

## Investment Programme communications – evaluation report

A communications plan for the Investment Programme was considered and approved by SP+R Committee in February 2013. At this meeting, it was agreed that members would receive regular progress reports on all aspects of communication. This update covers **November 2013 to January 2014**, and also outlines other potential activity scheduled for the next three months.

### Summary of activity (all based on November 2013 to January 2014 period)

Media relations		
<ul style="list-style-type: none"> <li>* 20 press releases issued for Investment Programme projects</li> <li>* 98 articles placed in local and regional media - 63% of these were generated by our activity</li> <li>* 91% of coverage received was rated as positive, factual or neutral</li> <li>* 10% of media enquiries received (339) were related to Investment Programme projects - 86% of enquiries were responded to within 24 hours</li> </ul>	<p>Coverage secured for key milestones within physical projects, including:</p> <ul style="list-style-type: none"> <li>- Belfast Welcome Centre</li> <li>- Local Investment Fund</li> <li>- Tropical Ravine</li> <li>- Belfast Waterfront extension</li> <li>- Super-connected Belfast project</li> <li>- Public bike hire scheme</li> </ul>	<p>Coverage also gained for the economy, communities and value for money strands, for example:</p> <ul style="list-style-type: none"> <li>- Renewing the Routes</li> <li>- Anti-poverty work</li> <li>- Hate crime awareness</li> <li>- Dilapidations work</li> <li>- Achieve student bursary fund</li> <li>- Advice services</li> <li>- Procurement support</li> </ul>
<p>Each release or event offered publicity opportunities for relevant elected members and partner organisations, with representatives selected according to protocols in the communications plan. Some events were open to the media, with specific filming or interview opportunities provided.</p>		
<p>A 24/7 media on-call service is also provided, as well as daily monitoring of social media sites.</p>		
<p>A breakdown of press releases issued from November 2013 to January 2014 is included in <b>Appendix A</b>. An outline of all media enquiries and coverage received is at <b>Appendix B</b>.</p>		

**Website - belfastcity.gov.uk**

\* Investment Programme and Regeneration sections are viewed an average of 1,541 times per month – helped by coverage of Belfast Waterfront and Welcome Centre on site homepage

\* New website is visited by an average of 112,721 unique visitors per month (based on time period assessed)

\* Items of interest to residents are promoted via the homepage, with users directed to a web page for more information

\* Projects advertised on the homepage have included Belfast Welcome Centre, Belfast Waterfront extension plans, Super-connected Belfast and Tropical Ravine plans

A new council website was launched in July 2013 and optimised for mobile platforms.

Content was revised and rewritten to make it easier to understand and find.

The site now includes a dedicated area for investors and a section for the Investment Programme, as well as profiles for the main physical projects.

This material is updated regularly, with details of projects as they are delivered or completed.

The Investment Programme has been placed in the context of other regeneration and investment projects taking place in Belfast, as well as the reform of local government, with content focusing on how the schemes we're delivering will benefit local residents and communities.

Key achievements are outlined in easy to understand terms, in keeping with our commitment to plain English, and material is time stamped so users can be confident that it is up to date, and encouraged to return for more updates.

As part of a wider effort to promote the new website and ensure content can be found, the Investment Programme is promoted via A-Z listings, search engine 'recommended results' and through search engine optimisation for external search engines like Google.

We are continuing to look for opportunities to create more online video content, for example, by commissioning or producing more videos which show the extent of work taking place on the ground. A video editing assistant has now been appointed within Corporate Communications to assist with this work, amongst other duties, so we can build up a bank of material showing the 'before' and 'after' of projects.

