arts and heritage infrastructure • generating £8 in income for every £1 invested in the sector <p>The total funding available under the Cultural Framework is £1.8m per year, subject to approval of draft budget estimates. This represents an increase of over 25 per cent on 2012/13 budgets. £1.57m of funding has been awarded to date through three funding streams, and funded activity will benefit a projected audience of over 4 million and over 200,000 participants. It will also help to support 7,400 full-time equivalent staff; 16,000 artist/practitioner contracts; and 93,000 volunteer hours.</p>
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	<p><u>The Flagship Fund</u> The Cultural Framework also includes a commitment to introduce a "Flagship Fund", a new revenue funding scheme for large-scale arts and heritage projects that respond to a specific need or challenge in the city.</p> <p>£150,000 has been ring-fenced towards the Flagship Fund in the 2013/14 budget, with the same level of support projected for 2014/15 and 2015/16 subject to approval of draft budget estimates. The Arts Council of Northern Ireland (ACNI) has agreed to provide match funding of £150,000 per year for three years, bringing the total available budget for the Flagship Fund to £900,000.</p> <p>In June 2013, Members agreed the outline terms of reference of the Flagship Fund. Officers from the Tourism, Culture and Arts (TCA) Unit subsequently met with ACNI to further develop these terms and draft the funding criteria.</p>
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2	Key Issues
	<p>Members are requested to agree the following terms of reference and draft funding criteria, which is included at appendix 1.</p> <p>Delivery mechanism The Flagship Fund will be administered as a grant scheme by the Central Grants Unit (CGU), which is best practice. The TCA Unit will provide support to CGU and a TCA Officer will be assigned as project manager to each grant.</p> <p>ACNI's funding will be drawn down from their National Lottery fund. Responsibility for National Lottery funding cannot be delegated to a partner organisation. While CGU will manage the administration including all vouching and verification of grants, ACNI will continue to hold the National Lottery budget and will make payments direct to contractors.</p> <p>ACNI want to be involved in all aspects of the project from agreement of funding criteria to assessment and selection of applications and monitoring and evaluation of projects. CGU and ACNI will draft a protocol paper to agree the process. This will include terms and conditions of the National Lottery funding that need to be passed on to contractors.</p> <p>Following discussions with ACNI, it is also recommended that the Flagship Fund is renamed the Creative and Cultural Belfast fund.</p> <p>Budget The total budget is £900,000. It has been agreed that £9,000 per year is ring fenced for administration to be paid to CGU. It is recommended that a further £1,000 per year is ring fenced for communications.</p> <p>The total budget for grants is therefore £870,000.</p> <p>June Development Committee agreed to allocate the grants in three tranches, awarding three grants of up to £97,000 per tranche, resulting in a total of nine funded projects.</p> <p>However, ACNI would prefer to have a least one larger-scale project. It is therefore recommended that the funding is administered in two tranches as follows:</p>

	<p>Tranche 1: 1 x £300,000 grants; 3 x £95,000 Tranche 2: 3 x £95,000</p> <p>Timescales Committee agreed that the first round of funding would open in September 2013 and projects would commence in January 2013. However, ACNI recommended a longer opening period to allow for more extensive project development and consultation, particularly to support the £300,000 grant.</p> <p>The £300,000 project can run for up to three years to maximise impact. The £95,000 projects can run for up to 18 months, and they can apply for tranche 2 funding to extend their projects for a further 18 months.</p> <p>ACNI's funding is not tied to specific financial years and therefore there is no issue with accruing funding. Permission to accrue the Council's funding over different financial years has been agreed in principle subject to a detailed spend profile once contractors' payment schedules have been agreed.</p> <p>It is anticipated that tranche 2 funding will open in April 2015. The fund will be reviewed and revised based on lessons learned from tranche 1 and local government reforms under the Review of Public Administration</p> <p>Communications Members stressed that the fund should benefit a range of organisations of different sizes, expertise and track record in order to develop capacity and spread the benefit of funding. The TCA Unit will work with Members, Community Services, ACNI, the Community Arts Partnership and other stakeholders to put together a communications plan to ensure that the opportunity is spread widely across the city.</p> <p>Equality ACNI's funding is provided via the National Lottery, which some faith-based groups are opposed to, and this prevents them from accessing funding. ACNI reports that after initial resistance, there are now very few objections to Lottery funding. It is proposed that such groups can be paid from the Council's budget. However, all projects will have to carry the Council, ACNI and National Lottery logos.</p> <p>Next steps The Flagship Fund will open to applications on 3 September and close on 29 November. Recommendations for funding will be presented to Committee in February 2013.</p>
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3	Resource Implications
3.1	<u>Financial</u> Funding is included in the TCA Unit's budget estimates for 2013/14.
3.2	<u>Human Resources</u> This will be covered within the work programme of the TCA Unit with additional administrative support from CGU.
3.3	<u>Assets and Other Implications</u> None

4	Equality and Good Relations Considerations
4.1	A full equality impact assessment of the Cultural Framework was carried out.

5	Recommendations
5.1	It is recommended that Members note the contents of this report and agree the terms of reference and draft funding criteria.

6	Decision Tracking
Carolyn Mathers, Assistant Tourism, Culture and Arts Development Manager: August 2013	

7	Key to Abbreviations
ACNI: Arts Council of Northern Ireland CGU: Central Grants Unit TCA: Tourism, Culture and Arts	

8	Documents Attached
Appendix 1 – Objectives of the Fund	

Appendix 1

Objectives of the fund

Belfast is a dynamic, diverse and unique city and having a dynamic, diverse and unique culture is vital for its success. It improves our quality of life by creating a shared, welcoming and proud city. It inspires us, brings us together and teaches us about ourselves and others.

However, we know that some people and communities are less likely to take part in culture and arts than others due to lack of economic opportunity, education achievement or other barriers.

The aim of the Creative and Cultural Belfast fund is to challenge social exclusion by providing everyone in Belfast with the opportunity to experience high-quality culture, arts and heritage.

We are looking for bold, ambitious, high-quality arts and heritage projects that have not been experienced in Belfast before.

Applicants must demonstrate how projects will support the Cultural Framework's Distinctly Belfast and Inspiring communities themes and be:

- cross-community – by which we mean, brings together people from different cultural and religious backgrounds
- cross-city – by which we mean brings together people from different parts of the city
- delivered in partnership between cultural and community organisations
- benefit hard-to-reach areas and communities, by which we mean people who are less likely to participate in culture and arts due to social, economic or other barriers

Organisations in receipt of core multi-annual funding must demonstrate that the project is clearly additional to their currently funded programme.

Who can apply?

Applications are open to consortia of cultural and community organisations.

By a cultural organisation, we mean an arts- or heritage-focused organisation with a constitution or memorandum and articles of association that states that arts and heritage is a primary objective of the organisation.

By community organisation we mean a group that carries out its aims with regard to the requirements of those it is designed to serve and the community within which it operates. Beneficiaries or users will have some involvement in the formulation of policies or services. The aims of the organisation must reflect a commitment to the following:

- a. provides a voice for local concerns
- b. is inclusive and non-party political
- c. adheres to democratic principles
- d. encourages people to become active in their community
- e. is meeting local needs and providing local services
- f. is working in partnership with others

The community partners should be representative of the communities or audiences your project is targeting.

A cultural organisation must be the lead partner, by which we mean, the organisation that applies for the funding; signs the contract; is responsible for project management; holds the budget; and completes all paperwork and administration.

The partner organisations must have input in to the design and proposed delivery of the project, and you will need to provide evidence of this as part of your application form. For example: letters of support; a partnership agreement; minutes of meetings or feedback from consultation; partner roles and responsibilities detailed in the project plan.

The consortium can be made up of any number of organisations provided they are a mixture of cultural and community and all have had input in to the design and proposed delivery.

The following list is the basic eligibility criteria that consortium organisations must meet to be able to apply for Flagship funding. If your consortium does not meet the eligibility criteria, your application will not be considered for funding.

We do not fund the following.

- Organisations that are:
 - Not based in Belfast. It must have an office in and operational focus in the Belfast City Council local government district. (The Northern Ireland Neighbourhood Information Service has maps of Belfast with a postcode search function. See www.ninis2.nisra.gov.uk.)
 - not formally constituted, in other words, they do not have a constitution or memorandum and articles of association;
 - not operating on a not-for-profit basis (taken from the constitution or memorandum and articles of association) as we cannot support commercial projects or projects that could be carried out commercially. If, in the reasonable opinion of the Council, the Organisation applying for funding is a de facto commercial Organisation, whatever the legal make-up of the Organisation, then the Council shall not fund that Organisation. The decision of the Council shall be final in this regard.; or
 - able to share out profits (taken from the constitution or memorandum and articles of association).
 - that are in poor financial health or that cannot prove that it has effective financial controls.
 - that do not have a It must have a child protection policy and equal opportunities policy and do not agree to keep to relevant laws including the Race Relations (NI) Order 1997, the Sex Discrimination (NI) Order 1976, Fair Employment and Treatment (NI) Order 1998, and the Disability Discrimination Act 1995.
- Local authorities
- Public sector organisations (however, public sector organisations may be project partners)
- Individuals
- Projects that:
 - are outside of and/or have no significant benefit to the Belfast City Council area;

- provide no potential benefit to the public, either in the short or long term;
- could be carried out on a commercial basis;
- have already taken place or are due to commence before 1 April 2014;
- duplicate what already exists;
- are charity or fundraising events;
- are of a party political nature;
- promote a particular religion; or
- are against Belfast City Council policy, for example, we do not allow balloon or Chinese lantern releases as they are against our environmental policy.

Applications that are not complete and/or do not provide a detailed financial budget in the tables provided in section [xxx] of the application form will also be deemed ineligible.

We will not accept applications we receive after the closing date and time.

Assessment process

There will be a three-stage assessment process.

