



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Proposal to organise a joint State of the City Debate with Titanic Belfast as part of their industry events
<b>Date:</b>	21 February 2012
<b>Reporting Officer:</b>	John McGrillen, Director of Development, ext 3470
<b>Contact Officer:</b>	Jelena Buick, Policy & Business Development Officer, ext 3229

<b>1</b>	<b>Relevant Background Information</b>
1.1	Members will be aware that we have committed to hold four State of the City Debates in a financial year. So far we have held three debates, the first held in June 2011 with Neil Gibson from Oxford Economics who presented the results of research into Belfast's competitiveness compared to other European cities of similar size.
1.2	In October 2011 we welcomed Dr John Heeley, Chief Executive of European Cities Marketing, to deliver a presentation focusing on city branding. Dr Heeley described the approach taken by international cities with successful city brands, citing Amsterdam as the most successful city. Amsterdam's success is based on a well resourced city brand team and 'buy-in' from partner organisations, including many international brands that incorporate the brand into their marketing activities.
1.3	We held the last one on 24 January with key speaker Andrew Stokes. Andrew is the Chief Executive of Marketing Manchester, an agency responsible for the national and international promotion of the Manchester city-region. Andrew was talking about how Marketing Manchester is growing the tourism base, investment and city pride.
1.4	Titanic Belfast will open its doors on 31 March and they will be organising a series of events to mark this historic moment. One of these events will focus on tourism, culture and regeneration and Titanic Belfast have asked if the Council would wish to do this with them as part of the State of the City series of events.

<b>2</b>	<b>Key Issues</b>
2.1	The event, which is due to take place on 4 <sup>th</sup> April, will include Michael Parkinson, CBE, Director of the European Institute for Urban Affairs, Liverpool John Moores University and Julian Dobson of Urban Pollinators, who is editor, writer and consultant specialising in regeneration and sustainable communities, among other renowned speakers. Members will be aware that Mr. Parkinson has contributed to previous regeneration work done by the Council and Urban Pollinators have been involved with Mary Portas in the UK Government's recent review of the High Street.
2.2	The programme of speakers will include a representative from Belfast City Council and it is proposed that, if available, the Chairman of the Development Committee speaks at this event.

<b>3</b>	<b>Resource implications</b>
3.1	The Council's contribution to the event will not exceed £5K and would be met from the remaining State of the City budget.

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	There are no equality or good relations considerations.

<b>5</b>	<b>Recommendations</b>
5.1	Members are asked to approve a joint State of the City Debate event with Titanic Belfast and Titanic Foundation and the involvement of the Chairman of the Development Committee as a speaker at the event.

<b>6</b>	<b>Decision Tracking</b>
Timeline: May 2012	Reporting Officer: John McGrillen

<b>8</b>	<b>Documents Attached</b>
<b>Appendix 1 – Titanic Belfast Opening Industry Events</b>	