All press releases are accompanied by a relevant web address. Where a dedicated web page is not available for a project or scheme, users are directed to [www.belfastcity.gov.uk/investment](http://www.belfastcity.gov.uk/investment)

## Social media

\* 9% of posts on BCC Facebook page were related to Investment Programme projects, reaching 16,798 fans with each post

\* 6% of posts on BCC Twitter page were related to Investment Programme projects, reaching 26,500 followers with each post

\* We have the highest number of social media fans/followers of any NI public sector organisation, and are ranked within the top five UK local government authorities for social media activity

\* YouTube page is home to 91 videos, viewed more than 220,000 times, including 6 related to Investment Programme

\* Flickr hosts 3,901 photos, including many dedicated to Investment Programme projects, and showing 'before' and 'after' pictures of some schemes

Media and online activity is complemented by regular posts to social media websites, particularly Facebook and Twitter.

Material is tailored for these channels, focusing on projects and schemes which are likely to be of interest to users.

Users are encouraged to share the material and 'spread the word' about projects related to the Investment Programme, for example, a post about the Visit Belfast Welcome Centre opening was liked by 28 people and shared by many others on their own networks.

We also use social media to respond to questions and comments received in relation to Investment Programme projects, after sourcing appropriate answers from officers.

Other social media accounts are monitored for specific keywords related to projects and any misinformation or lack of clarity corrected, where necessary.

Where possible, we proactively post information on other Facebook pages and local sites, so we are going to our audience, rather than expecting them to come to us.

Increased use of video and photo content plays a significant role in social media, providing us with relevant material which is appropriate to our audience and likely to be shared by our users.

All posts are accompanied by a relevant web address. Where a dedicated web page is not available for a project or scheme, users are directed to [www.belfastcity.gov.uk/investment](http://www.belfastcity.gov.uk/investment) so we can increase traffic to the new website.

## Internal communications

\* Staff briefing sessions are planned for February/March. The first – on 12 February – covered Investment Programme, along with Local Government Reform and the Leisure Transformation Programme. A separate session for Investment Programme is planned for 19 March (see **Appendix D**) and will be based on feedback raised by staff at the February event.

\* Regular two-page spread provided in each edition of bi-monthly intercom staff magazine – this is divided into three areas – short project update, focus on a particular theme and a staff profile, looking at an employee who is delivering a project or helping with an area of work connected to the Investment Programme. The coverage is complemented by regular updates, via the Chief Executive’s column.

\* Intercom is sent to 2,152 email addresses and 1,500 printed copies are distributed every two months

\* Regular updates are also provided via the Team Brief, issued to 208 briefers and seen by 2,600 staff every two months

\* Dedicated and regularly updated section on Interlink staff website accessed by 1,600 PC users each day – attracting more than 5,000 visits since launch and regularly promoted on the site homepage to signpost staff to the information

\* Information and updates are provided to around 1,000 frontline staff via Getting People Connected TV screens, now available in 58 locations

We will continue to work with departments to ensure all our employees are kept updated on the delivery of the Investment Programme and to develop material which highlights the relevance to their daily work.

Several mechanisms have been made available to teams to facilitate this, including a departmental-specific element of the Team Brief, which has been used to good effect by some, but not all, departments.

We will continue to support departmental communications staff in running smaller information events for their own employees, and will continue to look at demand for future briefing sessions for the wider staff body, similar to those planned for February and March 2014.

We also continue to look at new ways to target messages and updates to staff who are unable or unwilling to attend briefing events, for example, a regularly updated presentation or factsheet which outlines the key achievements and project updates within a set timeframe.