Stage-one assessment: eligibility check

We will first make sure the application meets the eligibility criteria listed under “Who can apply?” on page [xxx] of the guidance notes.

Stage-two assessment: risk assessment

If the application is eligible, we will carry out a risk assessment to look at how realistic and achievable the project is. We will complete this assessment by scoring the application against four criteria: quality; engagement; finance; and management.

High risk means that a particular issue gives us concern that the project is not likely to be managed successfully, and it will not be recommended for funding.

Medium risk means that although a particular issue represents some risk to the successful delivery of the project, we have decided that this can be addressed. If the project is awarded funding, we may ask for additional information before we will release the first payment.

Low risk means that although we have noted a particular issue, we do not think it represents a significant risk to the successful delivery of the activity, and we will take no action.

Stage-three assessment: fit with objectives of the fund

If the application is eligible and passes the risk assessment, the application will be scored against the following criteria:

1. Fit with the objectives of the fund (60 per cent)
2. Effective project management (30 per cent)
3. Value for money (10 per cent)

After all the applications have been assessed, recommendations for funding will be presented to and ratified by the council. Applicants will be notified of the council’s decision in March 2013.

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Publication of Committee Reports on the Internet.

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Belfast City Council

Report to:	Development Committee
Subject:	Belfast City Marathon
Date:	20 August 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 update Members on suggested operational changes in regard to the Council's future input to the Belfast City Marathon (BCM).
1.2	BCM has operated for over three decades and 2014 will see the 33 rd staging of the biggest mass participation event in the city. In 2013 just over 18,000 marathon and relay runners took part in the event. Since 2007 the event has been managed by a limited independent not-for-profit company set up by the Council. The company is overseen by a board with representation from Council (two Councillors), Sport NI, and Athletics NI and with input from the Council's City Events Unit and Corporate Communications section. Currently the Council funds the Belfast City Marathon to the sum of £42,000 per annum.

2	Key Issues
2.1	There are two BCM full-time and one fixed-term contract staff who oversee the planning and delivery of the race. There has also been a significant level of input from the Council's City Events Unit since the creation of the limited company.
2.2	The skill set and knowledge of BCM staff involved has developed extensively since the creation of the company. In fact the level of experience has reached a point where it is evident that there is no longer a requirement for Council direct input to the planning and delivery of the event.
2.3	Therefore, it is suggested that the Council's input from the City Events Unit and Corporate Communications would cease come September 2013, while annual funding would continue as normal. This would allow BCM to plan towards 2014 and beyond.
2.4	The rationale for such a move is threefold: the delivery and planning structures of BCM are such that direct input from Council is no longer required – Officers have discussed this with the Chair and Manager of BCM. BCM now have in place experienced and knowledgeable staff to deliver the event and the freeing up of Council staff will allow them to work on significant event related projects such as the Giro d'Italia 2014, Tall Ships 2015, the annual events programme and bidding for future international events.

2.5	In addition BCM company intend, in the near future, to develop a strategy document that will see the development of the marathon alongside amendments to its delivery structures and the development of a series of new initiatives.
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3	Resource Implications
3.1	<p><u>Financial</u> Currently the Council fund BCM to the sum of £42,000. Members are asked to note that this sum of finance is essential to the operation and delivery of the event and without this the company and event could not function.</p>

4	Equality and Good Relations Considerations
4.1	There are no relevant equality and good relations implications. However, the project has the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.

5	Recommendations
5.1	Members are requested to approve the withdrawal of Council personnel from the delivery of BCM. This will free staff to work on significant event related projects, such as the Giro d'Italia 2014, Tall Ships 2015, the Council's annual events programme and bidding for future international events.

6	Decision Tracking
<p>If approved Officers will monitor and evaluate the outcomes of future city marathons. Outputs of these will be presented to Council as part of the City Events Unit's annual key performance indicators.</p> <p>Timeline: March 2014 Reporting Officer: Gerry Copeland</p>	



Report to:	Development Committee
Subject:	External Market Applications
Date:	20 August 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	Belfast City Council has exclusive rights to hold markets in Belfast. Anyone wishing to operate a market or car boot sale within Belfast must apply to Council for permission.
1.2	There are 2 types of market applications; commercial and charitable. The administration fee is £50 for a one off market application and £100 for an application to hold multiple markets. There is also a fee per stall per market held (Appendix 1). As per the charitable application, organisations can request to Council to discount or waiver the application and any stall fee.
1.3	The Markets Unit has received 2 requests to operate external Markets, these requests are from Folktown Community Interest Company (CIC) and Fine and Dandy.
1.4	<u>Folktown CIC.</u> Folktown CIC, 48 King Street, Belfast, BT1 6AD are registered as a 'social enterprise' not-for-profit organisation who wish to encourage and facilitate the revitalisation and regeneration of Folktown in Bank Square, Belfast City Centre.
1.5	They wish to hold 42 weekly markets per year in Bank Square. These will take place every Thursday from 5 March to 17 December 2015, opening hours will be from 12pm to 8pm. There will be a minimum of 25 stalls up to 31 stalls each week.
1.6	<u>Fine and Dandy.</u> Fine and Dandy are a new company and recently operated a small market of 18 traders on Sunday 30 June 2013 in The Crescent Arts Centre, University Road, Belfast. Permission for this small market was granted under 'Delegated Authority' by the Director of Development as there were less than 20 stalls, thus classed as 'deminimus'.

	<p>Due to its success, Fine and Dandy have requested permission to hold some additional markets. Two will be in July and August and will be under the 20 stalls limit and so can be granted under Delegated Authority. However, demand for extra stalls has been made for markets that will run from September to December 2013. These will have between 25 and 30 stalls, which is over the 'deminimis' level and requires Council approval.</p>
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2	Key Issues
2.1	<p><u>Folktown Community Interest Company Market In Bank Square.</u> The Regeneration of the Bank Square area by the Department of Social Development (DSD) should be finished by November 2014. Folktown CIC wish to apply to operate 42 markets on a Thursday from 12.00pm to 8.00pm in Bank Square, Belfast City Centre. The market will have a mixture of crafts and food and in year 1 they plan to have between 25 and 31 stalls in attendance. Folktown CIC hopes to start their markets on Thursday 5 March 2015 and operate the 42 markets weekly taking them to 17 December 2015 and then operate approximately at least 42 markets each year thereafter.</p>
2.2	<p>Discussions have taken place between Folktown CIC, DSD, Department of Regional Development (DRD) Roads Service and BCC Officers on the regeneration of Bank Square and ideas such as underground electrical power points have been planned as part of the refurbishment. These power points will assist in feeding electric not only to any planned market but also other forms of entertainment.</p>
2.3	<p>Folktown have received verbal and written support for this market from retailers, restaurants and churches in the immediate vicinity.</p>
2.4	<p>As part of assistance in a start up of this market, the DSD have agreed to make a £8400 contribution in kind; offering free rental of Bank Square (in light of the CIC's not-for-profit status). There is also an estimated contribution of £10k (which DSD might be asked to contribute for the promotion of community related activities, including the markets in the Square), although this has not been secured at this point.</p>
2.5	<p>Folktown CIC is not a registered charity but is registered with the CIC Regulator and is a not-for-profit organisation.</p>
2.6	<p>Folktown aim to charge a fee of £30 per stall per market but in year 1 as an incentive to get traders involved they aim to charge traders £20 per stall. Year 1 is estimated to bring in income for Folktown CIC between £21,000 and £26,040, depending on final number of traders attending each week.</p>
2.7	<p>Folktown have made three requests:</p> <ol style="list-style-type: none"> A. To have a market licence B. To have their licence application and stall fee waived and C. To receive financial support to set up their market, including 1st year administration and running costs. These costs include. <ol style="list-style-type: none"> 1. Public and Employee liability Insurance, 2. Sundries such as telephone, internet, stationery and postage 3. Market management and event team wages 4. Waste collection

	<p>5. Portable toilet facilities and cleaning of same, 6. Street Cleansing 7. Electricity costs 8. 2 x Security personnel 9. Office rent 10. Electricity and heating of office 11. Accountant and legal fees</p> <p>2.8 Capital outlay costs include: 1. Purchase of 35 Market stalls 2. Purchase of Waste bins 3. Business plan, research and consultancy fees 4. Design and architect fees 5. Purchase of a computer and printer,</p> <p>2.9 Recommended responses to Folktown CIC Application</p> <p>2.10 A. To have a Market licence: Granting a licence is proposed as acceptable due to the following:</p> <ul style="list-style-type: none"> - The potential of developing and regeneration of the area - It has support of local retailers - Their aim is to work with local producers and suppliers - They aim to provide, (in year 2 and in partnership with the traders) workshops and educational events for the general public, in healthy cooking and eating - They will seek to reduce anti-social behaviour - It provides job and work opportunities - They provided an acceptable business plan and other relevant paperwork as required in markets policy - No other request to operate a market in this area <p>2.11 B. To have Licence and stall fees waived: Folktown Community Interest Company has, as part of their application, requested that they have any payable fees waived on charitable grounds. Within the charitable application from Council can make concessions and waive fees on a case by case basis. However Folktown CIC are not registered as a charitable organisation but are registered as a not-for-profit social enterprise organisation. Therefore it is recommended that the licence and stall fees are not waived as it is not a charitable organisation.</p> <p>2.12 C. Funding Support: Folktown CIC has asked BCC for financial support of £70,078 to cover start up costs and year 1 running costs for this new business venture. The Council does not currently operate any grant scheme that could be applied to this request and there is no policy for dealing with these situations. Approving the funding could lead to further requests of support from other CIC's and Social Enterprises across the city. Therefore it is recommended that Council does not accede to this request.</p>
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2.13	Recommended responses to Fine and Dandy Application:
2.14	<p><u>Fine and Dandy Market</u> Fine and Dandy held their first market on 30 June 2013 in The Crescent Arts Centre, where 18 stall holders attended. Such was the success that they have requested to operate this Sunday market once per month from July to December 2013. These markets will be held on the last Sunday of each month except December where a date has to be finalised.</p>
2.15	The markets in June and July were under 20 traders (as will August market) and classed as 'deminimis'. Permission to hold these was granted under 'delegated authority' by the Director of Development. They have used this market to allow some art/craft students to trade to help promote their new goods.
2.16	Fine and Dandy have paid the £100 multiple market application fee and the £6 per stall fee for the small market in June. Due to demand from some craft traders, Fine and Dandy wish to increase the size of their market to over 20 (between 25 and 30) from September until December 2013. As this is above the 20 stall limit, permission is required from Committee.
2.16	Fine and Dandy have supplied the relevant details such as insurance and any food traders' food safety registration details. Therefore it is recommended that Council agrees to the granting of a licence to Fine and Dandy until December 2013.

