

## Appendix 2: Summary Actions for Belfast City Council to support population growth and city development

The research provides an evidence base to help guide the delivery of a number of strands of work for the Council. The following actions are in addition to the key lobbying and leadership roles that the Council plays. It should be noted that the following actions also support the delivery of key Council plans/strategies such as the Corporate Plan and Investment Programme.

Research Recommendations	Key actions for BCC to lead on
<b>Physical Transformation</b> – improving connectivity, transport and physical infrastructure	- Increasing awareness of the quality and location of parks and open spaces
	- Continue to deliver Renewing the Routes programme 2012-2015
	- Commission a city centre regeneration strategy, in partnership with DSD
	- Delivery a programme for the removal or upgrade of approximately 50 derelict or ruinous properties throughout the city
	- Developing a student housing strategy on behalf of the city
	- Co-ordinate BCC responses on strategic planning / transportation issues
<b>Transforming ambitions / perceptions</b> - tackling anti-social behaviour and concerns about safety/political situation in Belfast	- Improve community safety and tackling anti-social behaviour through safer neighbourhood officers and plans for north, south, east and west Belfast
	- Undertake the agreed programme of work in the Interface Programme as part of the Peace III plan
	- Continue to develop the multi agency Integrated Area Intervention Programme in Lower Falls/Divis and capture the learning outcomes for future working
	- Deliver the Good Relations Programme
	- Creating strong neighbourhoods by resourcing support for community development local activity, supporting volunteering activity and increasing usage in community centres and other facilities
	- Deliver Council’s contribution to major events and an annual programme of events to promote the city

	<ul style="list-style-type: none"> <li>- Market Belfast by supporting the activities of Visit Belfast</li> </ul>
	<ul style="list-style-type: none"> <li>- Continue the investment in the cultural and arts scene in Belfast through City of Festival and Creative Legacies</li> </ul>
	<ul style="list-style-type: none"> <li>- Develop an Integrated City Marketing strategy, which includes: <ul style="list-style-type: none"> <li>- The development of a city narrative, which is agreed by all stakeholders.</li> <li>- 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.</li> <li>- Agreed target audiences, product development priorities, marketing materials and communication channels, including a strong digital, on-line presence.</li> <li>- Agree the optimum structures for co-ordinated marketing of the city.</li> </ul> </li> </ul>
<b>Transforming services – promoting Belfast's employment opportunities and availability of amenities</b>	<ul style="list-style-type: none"> <li>- Provide targeted business support interventions to improve business competitiveness</li> </ul>
	<ul style="list-style-type: none"> <li>- Develop and implement a city wide retail support plan</li> </ul>
	<ul style="list-style-type: none"> <li>- Raise awareness of the opportunities and stimulate demand for Superconnected Broadband amongst the business community and administer the voucher scheme to help with connection costs</li> </ul>
	<ul style="list-style-type: none"> <li>- Develop and deliver the Integrated Economic Strategy for the city</li> </ul>

As noted in the full report, key strategic documents which the Council has a key role influencing or delivering through partnership, such as the Community Safety Strategy 2012-2017; Culture & Arts Framework 2012-15; Economic Strategy for NI 2011-15 and the Housing Strategy for NI 2012-17, incorporate plans which may address some of the concerns highlighted by the population research. For example, the Community Safety Strategy (2012-2017) has plans in place to ensure safer, shared and confident communities in Northern Ireland. When implemented, this should have a significant impact on antisocial behaviour, thus alleviating residents' concerns and potentially facilitating increased community interaction.

The Cultural Framework for Belfast is likely to boost employment opportunities in the area and increase the profile of the area. Similarly, it should act as a promotional tool, highlighting the positive aspects of Belfast and City living.

Finally, the primary focus of the Northern Ireland Housing Strategy (2012 – 2017) is to ensure that everyone within Northern Ireland is given the opportunity to secure good quality housing at a reasonable cost. This may have an impact on the number of people choosing to live in Belfast City. As these strategic policies are implemented and embedded this may have an influence on increasing the population of Belfast City Council