**Publications, advertising, branding and graphic design**

<p>* Regular column about the Investment Programme included in each edition of City Matters residents' magazine, along with detailed articles about relevant initiatives, and distributed to 130,000 people per edition (five editions per year)</p> <p>* 87% of readers say that City Matters improves their understanding of the council</p> <p>* An average of 850 people respond to each edition – 98% of these comments are positive</p> <p>* 148 publication jobs handled between November 2013 and January 2014 – from this, 20 (14%) were related to the Investment Programme and contained appropriate branding</p> <p>* Branded signage installed at 1 physical project – Marrowbone Millennium Park and is in progress for Girdwood Community Hub.</p>	<p>The column in City Matters is themed around areas of interest to readers, including jobs, communities, support for businesses, etc, and acts as a quick signpost for other related content within the magazine.</p> <p>In-depth articles about Investment Programme projects are written to highlight the specific benefits initiatives will have on residents, for example, improvements to local sports facilities or the funding provided to community organisations.</p> <p>When relevant, articles refer people back to the BCC website for more information.</p> <p><b>A comprehensive pullout is also planned for the April 2014 edition to coincide with rates information.</b></p> <p>A breakdown of stories covered in City Matters from November 2013 to January 2014 is included in <b>Appendix C.</b></p>	<p>We continue to implement a clear look and feel for the Investment Programme which complements and reflects our existing corporate identity. This branding is used on publications, advertising material and other design work to identify projects as 'belonging' to the programme.</p> <p>The web address <a href="http://www.belfastcity.gov.uk/investment">www.belfastcity.gov.uk/investment</a> is featured on all publications and correspondence related to Investment Programme projects.</p> <p>Branded backdrops and pull-up stands are used at all events where the press and public are invited. We have also provided alternative materials for 'hire' to groups and partner organisations who want to highlight the council's involvement in their project.</p> <p>Branded signage has been erected at appropriate access points to physical build projects. This clearly identifies schemes as being part of the Investment Programme and acknowledges the contribution of partners and contractors to the work being undertaken.</p>
---	---	--

**Appendix A -  
Press releases issued – November 2013 to January 2014**

This table shows all Investment Programme press releases issued to news desks from November 2013 to January 2014.

It does not include business and leisure events/programme releases which, although included in the Investment Programme, are termed 'business as usual' within this report.

<b>Month</b>	<b>Release</b>
<b>January 2014</b>	<p>£29.5 million extension for Belfast Waterfront  Council welcomes new money to tackle dilapidated buildings  Deadline looming for student bursary applications (Achieve Bursary Fund)  Tackling poverty together in Belfast (Poverty Forum)  Healthcare gets 'hacked' (link to Super-connected Belfast)  Don't stew over money matters (advice roadshows for communities)</p>
<b>December 2013</b>	<p>Help with tendering opportunities in the public sector (procurement support)  New Welcome Centre opens  Serving others is a reward (Older Volunteer of the Year)  £1.1 million Christmas gift for community projects (Local Investment Fund)  Broadband funding boost for small business (Super-connected Belfast)  A legend in his own room (Mary Peters Athletics Track)</p>
<b>November 2013</b>	<p>Council scheme brightens up Newtownards Road (Renewing the Routes)  Tropical Ravine receives £2.3 million lottery grant  One week left to have your say on Belfast's future development (Masterplan)  Don't turn your back on hate crime  Belfast named one of the top ten cities to live and work  Council commits additional £200,000 support to city centre traders  New city business hub opens in Belfast  Sponsorship on the move with bike scheme</p>