3	Resource Implications
3.1	Folktown CIC - potential income approximately £6500pa to Council.
3.2	Outlay of £70,078 if Committee choose to support Folktown's request, which is not currently in the budget.
3.3	Fine and Dandy - potential income of approximately £1100 up to December 2013.

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

5	Recommendations
5.1	<p>Members are asked to approve on the following:</p> <ol style="list-style-type: none"> 1) To grant a market licence to Fine & Dandy Market up to December 2013 2) To grant a market licence to Folktown CIC 3) To not accede to the request of Folktown CIC to waive all or part of the application and stall fees 4) To not accede to the request of Folktown CIC of £70,078 outlay.

6	Decision Tracking
An evaluation report will be brought to Committee in due course.	
Timeframe:	September 2013
Reporting Officer:	Director of Development

7	Key to Abbreviations
CIC – Community Interest Company BCC – Belfast City Council DRD – Department of Regional Development DSD – Department of Social Development	

8	Documents Attached
Appendix 1 – Market stall fees Appendix 2 – Markets Policy	

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Fees per stall per market.

Fees			
Type of market	Up to 25 stalls	26 to 50 stalls	51+ stalls
Farmers market	£6 per stall	£5 per stall	£4 per stall
Variety market	£6 per stall	£5 per stall	£4 per stall
Speciality market	£6 per stall	£5 per stall	£4 per stall
Car boot sale	£3 per car	£2.50 per car	£2 per car

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Markets Rights Policy 2012

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1. Introduction

- 1.1 Belfast City Council holds the exclusive market rights for Belfast and no other market may operate legally within a 6 and 2/3 mile radius of a market operated by the Council. Exclusive market rights are therefore a valuable commercial asset to the city which the Council intends to retain, and has taken legal action in the past to protect.
- 1.2 The history as to how Belfast City Council came to be in possession of those rights is detailed in **Appendix One**.
- 1.3 However, the Council recognises that markets in Belfast have changed considerably and extend well beyond those envisaged when market rights were first obtained by the Council in the 17th century and by virtue of legislation in 1845. Markets are now often deliberately produced and consumed as authentic local experiences designed with

the visitor in mind; as places to go, animated with music, performances and entertainment; and as initiators of city and neighbourhood regeneration. A large element of markets' evolution has been their ability to attract footfall and income to localities starved of investment and as a means of kick starting community confidence in the potential of an often forgotten space or place. As part of Belfast's transformation in the post peace process era, we have seen the rapid expansion of market type activity as part of festivals, special events and community fundraisers.

- 1.4 Whilst many of these types of activities extend beyond the traditional market definition, they are a type of market and it is important to recognise that they are part of a modern environment and their operation should be supported and placed on a legally sound basis. The role of this policy is to review the current demands and requirements within the city in relation to alternative market creation, operation and enforcement and to take account of the legal position as well as the modern environment and place management agenda.
- 1.5 Belfast City Council therefore wishes to make available the rights which it holds to third parties for the purposes of operating such events, which will be held under licence from the Council, subject to adherence to such terms and conditions as deemed appropriate. The exclusive possession of market rights is a private legal right held by the Council. The purpose of this policy is to set out the basis upon which the Council will allow someone else to use the rights it holds.
- 1.6 The grant of a licence under this policy is different to a licence granted by the Council under a statutory scheme, such as for example a street trading licence under the Street Trading (NI) Act 2001.
- 1.7 Whilst welcoming all such expressions of interest and applications, the Council recognises the contribution in terms of culture, the local economy and tourism already provided in the city by St. Georges Market and Smithfield Market. In those circumstances, no licence shall be granted for a regular market in the city centre on a Friday, Saturday or Sunday save in such circumstances that the Council can be satisfied that the proposal will complement the existing market provision in the city centre.
- 1.8 The Council is also prepared to consider permitting other regular markets outside the city centre in other suitable locations, for example at the North Foreshore, but only where such applications complement existing market provision and comply with the general principles below.

- 1.9 Car boot sales are also a market, although the Council recognises that the majority of such events are held as a one off and for charitable purposes. This is recognised in the application requirements in relation to such events, which are detailed in Appendix Two, which also holds more detailed provisions in relation to other types of markets.
- 1.10 Each application will be considered on its own merits and will be fairly and objectively assessed.
- 1.11 Belfast City Council is committed to fulfilling its responsibilities under Section 75 of the Northern Ireland Act 1998. Therefore any decision regarding the grant of a market licence will be impartial and shall not be influenced by the religious beliefs, political opinion, racial group, age, gender, marital status or sexual orientation of the applicant.

2. Purpose of this policy

- 2.1 This policy has been developed to set out Belfast City Council's position with regard to markets and the general principles which shall be applied to any expression of interest or application received to hold a market. The policy shall provide guidance to the general public, potential applicants and officers in relation to the licensing of markets.
- 2.2 The policy and the fee structure in relation to holding markets are subject to review through the passage of time and the policy is subject to review where legislative changes make it necessary to do so or in other such circumstances when deemed appropriate or expedient by the Council.

3. General principles

- 3.1 Without prejudice to the Council's right to take into account any consideration which it believes to be relevant, when assessing an application the following matters will be considered:
- a. Will the proposal enhance the general amenity (including visual amenity) of the area?
 - b. Will the proposal animate a vacant site in the city?
 - c. Will the proposed type, location or size of the market improve the social and economic development of the area/city?
 - d. Will the proposal contribute to the development of culture, arts and tourism in the city?
 - e. Does the proposal fulfil an objective of Belfast City Council's Corporate Plan and/or is it consistent with any Council policy, strategy or other initiative?
 - f. Is the proposal consistent with any development plan or master plan applicable in or relating to the relevant area?
 - g. Whether the location at which the market is proposed is suitable?
 - h. Whether the relevant planning permission has been obtained?
 - i. Are there any other statutory provisions which appear relevant to the application?
 - j. Is there any risk to public safety?
 - k. What are the potential environmental effects such as additional litter, cleansing requirements, waste disposal, odour and noise and how those will be dealt with?
 - l. Does the location provide adequate space for the proposal without causing undue interference or inconvenience to persons or vehicles?
 - m. Is there potential for the proposal to have an adverse effect in terms of anti-social behaviour and/or public disorder?
 - n. Is the Applicant a fit person to whom a licence should be granted?
 - o. Will the proposed market complement existing market or retail provision in the locality and the city?

4. Grant of licence

- 4.1 Decisions regarding the grant of a licence to use the Council's market rights will be considered by the Development Committee and ratified by full Council. However, in the case of car boot sales with less than 20 persons trading; a market which is considered by officers to be *deminimus* and/or any markets which are carried out solely for charitable purposes, the decision as to the grant of such a licence may be taken by an officer or officers authorised in that regard by the Council.
- 4.2 The Council may grant a licence subject to any condition which it sees fit and may grant a licence for the applicant to trade on fewer days, or for a shorter period than that specified in the application.
- 4.3 A licence may be granted for a maximum period of three years or for such shorter period as the Council sees fit, including the grant of licences authorising the holding of a market on a certain date or dates
- 4.4 A review of the new policy will be carried out after six months and then a full review after twelve months.
- 4.5 Where an application has been lodged but the proposed location is not suitable the Council may grant a licence for a nearby alternative location which is more suitable provided the applicant can demonstrate that it has consulted with all appropriate persons.
- 4.6 The decision of the Council will be final.

5. Multiple applications

- 5.1 Belfast City Council acknowledge that there may be instances in which more than one application or expression of interest will be received for a proposed market at a specific location.
- 5.2 In those circumstances, the applications will be brought before the Council's Development Committee for consideration, only upon the basis that officers are satisfied that all the necessary consultation has taken place and consents as detailed above have been obtained.
- 5.3 In the case of competing applications the Council will determine which if any to grant a licence to on the merits of the applications and having regard to those matters set out in the Section headed General Principles.

- 5.4 The Council may require Applicants to appear before the Council's Development Committee to make representation and answer questions.

6. Grounds for refusal

- 6.1 The Council reserves the right to refuse an application for any reason.
- 6.2 Without prejudice to that right, the Council will refuse an application in the following circumstances:
- a. Where the applicant has, in connection with the proposal, made a statement which he knows to be false in a material particular;
 - b. The applicant is, whether on account of misconduct or some other reason, unsuitable to hold a licence;
 - c. The applicant has refused or neglected to pay fees or other charges to Belfast City Council in relation to a market licence or any other matter for which the Council is entitled to charge fees;
 - d. Where there is a designated street trading site or market at the proposed location from which a licensed trader is currently operating;
 - e. The applicant has failed to provide all the information required by the Council to deal with the application;
 - f. Where the Council considers there is sufficient market provision in the area already.
- 6.3 The Council may also refuse an application where there are designated street trading sites at the proposed location regardless of whether there is a trader operating from those sites.

7. Revocation of licence

- 7.1 The Council reserves the right to revoke the licence for a breach of any of the conditions under which it was granted or for any other substantial reason.
- 7.2 In any case in which the Development Committee is presented with a report to address the question of revoking a licence it shall give an

opportunity to the licence holder to appear before it and make representation prior to a decision being made.

