

**Appendix 3 Investment Programme communications activity Jan 2013 – May 2013 and planned activity for Summer 2013**

Month	Release
May 2013	<p>Connswater Community Greenway – appointment of contractor</p> <p>Global India conference – further details of conference</p> <p>Belfast: Future City – launch of Belfast Masterplan and inclusion of 3D model</p> <p>Local Investment Fund – announcement of first £1.26 million of funding</p> <p>Belfast Welcome Centre relocation – launch of product development competition</p> <p>Global India conference – initial details of conference</p>
April 2013	<p>Dilapidated buildings – visit by Environment Minister</p> <p>Mountain bike trails at Barnett Demesne – official opening event</p> <p>Illuminate – unveiling of new lighting system</p>
March 2013	<p>Members’ visit to Dublin – highlighting fact finding mission</p> <p>Mary Peters Athletics Track – official reopening event</p> <p>Jobs and apprenticeship opportunities – announcement of apprenticeship scheme</p> <p>West Belfast Area Intervention project – family fun day</p> <p>Procurement event – opportunities for work at Ravenhill Stadium</p> <p>Culture and arts funding – announcement of £4.1 million for 50+ arts groups</p>
February 2013	<p>Achieve Bursary Fund – launch of £300,000 fund for young people</p> <p>Finlay Park community garden – closure notice for work beginning</p> <p>Giro D’Italia – announcement of event secured for Belfast</p> <p>Dilapidated buildings – announcement of extra funding from DOE</p> <p>Rates – announcement of rates freeze for 2013-14</p> <p>Stadium developments – public meetings for Windsor and Casement Park plans</p>
January 2013	<p>University of Ulster campus – letter to Planning Service regarding campus decision</p> <p>West Belfast Area Intervention project – launch of project</p> <p>Victoria Park playground – official reopening event</p> <p>Procurement event – opportunities as part of Manufacturing Diversification Programme</p>

<b>Month</b>	<b>Project</b>	<b>Potential media activity</b>	<b>Other potential activity</b>	<b>Potential representative</b>
June 2013	John Luke bridge – work beginning	Release - community papers	City Matters – July Website – access info Social media Possible video	Chair, Parks and Leisure
	Belfast Welcome Centre relocation – appointment of contractor (possible tie-in with Global India conference)	Release – all news desks Photo call Issue concept designs Media opportunities	City Matters – July Website Social media Team Brief – July Any activity from BVCB/NITB	Lord Mayor Chair, SP+R NITB representative BVCB representative
	India Week and Global India conference – programme of events	Release already issued Photo call already taken place	Website Social media	Lord Mayor
	Seasonal cleansing jobs for long-term unemployed – applications for pre-recruitment training programme		Website Social media	
	Mary Peters Athletics Track – first major international athletics event and unveiling of Mary Peters statue	Release – all news desks Photo call Filming Media opportunities	Social media	Lord Mayor Chair, Parks and Leisure NI Athletics, etc
	Grove Leisure Centre – demolition works completing			Chair, Parks and Leisure
	Marrowbone – 3G pitch	TBC – will be relative to whatever DCAL have planned	TBC	Led by DCAL – possible announcement

<b>Month</b>	<b>Project</b>	<b>Potential media activity</b>	<b>Other potential activity</b>	<b>Potential representative</b>
July 2013	Dunville and Woodvale Park - reopening	Event Release – all news desks Photo call Speeches Media opportunities	City Matters – July Intercom – June Website Social media	Lord Mayor Chair, SP+R DSD representative
	Hammer Complex – reopening (nothing confirmed yet)	Event – TBC Release – community papers Photo call	City Matters – July Social media	Chair, Parks and Leisure Partners’ representatives
	Cliftonville Playing Fields – appointment of a contractor and work beginning on phase 1	TBC	City Matters – July	TBC – depending on DOE plans for phase 1
	Renewing the Routes – start of work	Release Photo call	City Matters – July Team Brief – July Website / Social media	Chair, Development
	Alleygates – installation of first gates for new phase of work	TBC	TBC	Chair, Health and Environmental Services
August 2013	John Luke bridge – reopening and possible official naming?	Release – community papers Photo call	Website Social media	Chair, Parks and Leisure
	World Police and Fire Games – opening ceremony	Release Photo call Media opportunities	Social media	PR led by JPR/WPFG Ltd but we are responsible for opening ceremony delivery