## Appendix B

### Summary of media coverage – November 2013 to January 2014

#### 33 Enquiries

PE 21018	05/11/13	News Letter - Plans to change Tropical Ravine Structure in Botanic Garden
PE 21019	05/11/13	Belfast Telegraph - Statement relating to damaged bull dozer in Millenium Park?
PE 21030	07/11/13	News Letter - Investment package - what is it?
PE 21096	19/11/13	Belfast Media Group - Leisure Transformation Programme. There are three options the table and one
PE 21108	20/11/13	BBC Northern Ireland - Welcome centre opening
PE 21104	20/11/13	Perspective - Belfast City Masterplan - release & images of Belfast
PE 21122	26/11/13	Belfast Telegraph - Girdwood Hub:
PE 21134	28/11/13	BBC Northern Ireland - BBC Radio Ulster like to do an interview with BCC and HLF tomorrow
PE 21135	28/11/13	News Letter - has planning permission been approved for tropical ravine
PE 21145	29/11/13	Belfast Telegraph - Would like to do something on funding announcement for Tropical Ravine
PE 21173	06/12/13	Community Telegraph - talk to someone re plans for a gym in titanic area and belfast
PE 21183	09/12/13	BBC Northern Ireland - want to talk with Andrew Hassard re floral hall - background fprogramme on t
PE 21188	10/12/13	Community Telegraph - Looking for information re plans under Leisure Transformatio Programme re Tita
PE 21194	11/12/13	BBC NI - Interview with someone from GMU about opening of new Visit Belfast Welcome Centre
PE 21193	11/12/13	BBC Northern Ireland - Interview with LM about the opening of new Visit Belfast Welcome Centre
PE 21196	12/12/13	Freelance - Wanting to know things like sq footage, number of leaflets, equipment
PE 21246	03/01/14	Garden News - Heritage Lottery Fund grant to Tropical Ravine: is there some he could talk
PE 21257	07/01/14	Greer Publications - Visit Belfast Welcome Centre - photos & statistics of footfall to centre since opening
PE 21291	16/01/14	BBC Northern Ireland - Superconnected
PE 21298	17/01/14	BBC Northern Ireland poverty forum - can they do interview with lord mayor sunday afternoon
PE 21295	17/01/14	U105FM - poverty conference - can lord mayor do phoner into frank's programme at 9 45am
PE 21297	17/01/14	Citybeat - Poverty forum - can he interview lord mayor on monday at 12 noon
PE 21301	20/01/14	Belfast Telegraph - poverty forum - can she get interview with Lord Mayor
PE 21299	20/01/14	BBC Northern Ireland - List of community leaders attending the poverty conference today?
PE 21331	27/01/14	BBC Northern Ireland - DoE money for derelict properties
PE 21330	27/01/14	Belfast Telegraph - Want to know more about derelection and plans are for future development?
PE 21332	27/01/14	BBC Northern Ireland - Talkback would like response to delay in creating pedestrian access gates from
PE 21341	29/01/14	U105FM - Waterfront announcement
PE 21339	29/01/14	UTV -Waterfront funding announcement
PE 21344	30/01/14	Press Eye - Waterfront announcement - wants images of proposed extens
PE 21343	30/01/14	UTV - Waterfront announcement - wants images of proposed extens
PE 21342	30/01/14	BBC Northern Ireland - Waterfront announcement - i/v with either LM or Gavin Robin
PE 21345	31/01/14	Perspective - Want info on Belfast Waterfront Extension and new footbridge cross the Lagan?

#### 98 Monitoring items

MO 10112	02/11/13	Andersonstown News - New plan for Strand - Factual
MO 10144	06/11/13	Northern Builder - Shankill sporting new look after £770K investment - Factual
MO 10264	06/11/13	Belfast Telegraph Online - Arson attack on bulldozer a setback for £750k - Negative
MO 10265	06/11/13	Local Government News- Barking and Dagenham named most energy efficient - Positive
MO 10273	06/11/13	Belfast Telegraph - Arson attack on bulldozer a setback for £750k park - Factual
MO 10271	07/11/13	Andersonstown News - Lower Falls is set to gain from a massive clean-up - Positive
MO 10272	07/11/13	South Belfast News- New-look Mary Peters Track up for Sports Award - Positive
MO 10274	09/11/13	Irish News - Vandals destroy £90k bulldozer - Factual
MO 10267	09/11/13	North Belfast News - Work to begin on Girdwood - but no housing yet - Positive
MO 10268	09/11/13	North Belfast News - Team distraught over bulldozer blaze - Factual

MO 10263 12/11/13 Irish Times online - Belfast prepares to join the city cycling revolution - Factual

MO 10327 15/11/13 East Belfast Life - Connswater Community Greenway - Factual

MO 10391 15/11/13 East Belfast Life - Connswater Community Greenway - Factual

MO 10266 15/11/13 News Letter - All hot and bothered over Tropical revamp - Negative