8. Suspension of a licence

- 8.1 If the question of revocation arises in the context of public order or public safety an authorised officer may suspend the operation of the licence pending referral to the Development Committee for a decision.
- 8.2 Where the location of a market becomes temporarily unsuitable for any reason, and in particular in relation to any road works or development, the Council reserves the right to suspend a licence until such times as the works or development have been completed.
- 8.3 Where a licence is suspended under paragraph 9.2, the Council will endeavour to facilitate moving such a market to a temporary location, depending on a suitable alternative being identified by the licensee and taking into account the type and scale of the market.

9. Procedural requirements for applicants

- 9.1 Applicants must apply to the Council providing full details of the proposal, its location (by reference to an Ordinance Survey map) and the dates and times of operation. The map should be 1:500 scales and should show the location of any existing street furniture and the proposed location of the market.
- 9.2 As this policy relates to the grant of the right to have a market, it does not grant the right to occupy a site for that purpose. Therefore documentary proof that the proposed venue owner consents to the market being held at their venue must be provided.
- 9.3 Applicants must demonstrate that appropriate and sufficient consultation has been undertaken in relation to their proposal with supporting documentary evidence produced. It is expected that applicants will provide all the information referred to in the preceding paragraph to consultees.
- 9.4 Applicants for a licence are required to consult the following:
 - a. P.S.N.I District Commander for the area in which the proposal is situated

- b. Department of Regional Development as regards roads and the regulation of local traffic
 - c. Department of Social Development (to the extent that the proposed market does not conflict with any proposals DSD has for the area)
 - d. Northern Ireland Fire and Rescue Service
- 9.5 Depending on the scale, location and nature of the proposal, Belfast City Council may require an applicant to consult with such other persons or organisations as it deems appropriate. In addition, the Council may undertake its own consultation with those persons or organisations which it deems to be appropriate.
- 9.6 The Council reserves the right to require the applicant to publish notice of intention to apply for a licence in a newspaper circulating in the area, in accordance with the Council's policy regarding advertising notices, the form of which must be agreed with the Council in advance. In those cases in which the Council does not require publication of a notice, the Applicant will comply with any directions given by the Council regarding consultation with persons residing or trading in the area to which the application relates.
- 9.7 Depending on its size, location and frequency a market may require planning permission.
- 9.8 In the case of a larger market which is operated for profit on more than 14 days in any calendar year, the Council will require proof that planning permission has been granted for the market. Any application which is not supported by proof that permission has been obtained or alternatively proof that the Planning Service have confirmed that it is not required, will be refused.
- 9.9 Applicants will be required to produce a business plan, together with an environmental management plan to demonstrate the arrangements, for example, for cleansing and waste disposal. If granted a licence, a health and safety risk assessment must be carried out prior to opening the market.
- 9.10 In any case in which the application relates to the holding of a car boot sale and the proposal is to hold six or less events in a year and the scale of the event may be regarded as *deminimis* (less than 20 persons trading), the requirement to consult and produce the documents required in the preceding paragraph (with the exception of the risk assessment) will not be required.

- 9.11 The Council may require the Applicant to appear before the Development Committee and to make representation and answer questions in relation to the proposal.

10. General conditions

- 10.1 The following conditions will attach to every licence which is granted by the Council, subject to any other additional conditions which the Council deem necessary.
- 10.2 Periodic visits will be made to markets by an officer of the Council to ensure compliance with the conditions of licence. The standard conditions attached to any licence will include a right of access for authorised council officers.
- 10.3 Failure to pay any fees due may result in revocation of the licence and/or may result in future applications being refused.
- 10.4 It is the responsibility of the organiser and operator to ensure that the market does not become a nuisance to residents or neighbouring businesses, and are operated in an appropriate manner, including compliance with relevant legislation for public events and with Belfast City Council's Health & Environmental Services Department and Trading Standards requirements.
- 10.5 The organiser or operator agrees to indemnify the Council against any claims for personal injury, loss or damage howsoever sustained.
- 10.6 The applicant must demonstrate it holds adequate public liability insurance and, if applicable, employers liability and products liability insurance.
- 10.7 If it is proposed that entertainment will be provided at the event, the applicant may be required to apply for an entertainment licence in addition to the market licence.
- 10.8 If it proposed that food will be provided at the event, the applicant and each relevant stall holder shall ensure that the stall is registered with the Council as a food business operator.
- 10.9 All events must be promoted by lawful means. If a licence is granted, it is the responsibility of the organiser/operator to ensure that no

- unlawful fly posting or leafleting in relation to the event takes place and that no notices, signs or advertisements are fixed on any street furniture, structure or trees.
- 10.10 Event organisers or traders shall not display openly on their stalls, any flags, or emblems of any nature considered by the Council to cause offence.
 - 10.11 It is the responsibility of the organiser/operator to ensure that no counterfeit or stolen goods are sold at their event.
 - 10.12 All fees are non-refundable.
 - 10.13 All matters pertaining to the conduct of the market, including consumer safety and health and safety, are the sole responsibility of the Applicant.
 - 10.14 Approval to hold a market is not-transferable to any other person or company.
 - 10.15 Breach of any of the above conditions will entitle the Council to determine the licence. In the event that the Council is of the opinion that any of the conditions have been breached and it is minded to determine the licence, it shall give the licence holder the opportunity of appearing before the Development Committee and making representation prior to any decision being made. The decision of the Council will be final.
 - 10.16 Applicants should be aware of the council's Good Relations strategy which outlines our commitment to Equality and Good Relations and our obligations under Section 75 of the Northern Ireland Act 1998.

Appendix one

- 1 The history of Market Rights in Belfast goes back to 1620 when extensive lands in County Antrim were granted to Lord Chichester by King James. In addition to the Grant of those lands, a franchise right to hold a market in the town of Belfast was also granted by the King. These franchise market rights were subsequently transferred to Belfast Corporation in 1847.
- 2 In addition to these franchise market rights, the then Belfast Corporation was granted the power to purchase existing market rights and to provide new market places by virtue of a number of pieces of legislation. The legislation grants Belfast City Council the exclusive right to establish a market within its district, to regulate the conduct of those markets and to make bye-laws in relation to them.
- 3 A market is legally defined as being either a franchise or statutory right to hold a concourse of buyers and sellers to dispose of commodities. The following events would be considered to be a market:
 - a. Farmers market
 - b. Car boot sale
 - c. Specialty market
 - d. Regular variety market
- 4 Any market that is owned or operated, other than by the Council, within a 6 and 2/3 radius is defined in law as a 'Rival Market' and shall be operating illegally. As the Council holds the exclusive right to hold markets, it is entitled to take legal proceedings to restrain any person or organisation from holding such a market. However, it is envisaged that the Council will only grant a licence to proposed markets within the Belfast City Council area.

Appendix two

1. Car Boot sales

- 1.1 Car Boot sales shall be restricted, as far as possible, to householders selling surplus household articles.
- 1.2 No new goods are permitted for sale at any Car Boot sale unless it can be demonstrated that they are unwanted gifts.
- 1.3 The Council may limit the number of trading positions depending upon the nature of the application, particularly with regard to the proposed location of the Market.
- 1.4 Should any part of the site or premises be used for a market, any other part of the site or premises should not be deemed as a separate site or premises for the purposes of this policy. A site must be of a different location, have separate boundaries and be a suitable distance from other sites at which any Market is or has been operating.
- 1.5 If, in the opinion of the Council, any organiser of a car boot sale either directly or indirectly contravenes any of these conditions, then the Council may determine to refuse a subsequent application for a licence from that person by reason of that contravention.
- 1.6 Any venue used for the purposes of a Car Boot sale which, in the opinion of the Council, either directly or indirectly is used in contravention of these conditions will not be permitted to host any further markets of any description until such times as the matters giving rise to the breach have been remedied to the Council's satisfaction.
- 1.7 In respect of a car boot sale organised by a commercial organiser or operator, a basic market rights licence shall be payable upon application. The organiser or operator must also pay an additional fee per trading position. This fee will be waived for any market which is organised by a charity or operated for solely charitable purposes.
- 1.8 In respect of a car boot sale operated by a non-commercial organiser/operator or by a registered charity, a discounted basic market rights licence shall be payable upon application. The organiser or operator may also pay an additional fee per trading position.
- 1.9 A registered charity must provide written confirmation of their registered charity number and that the full proceeds of the event will

be received by the organisation must be sent at the same time as the application for a licence.

2. Farmers' market

- 2.1 A Farmers' market is a themed market whereby farmers or producers meet to sell their own produce.
- 2.2 The organiser/operator of the market must supply the Council with the register of all farmers trading at the market, together with the address of the farm.
- 2.3 The Council may limit the number of trading positions depending upon the nature of the application, particularly with regard to the proposed location of the Market.
- 2.4 Only one individual will be permitted to apply per household.
- 2.5 No licence for a Farmer's market shall be granted on a Friday or Saturday.
- 2.6 Should any part of the site or premises be used for a market, any other part of the site or premises should not be deemed as a separate site or premises for the purposes of this policy. A site must be of a different location, have separate boundaries and be a suitable distance from other sites at which any market is or has been operating.
- 2.7 If, in the opinion of the Council, any organiser of a Farmer's Market either directly or indirectly contravenes any of these conditions, then the Council may determine to refuse a subsequent application for a licence from that person by reason of that contravention.
- 2.8 Any venue used for the purposes of a Farmer's Market which, in the opinion of the Council, either directly or indirectly is used and contravention of these conditions may not be permitted to host any further markets until such times as the matters giving rise to the breach have been remedied to the Council's satisfaction and, if appropriate any necessary undertakings are provided as regards to future conduct.
- 2.9 A market rights licence fee will be charged per trading day and must be paid in full upon application. The organiser or operator may also pay an additional fee per trading position.

