



Belfast City Council

Report to:	Development Committee
Subject:	Enterprising Britain – Northern Ireland Regional Award Winners
Date:	15 September 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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Relevant Background Information

Enterprising Britain is a nationwide competition which is delivered locally by Invest Northern Ireland. It recognises and rewards the town, city, place or area that is successfully creating jobs, boosting local business and nurturing entrepreneurial talent as the UK emerges from the recession.

Belfast City Council has just been nominated the winner of the Northern Ireland heat of the Enterprising Britain 2010 competition.

Key Issues

Belfast City Council's award was for our work in improving employability and developing business competitiveness through our range of business programme and events as well as our employment initiatives.

The council secured its place ahead of Enterprising Ballymena, which was highly commended, while other entries were received from Larne Enterprise Development Company and Castlereagh Borough Council.

Twelve winners were nominated from across all UK regions and they have now been shortlisted to six. The Belfast submission is among those shortlisted. The next stage in the process is that all those shortlisted will make a presentation to a panel of experts in London in late September 2010. The winner will be announced in October and the overall winner will progress to the European Enterprise Awards later in the year.

The organisers have invited up to 5 people to attend the presentation session in London. At this time, presenters will be asked to provide greater detail on the submission including partnerships, linkages with wider economic development activity and funding issues.

In order to make a strong presentation it is recommended that up to 2 officers from Belfast City Council attend the event in London. Given the strong partnership elements of the bid, it may also be appropriate to invite up to 3 key representatives from a number of the partner agencies involved in the submission.

Examples of the types of initiatives that the judges felt were particularly innovative and effective included:

- The "My Wok Rules!" competition: teams of four students will undergo intensive business training before being selected to take over the running of the "Oodles love Noodles" restaurant on Botanic Avenue for a day in February 2011
- "Spinning the Wheel": using the Belfast Wheel, would-be entrepreneurs were matched with business advisors. They were given the time that one rotation of the wheel took to discuss their business idea and find out what course of action they should take to bring it to fruition
- The HARTE (hospitality and retail training for employment) programme: through this initiative, we have taken almost 200 unemployed people and given them specialised training on customer service, bar-tending, barista skills and cheffing skills to help them find employment in the hospitality and retail sector.

A range of new business development initiatives are commencing in Autumn 2010 and these are being promoted through City Matters as well as through targeted email campaigns and other promotional initiatives.

Resource Implications

- No resource implications associated with compiling the applications – staff time required.
- Travel and subsistence cost for maximum of 5 people attending presentation in London: £1000.

Recommendations

It is recommended that Members note the Council's nomination as the Enterprising Britain 2010 Northern Ireland award winner.

It is also recommended that Committee approves attendance at the presentation in London by up to 2 officers and up to 3 representatives from key partner organizations (or nominees) at a cost of up to £1000 for travel and subsistence.

Decision Tracking

Time frame: November 2010

Reporting Officer: Shirley McCay