MO 10297 16/11/13 Irish News - Belfast bridge tribute to artist Luke – Positive

MO 10338 21/11/13 Belfast Media Group - Leisure centres staff fears- Factual

MO 10386 23/11/13 North Belfast News - The Mary Peters Track - Positive

MO 10387 23/11/13 Andersonstown News - The Mary Peters Track - Positive

MO 10388 23/11/13 South Belfast News - The Mary Peters Track - Positive

MO 10451 27/11/13 Belfast Telegraph - Drawn-out battle over what to do with barracks - Negative

MO 10452 27/11/13 Belfast Telegraph - Ratepayers pick up the bill for annual losses - Negative

MO 10392 27/11/13 Belfast Telegraph - £10m for yet another leisure centre - Negative

MO 10393 27/11/13 Belfast Telegraph - Why spend £10m on new leisure centre when thousand - Negative

MO 10394 27/11/13 Belfast Telegraph - Build at speed... repent at leisure - Negative

MO 10447 29/11/13 News Letter - Ravine at Botanic Gardens gets £2.3m - Positive

MO 10448 29/11/13 Belfast Telegraph - 'Right to Work' group lobbies council to ring fence jobs - Factual

MO 10449 30/11/13 Andersonstown News - £30,000 for Turf Lodge centre - Positive

MO 10450 30/11/13 Andersonstown News - Jobs petition - Factual

MO 10446 30/11/13 Belfast Telegraph - £4m windfall that will see hothouse flower - Positive

MO 10445 03/12/13 Belfast Telegraph - £4m to make Tropical Ravine blossom - Positive

MO 10440 05/12/13 South Belfast Community Telegraph - Ormeau Road traders to celebrate upgrade works - Positive

MO 10441 05/12/13 South Belfast Community Telegraph - Ormeau Road traders to celebrate upgrade works - Positive

MO 10436 05/12/13 East Belfast Community Telegraph - Newtownards Road traders to celebrate upgrade - Positive

MO 10433 05/12/13 Belfast Telegraph - Tribute to Malcolm on track - Positive

MO 10438 05/12/13 East Belfast Community Telegraph - Newtownards Road traders to celebrate upgrade - Positive

MO 10443 05/12/13 The Sun - Fitting tribute for Brodie at Belfast track - Positive

MO 10437 06/12/13 Belfast Telegraph - Council offering more work placements to help boost - Positive

MO 10454 07/12/13 Belfast Telegraph - Boost for small business - Factual

MO 10481 07/12/13 Andersonstown News - Health hub draws closer - Factual

MO 10484 07/12/13 Belfast Telegraph- Broadband boost for businesses - Factual

MO 10485 07/12/13 North West Telegraph - Broadband boost for businesses - Factual

MO 10486 07/12/13 Irish News - Small Business Saturday sees SMEs get early Christ... - Factual

MO 10482 09/12/13 4NIInternet - Funding Package For Small Businesses Anno...- Factual

MO 10479 10/12/13 News Letter - New memorial unveiled in Malcolm's memory - Factual

MO 10480 10/12/13 Irish News - Windfall for community groups - Factual

MO 10471 11/12/13 News Letter - New memorial in malcolm's memory - Positive

MO 10483 12/12/13 Farm Week - Christmas boost for small businesses in Belfast - Factual

MO 10477 12/12/13 Community Telegraph - Greenway savings for NHS? - Factual

MO 10478 12/12/13 Irish News - Vibrant youth centre dream a reality - Positive

MO 10516 12/12/13 BBC Northern Ireland - Report on New Visit Belfast Centre - Belfast's new...- Positive

MO 10517 12/12/13 BBC Northern Ireland - A new Visit Belfast welcome centre is to be opened...- Positive

MO 10518 12/12/13 U105FM - A new visitor centre costing nearly £2 million wil...- Positive