3. Speciality market

- 3.1 Speciality markets are those where there is a specialised theme or grouping of produce or goods that make the event more than a car boot sale or traditional market. For example, a continental, craft market or exhibition market.
- 3.2 The Council may limit the number of trading positions depending upon the nature of the application, particularly with regard to the proposed location of the Market.
- 3.3 An application for a speciality market licence must be lodged at least four months before the date of the proposed event.
- 3.4 Only one application per household or organisation shall be permitted.
- 3.5 Should any part of a site or premises be used for a market, any other part of the site or premises should not be deemed as a separate site or premises for the purposes of this policy. A site must be of a different location, have separate boundaries and be a suitable distance from other sites at which any other market is or has been operating.
- 3.6 If, in the opinion of the Council, any organiser of a speciality market either directly or indirectly contravenes any of these conditions, then the Council may determine to refuse a subsequent application for a licence from that person by reason of that contravention.
- 3.7 Any venue used for the purposes of a speciality market which, in the opinion of the Council, either directly or indirectly is used in contravention of these conditions may not be permitted to host any further markets of any description until such times as the matters giving rise to the breach have been remedied to the Council's satisfaction.
- 3.8 In respect of a speciality market organised by a commercial organiser or operator, a basic market rights licence shall be payable upon application. The organiser or operator must also pay an additional fee per trading position. This fee will be waived for any market which is organised by a charity or operated for solely charitable purposes.
- 3.9 In respect of a speciality market operated by a non commercial organiser/operator or by a registered charity, a discounted basic market rights licence shall be payable upon application. The organiser or operator may also pay an additional fee per trading position.

- 3.10 A registered charity must provide written confirmation of their registered charity number and that the full proceeds of the event will be received by the organisation. That confirmation must be sent to the Council at the same time as the application for a market rights licence.

4. Regular market

- 1 A regular market is a market which is held on a number of days throughout the year and will be a general retail market where a variety of goods are available for sale or swap.
- 2 An application for a regular market licence must be lodged at least 4 months before the date of the proposed event.
- 3 Proof of the permission of the venue owner to hold the market must also be lodged with the application.
- 4 The applicant must also provide a full business plan to include:
 - a. A plan showing the proposed layout of the market;
 - b. A financial plan;
 - c. The organisers health and safety policy, coupled with the necessary risk assessments;
 - d. The organisers food safety policy;
 - e. An environmental statement;
 - f. Documentary evidence, to include two supporting references, demonstrating the applicants experience and track record.
- 5 Upon receipt of an application, the Council may decide not to issue a typical market licence but instead enter into a negotiated contract which reflects the needs of the market as well as providing suitable remuneration to the Council for the provision of market rights.
- 6 It may be necessary for Belfast City Council to carry out a procurement exercise in relation to any proposed regular market to comply with its obligations under EU procurement requirements.
- 7 Any agreement reached in respect of a regular market shall reflect the principles within this policy including the right of the Council to determine in the event of any breach of condition.

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Report to:	Development Committee
Subject:	Markets Update - Strategic review
Date:	20 August 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	St George's Market is one of Belfast's oldest attractions and is a listed building. It was built between 1890 and 1896 and is one of the top markets in the UK and Ireland.
1.2	The market provides a place to trade and grow for over 170 small businesses, including 6 shop units and a restaurant. It supports around 385 jobs and welcomes approximately 600,000 visitors each year. The total value to the Belfast economy is estimated to be approximately £15m p.a.
1.3	Members will be aware that Committee approved an independent and impartial review of St George's to establish how the market could be enhanced and strengthened to maximise the economic benefit to the City in terms of business trading, jobs and tourism. The issues to be considered were:
1.4	<ul style="list-style-type: none"> a. Future role and use of the Market b. Governance, management and communications c. Role in providing an outlet for independent retailers and the expansion of tourism d. Retail experience e. Location and access improvements and f. Marketing
1.5	The initial phase of the review has been completed and it is now possible to move into the more detailed phase 2.

2	Key Issues
2.1	The environment that St George's Market operates within has changed considerably in recent years. New office accommodation, office facilities and the Waterfront have all been developed and this has increased natural footfall in the area. This review is an opportunity to take advantage of these changes by

	improving the shopping experience in the markets so as to increase footfall and spend and make St George's an even more appealing attraction for Tourists.
2.2	<p>The initial work has identified key issues through consultation with traders, their representatives, and other key stakeholders. These issues, shown below, will be considered in detail for the next stage of the review:</p> <ul style="list-style-type: none"> – The long-term vision for the Market. – Marketing and branding of the market – which unique features/selling points will attract customers (particular with regard to changing demographics) and how to benefit from other initiatives such as taking the market on tour, tourism events, walking tours, history tours, etc. – Market facilities – we continually receive demands for adding seating and eating space, banking facilities, toilets, recycling bins, etc, as well as for consideration of the needs of children, the elderly and disabled. This needs to be balanced against the space required for actual trading stalls. – Achieving the right balance of categories of stalls/products. This will consider the size of the waiting list, and hence demand from traders, while balancing the need to have a variety of products particularly to appeal to tourists. – The effect of the layout of stalls within the market and how the layout could be improved. This is in terms of improving the flow of customers around the market as well as improving operational aspects such as set-up and cleaning for traders and staff.
2.3	We would welcome the views of Members in this process and so would like to invite party representatives to consultation sessions.
2.4	At the conclusion of the second phase a report will be brought to Committee with recommendations from both phases and options for taking them forward.

3	Resource Implications
3.1	Covered in existing budget.

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

5	Recommendations
5.1	Members are asked to participate in a consultation process to support the review and subsequent improvement recommendations for St George's Market. Sessions to be held with each Party Leader (or alternative nominee) or via the Party Briefing process.

6	Decision Tracking
Timeline:	November 2013
	Reporting Officer: Shirley McCay



Report to:	Development Committee
Subject:	Response to Department for Social Development (DSD) Consultation on Business Improvement District (BID) Regulations
Date:	20 August 2013
Reporting Officer:	Shirley McCay, Head of Economic Initiatives and International Development, Ext. 3459

1.	Relevant Background Information
1.1	On 22 Feb 2011 the Development Committee approved the Council's response to DSD's initial consultation on the creation of Business Improvement Districts (BIDs). The enabling legislation for BIDs was subsequently passed by the NI Assembly, and was formally adopted on 21 March 2013.
1.2	DSD are now consulting on 22 draft regulations, which will underpin the establishment of a BID. They have asked respondents to answer five principle questions, which we have covered at appendix 1 below. The deadline for submission of responses is 6 September 2013.
2.	Key Issues
2.1	The 22 regulations primarily cover the following key issues: <ul style="list-style-type: none"> • The role of the BID proposer, how information is obtained and developed into a business case for the prospective BID area, and the Council power of veto. • Electoral procedures for the BID ballot • Financial procedures, including collection and enforcement of the BID levy and maintaining the BID Revenue Account.
2.2	While the Council are generally supportive of BIDs, the Committee will wish to note that elections to Shadow Councils to be held in May 2014, with new Councils taking legal form on 1st April, 2015. It is unclear at present as to how the Shadow Council will be administered and how decisions will be taken. The existing Council will, at that stage, be winding down, and it is questionable if the outgoing or Shadow Council will be best placed to deal with any BID proposals.
2.3	Evidence from England and Scotland suggests a 12-18 month timeframe to fully develop a BID. If a business body starts their development work now, then the electoral procedures could take place within, or towards the end of, the Shadow BID period. This concern is reflected in Council's draft response.

3.	Provision of information and Governance
3.1	As part of the previous consultation in 2011 Council raised concerns over the provision of ratings information. Council welcome the fact that under regulation 2 this responsibility has been assigned to DFP.
3.2	As part of good Governance the Council are also suggesting that each BID is required to set up a formal Board, which is distinct from the executive functions of the BID. Such a Board should consist of appropriate local stakeholders, which could include business and community leaders, and could also be extended to Members of the Local Authority. The BID should produce an annual report for their Board, which is made available to local stakeholders and the general public (e.g. via publishing on a website). The aim of the annual report is to record progress against the business and financial plan set out in the original BID proposals.
4.	Council Power of Veto
4.1	The power of Veto primarily relates to planning issues and safeguarding business or individuals from excessive financial pressures. Regulation 5(4) mentions the potential for conflict with published Council policy, but this is not specifically subject to veto (save from a more general veto around insufficient consultation with the Council). It is recommended that the consultation response requests that Regulation 5(4) is given appropriate weight by making conflicts with published Council policy subject to veto.
5.	The Electoral Ballot
5.1	Under Regulation 6 the Council has a duty to appoint a Ballot Holder, for the purposes of running the initial Ballot, or any renewal ballots, alternation ballots, or re-ballots. Save for the concerns raised at para 2.2 the Council is content with this obligation, and the mechanisms and timescales to challenge a ballot covered in Regulation 10, and of administering the ballot covered at schedule 2.
5.2	Under Regulation 11 the Council can require the BID proposer or BID body to pay for the costs of arranging and holding the ballot (proof of funds must be demonstrated prior to the ballot). At a future date an options paper will be brought back to Committee in relation to the recovery of electoral costs.
6.	BID levy and BID Revenue Account
6.1	The Council have significant concerns over these issues, covered at s15, s16 and schedule 4 of the Regulations, which places the duty for the collection, enforcement and administration of the BID levy onto the Council. In the previous consultation Council strongly advocated that the legal responsibility for the collection and enforcement of the levy should be transferred from Council to LPS. Local Councils have no previous role in this field and it does not appear appropriate to engage them in this work.
6.2	The current regulations state that Councils can appoint “a person for the administration, collection and recovery of the BID levy” which is referred in the legislation as “a billing body”. However, where a billing body is not appointed “any reference to the billing body shall be construed as a reference to the district council.” In other words, while the responsibilities can be devolved, the legal duty has not been transferred.