MO 10519 12/12/13 UTV - A new Visit Belfast Welcome Centre is to be offici...- Positive

MO 10520 12/12/13 News Letter - State-of-the-art facility to welcome tourists - Fo..- Positive

MO 10521 12/12/13 ITV Daybreak Programme - Belfast's new visitor centre opened this morning. ...- Positive

MO 10522 12/12/13 UTV - Belfast's new visitor centre opened this morning. ...- Positive

MO 10523 12/12/13 BBC Northern Ireland - New Visit Belfast centre officially opened - Positive

MO 10524 12/12/13 Belfast Telegraph Online - Belfast's new tourist office is truly something to...- Negative

MO 10525 13/12/13 4NI - New Visit Belfast Welcome Centre Opens - Positive

MO 10513 13/12/13 Daily Mirror- Visitor centre's sweet - Positive



MO 10514 13/12/13 Belfast Telegraph - Belfast's new tourist office is truly something to... - Negative

MO 10515 13/12/13 North West Telegraph - Belfast's new tourist office is truly something to...- Negative

MO 10528 13/12/13 Ulster Tatler - New Visit Belfast Welcome Centre strengthens city'- Positive

MO 10548 17/12/13 County Antrim Post - Hi-tech welcome centre opens - Positive

MO 10549 17/12/13 County Antrim Post - 15 year dream finally comes true for St Malachy's - Positive

MO 10542 19/12/13 Belfast Telegraph - £4m to make Tropical Ravine blossom - Positive

MO 10569 20/12/13 City Business - BROADBAND FUNDING BOOST FOR SMALL BUSINESSES – Positive

MO 10566 23/12/13 Belfast Telegraph - £2m price tag for centre where top rock stars play - Factual

MO 10570 29/12/13 Shankill Extra - Shankill United Gains Clubmark Award - Factual

MO 10622 01/01/14 Perspective - BUILDING THE PRODUCT- Positive

MO 10589 07/01/14 Belfast Telegraph - Council in 'real jobs' push after backlash by - Factual

MO 10595 09/01/14 Belfast News- Unemployed group lobbies for jobs - Factual

MO 10597 09/01/14 South Side Advertiser - CROSS PARTY SUPPORT FOR REAL JOBS NOW AT - Factual

MO 10599 09/01/14 Daily Mirror - COUNCIL EXTENDS SOME TENDER HELP- Positive

MO 10598 11/01/14 Andersonstown News - Council says yes to real jobs plea - Factual

MO 10596 11/01/14 North Belfast News - Councillors back real jobs drive - Factual

MO 10594 13/01/14 Bloom magazine - NEWTOWNARDS ROAD TRADERS CELEBRATE - Positive

MO 10628 17/01/14 Perspective - Belfast Masterplan launched - Positive

MO 10623 17/01/14 Perspective - BELFAST MASTERPLAN LAUNCHED - Factual

MO 10635 22/01/14 4NI - Bursary Deadline Approaching For Belfast Met students - Factual

MO 10692 22/01/14 Hospitality Review - New £1.8m Visit Belfast Welcome Centre to fuel - Positive

MO 10637 25/01/14 North Belfast News - Another boost for local leisure sector - Factual

MO 10691 25/01/14 Andersonstown News - City Hall faces up to poverty- Positive

MO 10642 30/01/14 BBC Northern Ireland - Belfast City Council has secured the funding - Positive

MO 10643 30/01/14 UTV Online - Waterfront Hall to get £29.5m extension - Positive

MO 10644 30/01/14 BBC Northern Ireland - Waterfront Hall extension funding secured - Positive

MO 10645 30/01/14 Business First - £29.5 million extension of Belfast Waterfront to - Positive

MO 10652 30/01/14 Downtown Radio - Multi-million pound extension to Waterfront - Positive

MO 10657 30/01/14 4NI - Major Extension For Waterfront Hall - Positive

MO 10690 30/01/14 Business Eye - Atlas delivers first Superconnected Broadband in - Positive