6.3	If the Council, or its agent, were to collect the BID levy there would be difficulties in ensuring the correct rateable value to use for each property, given the constantly changing rates database. Resources would also be needed to deal with collection, enforcement, administration and appeals.
6.3	The draft response to DSD strongly advocates that responsibility for the BID levy should transfer to LPS. Furthermore, in the event of LPS taking ownership, we see no value in Council administering the Revenue Account on behalf of the BID, and further recommend that money collected is passed directly to the BID without passing through Council accounts.
6.4	Should the Council retain the legal duty to collect, enforce and administer the levy, then we will need to consult with DSD over free access to the LPS database, and provision to require the levy to be paid in advance by direct debit. While we envisage significant complications with the regulations as they stand, these two measures would help mitigate the risks.
7. Resource Implications	
7.1	Should a BID be initiated the draft regulations will require additional resources from Democratic Services (the electoral ballots); Finance (the collection, enforcement and administration of the Levy); and Policy / Legal (development of BID proposals and business case).
8. Equality and Good Relations Considerations	
8.1	There are no Equality and Good Relations implications attached to this report.
9. Recommendations	
9.1	Members are asked to approve the draft response to the DSD consultation.
10. Decision Tracking	
Timeline: N/A Reporting Officer:	
11. Key to Abbreviations	
BID: Business Improvement District DSD: Department for Social Development LPS: Land and Property Services	
12. Documents Attached	
Appendix 1: Draft response to DSD consultation on Business Improvement District Regulations Appendix 2: DSD Introduction to the Consultation and Summary of the Draft Regulations	

Department for Social Development Consultation: Business Improvement District Regulations

Draft Belfast City Response – August 2013

1.	Introduction
1.1	Belfast City Council welcome the opportunity to respond to the Department for Social Development's (DSD) consultation on Business Improvement Districts (BIDs).
1.2	Belfast City Council recognise that BIDs have been a positive mechanism for the promotion and regeneration of town centres and other business areas. The Council has active experience of supporting businesses across the City, most recently in the "Backin' Belfast" initiative in early 2013, but also through our support for Trader's Groups and from our physical regeneration programme "Renewing the Routes". The Council welcome the introduction of BIDs as a further way to enhance the partnership between the public and private sector; and will support any business area that comes forward to lead and develop BID proposals.
1.3	However, the Department will be aware that a significant period of Local Government Reform is currently underway. Elections to Shadow Councils will be held in May 2014, with new Councils taking legal form on 1st April, 2015. It is unclear at present as to how the Shadow Council will be administered and how decisions will be taken. The existing Council will, at that stage, be winding down, and it is questionable if the outgoing or Shadow Council will be best placed to deal with any BID proposals during that time.
1.4	Evidence from England and Scotland suggests a 12-18 month timeframe to fully develop a BID. If a business body starts their development work now, then the electoral procedures could take place within, or towards the end of, the Shadow BID period. This will be an extremely demanding period for Local Authorities – in particularly our democratic, financial, and legal services. DSD may therefore wish to stipulate in the Regulations that the commencement of electoral procedures will not occur prior to the 1 April 2015, at which point the Shadow Councils will take legal form.
1.5	If this stipulation is not made, then Belfast City Council would welcome further guidance and legal assurance around the process for Shadow Councils to respond to BID proposals, and administer relevant procedures.
2.	Is there an adequate level of prescription in the Regulations to ensure effective governance while still allowing for local flexibility in putting together a BID process?
2.1	As part of the previous consultation in Feb 2011, Belfast City Council suggested that ratings information should be provided by DFP. The Council welcome the fact that DSD have incorporated this suggestion at Regulation 2, and are content that this approach is a sensible way to initiate the development of BID proposals. The Council is also content at the concept of a BID proposer drawn from the business community, which is outlined at Regulation 3.
2.2	The Council are also content with subsequent processes, outlined at Regulation 5, which

	require a business and financial plan, and evidence of appropriate stakeholder consultation, before any commitment to an electoral ballot is made.
2.3	Belfast City Council note that many BIDs in the UK and Ireland, as part of their Governance procedures, have included formal Boards, both in Shadow form during the development stage and as part of ongoing best management practice. Many of these Boards include appropriate local stakeholders, which could be business and community leaders, and Members of the Local Authority. While we are not suggesting that membership details of any Board should be prescribed, the Department may wish to consider if the creation of a BID Board, which is distinct from the executive and management function, should be included within the Regulations.
2.4	As part of good governance we also suggest that the executive of the BID produce an annual report to their Boards, reporting progress against the business and financial plan set out in the original BID proposals. This report should be made available to local stakeholders and the wider public (this duty could be discharged by placing a copy of the report on the BID's website).
2.5	The concept of a formal Board carries further importance should the Council's suggestion that the levy receipts are passed directly to the BID (see para 4.4 and 4.5 below) be adopted.
3.	In Regulation 10 and Schedule 2, are the timescales, e.g. for issuing ballot papers, appeals, vetoes etc, set at the correct level? If not please be specific about which ones you think should be changed.
3.1	Under Regulation 6 the Council has a duty to appoint a Ballot Holder, for the purposes of running the initial Ballot, or any renewal ballots, alternation ballots, or re-ballots. Save for the concerns raised at para 1.3 and 1.4 above, the Council is content with this obligation, and the mechanisms and timescales to challenge a ballot covered in Regulation 10, and of administering the ballot covered at schedule 2.
4.	In Schedule 4, is it sufficient to provide the power for councils to enforce the payment of unpaid levies and leave the specifics of how to go about it up to the Councils? If not, please provide further information.
4.1	The Council have significant concerns over the proposed financial regulations, covered at s15, s16 and schedule 4, which places the duty for the collection, enforcement and administration of the BID levy onto the Council. While we note the ability to devolve these matters to a billing body, Regulation 16 clearly states that the legal duty rests with the Council.
4.2	In NI the collection of business rates is undertaken by the Land & Property Services Agency (LPS). Local councils have no previous role in this field and it does not appear appropriate to engage them in this work. It is our proposal that the business levy should be collected by LPS. To do otherwise will mean different billing, collection and enforcement systems causing both duplication and confusion. The preferred and most cost effective approach is therefore collection and enforcement by LPS.
4.3	Our concerns are further re-inforced by the fact that, following consultation on the primary legislation, DSD issued a memorandum dated 25 June 2012, stating that, on this matter, they had received a number of concerns relating to billing, collecting and enforcing the BID levy. In the memo (para 10) they stated they had discussed this issue with DFP and had

	agreed that LPS would be responsible for the administration of the BID levy. This has not been reflected in the Regulations, and no reference to LPS has been made.
4.4	In addition we see no value in Local Authority management of the BID Revenue Account, which appears to create an unnecessary administrative tier. Involving Local Authorities in the administration of accounts may also suggest that Councils are imposing an additional tax on business. This could undermine the intention of the Department, as outlined in the introduction to the consultation, that the levy is best viewed as a collective investment by businesses for specific additional services.
4.5	In addition to transferring the billing, collection and enforcement of the Levy to LPS, Belfast City Council would also propose that the Levy is passed directly to the BID rather than coming through Council accounts. Appropriate financial controls are best achieved through the Governance of a BID Board, as recommended at para 2.3 above, and by requiring the BIDs to produce an annual report, recommended at para 2.4 above.
5.	Is more clarity required on any of the processes?
5.1	As highlighted in these responses, further clarity is required in relation to: <ul style="list-style-type: none"> • The possibility of local authorities administering electoral procedures from May 2013 to March 2014, when Shadow Councils are in force and a significant period of local government reform is underway (para 1.3 and 1.4) • Should the duties to collect, enforce and administer the Levy remain with Local Authorities, over which the Council has registered significant concern at para 4.1 and 4.2, then further guidance on the practical management of these responsibilities will be required. • Further clarification would be useful on the obligations on businesses that start trading in the BID area after it has been established. It is assumed that these businesses will be legally liable for the Levy, even though they did not have an opportunity to vote on the proposals, but it may be sensible to make specific reference to this.
6.	Any other comments?
6.1	While our intention will be to fully support the development of BID proposals, Council welcome the powers of veto outlined at Regulation 13, and view these as a sensible measure that can help focus minds and secure stronger agreement.
6.2	In terms of the BID conflicting with Planning Orders listed at Regulation 13, it is important to recognise that the Council also have a number of statutory and non-statutory improvement plans for areas. This can include area plans, corporate plans or other strategic initiatives. Regulation 5(4) recognises the potential for conflict or an overlap between the BID and existing plans published by the Council. However, there is no power to resolve these potential conflicts, save through a more loosely defined power to veto BID proposals due to lack of consultation with the Council (Reg 13(3e)). Belfast City Council suggest that the more specific conflicts mentioned at Regulation 5(4) are also included in the power of veto.
6.3	DSD are no doubt aware that the Planning (NI) Order 1991, which is referenced at Regulation 13(2), will be superseded by the Planning Act (NI) 2011, and elements of the Planning Act (NI) 2013. While the final BID legislation must be consistent with current

<p>legislation at the time of enactment, it may be appropriate to reference these changes, including the proposed Council powers of area and community planning. The role of Council will increase in volume as a result of the proposed transfer of planning and regeneration functions.</p>

DSD Introduction to the Consultation and Summary of the Draft Regulations

1. INTRODUCTION

The first Business Improvement District (BID) was founded in Canada in 1970 when town centre businesses in Bloor West Village, Toronto decided action was needed to revitalize the town and attract shoppers back from out-of-town shopping centres. They successfully lobbied for legislation for all the businesses in the proposed BID area to pay a levy which was used to improve the physical appearance of the town and also to promote the town centre as a vibrant, attractive and safe place to work, shop and live. Today there are some 140 BIDs across England, Scotland and Wales with two BIDs also established in the Republic of Ireland.

A BID allows businesses within a defined area to vote for collective investment in specific additional services in order to improve the commercial environment within that area. It is not intended to replace public investment in the area; instead, additional services or projects are funded by a local business levy. All businesses within a potential BID area have the opportunity to vote on proposals before the levy is imposed.

Proposals are developed by local business-led partnerships, usually in co-operation with the local council. The BID levy is not an additional tax – it is best understood as an investment which businesses collectively make in their area in order to fund services which they feel will directly benefit the local economy. The BID levy is payable by the non-domestic ratepayers within the BID area.

2. ABOUT THIS CONSULTATION

Aims and Objectives

This consultation seeks views on the processes and level of prescription outlined in these Regulations, and all the details underpinning the establishment of a BID.

The Department is keen to hear from everyone who has an interest in BIDs, including business owners and traders, local councillors, business representative organisations, councils, other public, private and voluntary sector bodies and anyone else who wishes to submit a response.

AVAILABILITY AND RESPONSES

This consultation is available online from the DSD website (www.dsdni.gov.uk) and runs for 12 weeks from 17th June 2013 to 6th September 2013 and applies to Northern Ireland
Document Number: 151365

(NI). Respondents are asked to submit their views as early as possible during this period to allow as much time as possible for consideration.

We have identified a number of key questions in relation to this consultation. These questions are contained at Appendix 1 of this booklet. You can complete the online survey on the consultation website, or you can use the questions included in this document and return your responses to us by e-mail at social.policy@dsdni.gov.uk. Alternatively you can post your response to us at the address provided in this section. Requests for this consultation document in different formats and languages will be considered.

Alternatively should you only wish to respond to a particular element of this consultation and do not wish to complete all of the questions contained at Appendix 1 of this booklet you can submit your comments referring to the relevant question. For example:
Question x – I/We consider that.....

All responses not submitted electronically must be made in writing and attributable so that there is an objective record of the view expressed.

Your name, address and organisation name (if applicable) should be clearly stated. Responses should be submitted before the closing date.

FREEDOM OF INFORMATION ACT 2000

The Freedom of Information Act gives the public access to any information held by a public authority, namely, the Department for Social Development in this case. This right of access to information includes information provided in response to a consultation. Your response, and all other responses to the consultation, may therefore be disclosed on request. If you would like your response to be treated as confidential, please indicate this clearly.

RESPONSES

Written responses should be sent to:-

Business Improvement Districts Unit

Department for Social Development

Level 3, Lighthouse Building

1 Cromac Place

Gasworks Business Park

Ormeau Road

Belfast

BT7 2JB

3. BUSINESS IMPROVEMENT DISTRICTS LEGISLATION IN OTHER JURISDICTIONS

Legislation enabling the formation of BIDs was passed in England and Wales in 2003, (with subsequent regulations published in 2004 and 2005 respectively) and in Scotland in 2006 (regulations in 2007). Also in 2007, the ROI enacted legislation to allow for the creation of statutory BIDs. Therefore, putting in place legislation to provide for statutory BIDs in NI brings us in line with the other nearby jurisdictions of the UK and ROI.

A consultation on the BIDs policy proposals was carried out by the Department from 1 December 2010 – 28 February 2011. The consultation sought views and comments. A copy of the findings from the consultation is available from the Department's website at www.dsdni.gov.uk.

The Business Improvement Districts Act (Northern Ireland) received Royal Assent on 21 March 2013.

These draft Regulations are based on the existing Regulations in place for England and Wales and Scotland. In some instances, however, it has been necessary to develop processes which are specific to Northern Ireland. This approach therefore aims to promote consistency of application as far as possible and is able to draw on what has worked best in the other jurisdictions, but also to ensure that our legislation is fit for purpose for our specific circumstances here in Northern Ireland.

4. THE NEED FOR A STATUTORY BUSINESS IMPROVEMENT DISTRICTS SCHEME IN NORTHERN IRELAND

Prior to the introduction of legislation for BIDs, they could operate in Northern Ireland on a voluntary basis only. This meant that businesses could opt to pay a levy, but those who refused could still reap the benefits of the additional services delivered in their area. Putting legislation in place to enable statutory BIDs means that all businesses within the defined BID area would be balloted over whether a BID should be in place, and would then be legally required to pay the levy if the BID proposal was successful.

5. SUMMARY OF THE DRAFT REGULATIONS

In summary, these Regulations make provision in relation to business improvement districts. Business improvement districts are provided for in the Business Improvement Districts Act (Northern Ireland) 2013 ("the 2013 Act") as areas within which projects specified in the BID arrangements are to be carried out for the benefit of that district or

those who live, work or carry on any activity in the district. Those projects are to be financed (in whole or in part) by a BID levy imposed on eligible non-domestic ratepayers, or a class of such ratepayers in the district. A business improvement district may only be established where those entitled to vote approve the BID proposals, which on approval become BID arrangements.

Regulation 2 provides for the Department of Finance and Personnel (“DFP”) to supply information from its non-domestic rates records to persons developing BID proposals. DFP may charge for supply of this information.

Regulation 3 specifies the persons who may draw up BID proposals and **regulations 4 and 5** specify the procedures to be followed in connection with drawing up of BID proposals.

Schedule 1 specifies the matters to be included in BID proposals.

Regulation 6 provides for the district council to hold a BID ballot on receipt of BID proposals.

Regulation 7 provides that the district council shall appoint the ballot holder for any ballot in respect of business improvement districts required under the 2013 Act or these Regulations.

Regulation 8 and **Schedule 2** make provision for the arrangements for holding a ballot and the conduct of a ballot. Regulation 9 provides for who is entitled to vote in a ballot

Regulation 10 confers a power on the Department for Social Development (“the Department”) to declare a ballot void in cases of material irregularity, and procedures connected with that.

Regulation 11 enables a district council to recover the costs of a BID ballot or a renewal ballot from the BID proposer or BID body in the prescribed circumstances.

Regulation 12 provides for DFP to supply information from its non-domestic rates records for the purpose of canvassing in relation to a ballot. DFP may charge for supply of this information. Provision is also made for the restriction of the use of the information.

Regulation 13 prescribes the circumstances in which a district council may veto BID proposals, the period within which this has to be done and the matters to which a district council shall have regard to in deciding whether to exercise the veto.

Regulation 14

makes provision in relation to appeals against the exercise of the veto.

Regulation 15 and **Schedule 3** make further provision in relation to the BID Revenue Account.

Regulation 16 provides that the district council may appoint a billing body to administer, collect and recover the BID levy in accordance with **Schedule 4**. Where it does not, the district council is to carry out those functions. **Schedule 4** makes provision with respect to the imposition, administration, collection, recovery and application of the BID levy.

Regulation 17 applies where two or more district councils are enabled to make joint BID arrangements. It provides that such district councils shall appoint a single billing body in respect of the joint arrangements which may be one of them, another district council or

another person. It also deals with how references to district councils in certain other parts of these Regulations are to be read when there is a joint BID arrangement.

Regulations 18 and 19 provide for the alteration of BID arrangements with or without an alteration ballot, and

Regulation 20 provides the circumstances in which BID arrangements may be terminated.

Regulation 21 provides for the supply of information to the ballot holder for the purposes of carrying out that person's functions under the Regulations.

Regulation 22 provides for electronic communication of requests, applications and notices. This provision does not apply to notices under Schedule 4 because that Schedule makes specific provisions for electronic communication of demand notices



Belfast City Council

Report to:	Development Committee
Subject:	Response to proposed London Hub Airport
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Keith Sutherland, Urban Development Manager, ext 3478

1	Relevant Background Information
1.1	The Airports Commission was launched in 2012 with the remit of examining the need for additional UK airport capacity and providing recommendations to government on how this can be achieved in the short, medium and long term.
1.2	The Airports Commission has issued a number of papers for discussion on various aspects of aviation including connectivity and the economy, climate change, airport operation models, and noise.
1.3	The Airports Commission invited proposals which explore short and medium term options for making the best use of existing airport capacity. In addition, long term capacity proposals were also requested and led to the submission of 38 proposals from various private and public sector interest.
1.4	Many of the plans support the development of hub airport in London, whereby passengers transfer between flights to reach a broader network of destinations.

2	Key Issues
2.1	From a direct connectivity perspective Belfast occupies what could be considered a relatively isolated and peripheral location from both the rest of the UK and Europe. Consequently, Belfast city and the wider region rely heavily on the two regional airports to connect to the UK and other European and International destinations.
2.2	Belfast also differs from other regional cities with airports in Great Britain by virtue of the fact that neighbouring airports, especially Dublin, are subject to different terms, targets and taxation. The challenges of competition from Dublin, operating under a lower tax regime, is compounded by the absence of direct high speed land links (rail

	and road) to gateway airports within Great Britain.
2.3	The development of a new hub airport could offer longer term benefits to Belfast by way of convenient and integrated access to NI with smoother transfer through UK gateways, the development of stable connection services and potentially quicker transfer arrangements.
2.4	Reliable and frequent air connections are vital to the development of the tourism sector and to attract broader investment into the Belfast and regional economies. The total value of direct tourism spend in Belfast by GB and overseas visitors was £418 million in 2012, representing an increase of 3% from 2011. By December 2012, it was estimated that tourism and leisure industries accounted for 54,270 employee jobs in Northern Ireland. The total number of GB and overseas visitors staying at least one night in NI was estimated at 1.55 million for the 2012.
2.5	In Belfast's the tourism growth targets is set at a 40% increase in overnight visitors over the next 5 years. The ability to achieve this level of growth will be dependent on the continued development of air connection access alongside the activity to support the local tourism product.
2.6	The continued development of Belfast's connectivity needs will be linked to the future economic potential arising from the changing global conditions such as the growth of new and emerging markets. A significant element of the future growth potential has been linked to the emerging economies which are only accessible through long haul flights. To maximise accessibility and reduce the adverse impacts of our peripheral location any primary UK hub needs to have the capacity to offer guaranteed preferential regional connection to service these long haul destinations.
2.7	The current capacity constraints at the main London hubs have resulted in increasing pressure on fixed landing slot allocations and competition between regional and long-haul services. This competition and the longer term uncertainty in relation to the availability of sufficient access to support regional access from Belfast to a full range of long haul connections could limit the potential for future economic growth.
2.8	<u>Planning</u> The Regional Development Strategy recognises the need for Northern Ireland to be well connected in order to compete globally. Within the RDS, gateways are identified as strategically important transport interchanges which are important for economic development, freight distribution activities and additional employment generation.
2.9	Spatial Framework Guidance (SFG) 15 seeks to 'strengthen the Gateways for Regional competitiveness' and considers gateways as an asset by potential investors and seeks to provide high quality connections to and from the airports.