MO 10677 30/01/14 Belfast News - Cathedral Quarter gets £220K facelift - Positive

MO 10688 31/01/14 Irish News- £29.5m expansion for Waterfront Hall - Positive

MO 10689 31/01/14 North West Telegraph - £29.5m Waterfront revamp will turn city into - Positive

MO 10647 31/01/14 News Letter - Foster hails £30m Waterfront vision - Positive

MO 10648 31/01/14 Belfast Telegraph - £29.5m Waterfront revamp will turn city into - Positive

MO 10649 31/01/14 Belfast Telegraph - Real boost for business - Positive

MO 10650 31/01/14 Daily Mirror - Waterfront gets £29m facelift - Positive

MO 10651 31/01/14 Irish News- Waterfront Hall to be extended - Positive

**Appendix C -  
City Matters articles – November 2013 to January 2014**

Edition	Article
<p><b>January 2014 to March 2014</b></p>	<p>Extended Investment Programme column – with updates entitled ‘people and communities’, ‘physical investment’ and ‘jobs and economy’            Tropical Ravine – successful funding application            Adventurers Learning Centre at Belfast Zoo – successful funding application            Local Investment Fund case study – Benview Playground in north Belfast            Connswater Community Greenway – update on Sam Thompson Bridge            Achieve Bursary Fund – case studies of students receiving grants            Super-connected Belfast – connection voucher scheme open for business            City Business Hub – open for business advice            Support for tourism – focusing on Destination Belfast and World Host training            Community gardens – promoting benefits and locations            Leisure Transformation Programme – focusing on plans for Olympia, Andersonstown and Girdwood and reinforcing why we’re doing it            Belfast Community Investment Programme – update on scheme</p>
<p><b>November 2013 to January 2014</b></p>	<p>Visit Belfast Welcome Centre – centre opening/Christmas gift ideas            Girdwood Community Hub – successful funding application            Coming soon – what’s happening in 2014            Jobs and apprenticeships update – including case studies of BCC apprentice            Local Investment Fund case study – TREE training facilities in south Belfast            PEACE III update – Voices of Belfast project tackling racism and sectarianism            Connswater Community Greenway – naming of Sam Thompson Bridge            Renewing the Routes update – case studies of businesses taking part</p>
<p><b>September to November 2013</b></p>	<p>Investment Programme column – with updates entitled ‘community projects’, ‘local facilities’ and ‘people and neighbourhoods’            John Luke Bridge – open for use            Mary Peters Athletics Track – unveiling of sculpture            Belfast Community Investment Programme            Tribunal Representation Service – how to access it            Lower Falls/Divis pilot project – focusing on job and training opportunities            Youth Engagement Programme pilot scheme – update            Connswater Community Greenway – bridge naming competition            Hammer Complex and Springmartin pitches – helping local sports            Older Volunteer of the Year – call for entries</p>

## **Appendix D - Upcoming opportunities (February 2014 to April 2014)**

We are awaiting start dates for several major physical projects, including many of the 'flagship' schemes outlined in the Investment Programme. These are likely to be of high interest to the media, so we anticipate providing proactive material, once in a position to do so.

Some potential opportunities for media coverage are outlined in the tables below. **Blue** shading relates to activity already completed for February 2014.

In addition to highlighting the individual project or initiative, these milestones also provide an opportunity to reinforce the key messages related to the Investment Programme, backed up with factual updates on where we are to date, versus the commitments we have made.

For example:

- £XX million of £150 million of physical projects are now underway
- £XX million of £5 million Local Investment Fund has been allocated, between XX projects
- Now paying XX% of our creditors within 28 days to improve business cash flow
- Supplying XX work placement, internship and apprenticeship opportunities
- Securing £XX million of external funding to deliver key projects

**This information is being collated each quarter**, so it can be relayed in communications material and provided to elected representatives for speeches, interviews, etc and provided to the media within releases and in response to enquiries received.