3	Equality and Good Relations Considerations
3.1	No considerations.

4	Recommendations
4.1	Members are requested to consider the appended draft response and agree for submission to the Airports Commission in respect of the recent London's Hub Airport capacity publications

5	Decision Tracking
Submission of an agreed response following consideration and agreement of the Committee.	

6	Key to Abbreviations

7	Documents attached
Appendix 1 - Proposed response on how best London's Hub Airport capacity meets the needs of Belfast and the wider region	

Appendix 1: Response on how best London's Hub Airport capacity meets the needs of Belfast and the wider region

Belfast City Council understand that a number of plans have been submitted which explore the development of a new airport capacity in London. The Council wishes to comment in relation to the longer term proposals as these are considered to offer the greatest potential to resolve the long standing issues around the guaranteed connectivity for the Belfast and the wider region.

The Northern Ireland Context

In a geographical context, the city of Belfast occupies an isolated and peripheral location from the rest of the UK and the wider European region. With no options for direct surface travel between Belfast and cities/ markets in Great Britain, Belfast city and the wider region are more heavily reliant on the two regional airports (George Best Belfast City Airport and Belfast International Airport) for connectivity to within the UK, Europe and other International destinations.

Air travel remains the most common means of entry into Northern Ireland, with almost three quarters (74%) of overnight visitors and a third (34%) of day trippers arriving by plane (PWC, 2011). Belfast also differs from other regional cities, across Great Britain, in that largest neighbouring airport at Dublin is operated within a separate tax regime with different operating targets linked to the development of its own national economy.

Whilst the proximity of Dublin can offer access to a broader long haul market this provides a greater direct competitive advantage to businesses operating in the airports own local economy.

The development of a new UK hub airport could offer longer term benefits to Belfast by way of convenient and integrated access to Northern Ireland with smoother transfer through a common UK gateway, the development of stable inter-connection services and potentially quicker transfer arrangements.

The current capacity constraints at the main London hubs have resulted in increasing pressure on fixed landing slot allocations and competition between regional and long-haul services. This competition and the longer term uncertainty in relation to the availability of sufficient access to support regional access from Belfast to a full range of long haul connections could limit the potential for future economic growth.

The Council would welcome the introduction of short and medium term measures to maximise capacity as an interim to the adoption of a longer term solution that would provide the potential for growth that meets the needs for the expansion of secure regional connectivity alongside the increased capacity for long haul routes. This balanced approach to the development of future capacity is critical for Belfast and local region to be able to compete and secure the potential for recovery and longer term growth.

Economic Growth

The continued enhancement and refinement of Belfast's potential for connectivity must be linked to the future economic opportunities arising from the changing global conditions such as the growth of new and emerging markets. A significant element of the future growth

potential for the local economy has been linked to the emerging economies, many of which are only accessible through long haul flight connections.

To maximise accessibility and reduce the adverse impacts of our peripheral location any primary UK hub needs to have the capacity to offer guaranteed preferential regional connection from Northern Ireland to service these long haul destinations. The Council along with other agencies continue to address the need for the enhanced economic competitiveness and the capacity to respond to the challenges of the changing world economy.

In September 2011, Frontier Economics published a report on 'Connecting for growth: the role of Britain's hub airport in economic recovery'. As the UK's current hub airport, Heathrow connects Britain to the global economy and is recognised as playing a vital role in the economic success of the country as a whole. The report highlights that successful hub airports play a special role in an economy by underpinning a country's connectivity to long haul destinations around the world.

UK trade with the rest of the world has increased significantly over the last 10 years. Trade with Emerging Market Countries has been a major contributor to the increase. The 'Connecting for growth' report notes that UK businesses have the opportunity to grow their revenues by trading with businesses in these countries. However, the regional markets are not always well connected to these destinations and this lack of connectivity makes it more difficult for the UK as a whole to do future business with Emerging Market Countries.

While Heathrow could serve far more destinations, it is constrained by a limit on air transport movements per year. It is estimated that the value of UK trade could be increased by approximately £1.2 billion a year, if there were capacity to accommodate viable Emerging Market routes. With no available connections available through London, other European hubs have become more attractive. The report notes that there are 21 Emerging Market destinations with daily flights from other European hubs that are not served from London.

Passengers flying to and from hubs, as destinations in their own right, also benefit from better connectivity as many routes would not be viable without the transfer traffic generated through the long haul routes. Consequently passengers can not only benefit from a wider range of routes but also lower fares.

Tourism in many ways exemplifies the challenges and opportunities faced by the broader economy as Belfast and the wider region seeks to achieve a degree of rebalancing both in terms of the general competitiveness and the unique local circumstances. The importance of tourism to the city is highlighted in the Integrated Strategic Framework for Belfast Tourism 2010-2014. Developed in partnership with the Northern Ireland Tourist Board and in consultation with local stakeholders, the Framework recognises that improved access to the city is essential if it is to attract more international visitors and if Belfast is to realise its local Gateway potential. The Council regard the framework as crucial to the city's development as a globally competitive sustainable tourism destination.

Reliable and frequent air connections are vital to the development of the tourism sector and to attract broader investment into Belfast and the regional economy. The total value of direct tourism spend in Belfast by GB and overseas visitors was £418 million in 2012, representing an increase of 3% from 2011. At December 2012, it was estimated that tourism and leisure industries accounted for 54,270 employee jobs in Northern Ireland. In 2012, the total number of GB and overseas visitors staying at least one night in NI was estimated at 1.55 million.

In Belfast's the tourism growth targets is set at a 40% increase in overnight visitors over the next 5 years. The ability to achieve this level of growth will be dependent on the

enhancement of air connections and integrated access, alongside continued activity to support the development of local tourism infrastructure. Belfast City Council is committed to developing tourism exemplified by the contribution to the £97 million development of Titanic Belfast, a world class visitor attraction. This facility alone attracted 807,340 between April 2012 and March 2013. In total, 471,702 visitors to Titanic Belfast came from outside Northern Ireland highlighting the dependence on international accessibility.

Northern Ireland's tourism GDP is approximately 4.9% whereas ROI is 6%. The regional routes and the ability to secure integrated long-haul connections are critical to the continued development of the tourism sector and the achievement of growth targets over the medium to long term. Tourism is forecast to be the 4th fastest growth area in the UK over the next 10 years. NI tourism demand in terms of revenue, is forecast to increase by 2.8% per annum, in real terms over the next 10 years (Deloitte 2010). To meet and exceed these longer term targets Belfast and NI needs to secure additional international links through both direct short haul connections and integrated service via a long haul London hub airport with the capacity to offer guaranteed regional accessibility.



Belfast City Council

Report to:	Development Committee
Subject:	Belfast Public Bike Hire Scheme
Date:	20 August 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Keith Sutherland, Urban Development Manager, ext 3478

1	Relevant Background Information
1.1	Members agreed at June committee to invite a representative from Dublin City Council to make a presentation on the Dublin bike scheme and their approach for future expansion.
1.2	The Council secured £698,700 funding in August 2012, towards the provision of a Belfast Public Bike Hire Scheme as part of the Department for Regional Development (DRD) Active Travel Demonstration Projects fund.
1.3	Based on the approved bid for capital funding, the first phase of the Belfast Public bike hire scheme should achieve coverage for the core city centre area as designated in the Draft Belfast Metropolitan Area Plan.

2	Key Issues
2.1	At the Development Committee meeting on the 19 th March, Members expressed the desire to extend coverage of the public bike hire scheme outside the area proposed in Phase 1. In particular, to extend to the North of the city to service the Crumlin Road Gaol and Mater Hospital, to the West to service the Royal Victoria Hospital and Gaeltacht Quarter and to the East to service the Hollywood Arches area and the Connswater Greenway project. It was suggested that Queens University and parts of Titanic Quarter are included in the proposed Phase 1 network if they could be accommodated within the current funding arrangements.
2.2	Phase 1 of Dublin bikes scheme covers an area of 5km ² in the core city centre area and it has been so successful that there is great demand for its expansion. As a result Dublin City Council produced a Strategic Framework for the phased expansion of the Dublin bikes scheme.

2.3	A strategic planning framework for Belfast Public Bike Hire is being developed which will set out the potential for future expansion of the Belfast Public bike Hire scheme based on criteria that addresses the operational requirements for the stations and the need to maintain a cohesive sustainable network. A draft will be presented to committee in the near future for consideration.
2.4	Members are asked to consider if a special Development Committee should be scheduled for a representative of Dublin City Council to make a presentation to Council on the Dublin bike scheme and their approach for future expansion. The committee will be open for all members of council to attend.

3	Resource Implications
3.1	No revenue cost associated with the request

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

5	Recommendations
5.1	Members are requested to consider if a special meeting of Development Committee should be scheduled for a presentation on the Dublin bike scheme to which all members of the council would be invited.

6	Decision Tracking
Presentation – September/October 2013	

7	Key to Abbreviations
DRD – Department for Regional Development	

8	Documents attached