It is important to note that we cannot aim for coverage of every project being delivered as part of the Investment Programme. Instead, we need to prioritise which stories are of most relevance to our audiences, will achieve positive coverage and will realistically attract media interest, given their own limited resources.

Investment Programme activity continues to be delivered alongside 'business as usual' work, and we rely upon departmental resources to help deliver the kind of events which can attract press coverage.

In some instances, especially those projects being delivered together with partners, we may not always take the lead on communications. In these cases, we need to 'tie in' with whatever activity is planned by others, and be realistic in our expectations around what is achievable.

<b>Month</b>	<b>Project</b>	<b>Potential media activity</b>	<b>Other potential activity</b>	<b>Potential representative</b>
<b>February 2014</b>	Multi-use games areas £1 million funding announcement	Release issued following February council meeting	Social media Web homepage	Alderman Robinson
	Big Picture Staff briefing event – promotion and follow-up afterwards	N/A – internal only	Intercom Interlink TV screens All BCC email	N/A – internal only
	Super-connected Belfast – launch of connection voucher scheme	Release Photo call Speeches Media opportunities	Social media Web homepage Email marketing City Matters Intercom	N/A
	Local Investment Fund – ‘cluster’ announcement of a further £XX million	Release	Social media Website update City Matters	Alderman Robinson Lord Mayor
	Marrowbone Millennium Park – work progressing on site	Release Photo call	Social media Website update	TBC

<b>Month</b>	<b>Project</b>	<b>Potential media activity</b>	<b>Other potential activity</b>	<b>Potential representative</b>
<b>March 2014</b>	Appointment of artist for civic square – Connswater Community Greenway	Led by East Belfast Partnership	Website update Social media	Led by East Belfast Partnership
	£750K schools programme – possible event	TBC	TBC	TBC
	Adventurers’ Learning Centre – start of work	TBC	TBC	TBC

<b>Month</b>	<b>Project</b>	<b>Potential media activity</b>	<b>Other potential activity</b>	<b>Potential representative</b>
<b>March 2014</b>	Public bike hire scheme – possible award of contracts for provider and operator	Release	Social media Web content	TBC
	Belfast Waterfront – CONVEX international trade event in London	Release (opportunity to announce any big wins secured)	City Matters Social media	Lord Mayor Alderman Robinson
	Girdwood Community Hub (potential sod cutting)	Release Photo call Briefing Event Media opportunities	Signage City Matters Social media Web homepage and updates Intercom Leaflet drop	Lord Mayor Alderman Robinson DSD Minister
	Investment Programme staff briefing event – promotion and follow-up afterwards	N/A – internal only	Intercom Interlink TV screens All BCC email Team Brief	N/A – internal only
	Renewing the Routes – completion of work on Andersonstown and Oldpark Roads	Release Photo call	City Matters Web homepage and updates Social media Intercom	Councillor Hargey
	Supplier days to promote opportunities at leisure sites	Release Photo call	Social media Web homepage and updates Email marketing	Councillor Hargey
	Alleygates – installation of phase 3 ends	Release Photo call	Social media and website	Councillor Corr

<b>Month</b>	<b>Project</b>	<b>Potential media activity</b>	<b>Other potential activity</b>	<b>Potential representative</b>
<b>April 2014</b>	Pitches Strategy – first phase of work starts	TBC	TBC	TBC
	Announcement of funding for other major IP projects	TBC	TBC	TBC
	Over the Bridge - opening of Sam Thompson Bridge	Led by EBP	Social media and website City Matters Interlink	Lord Mayor Alderman Robinson
	Phase 2 of Connswater – appointment of contractor and start of work to coincide with completion of work on Phase 1	Release Photo call Media opportunities Briefing	Web homepage and updates Social media	Lord Mayor Alderman Robinson
	Belfast Waterfront – decision on operator model	TBC	TBC	Lord Mayor Alderman Robinson