

CCG Animation Plan 2017/2018

1. Introduction

The CCG Phase 2 works should be complete by June 2017 with all sections open and useable, creating a 9km linear park. 2017 / 18 will be an opportunity to support and establish positive use of the CCG and pilot / trial a range of different activities and interventions that will support the funders', CCGT's and Belfast City's strategic aims. Events and activities will be carried out in accordance with BCC's policies and procedures. Authority will be requested or advice sought for activities outside agreed use. It is important for all parties and users that there is a well organised, coordinated and diverse programme of activities to suit a wide audience.

The CCGT has identified a number of activities and events for 2017/ 2018 that will animate the CCG and support positive use and engagement. These are outlined in the tables below. It is anticipated that further opportunities will also arise during 2017 / 18.

2. Openings and launches of CCG Sections 2017 *Subject to contractor delays

During early 2017, further sections will open along the CCG. These are summarised below along with the anticipated dates and description.

Section	Month	Description
Grand Parade to Beersbridge Rd (C5)	February	Bridge naming event – Grace Bannister Bridge, Shannon Bridge, Hutchinson Bridge.
Beersbridge Rd to Avoniel including new play area (D1)	March	New link and new play park opening including Mill Bridge
Ladas Way to Castlereagh Rd including new play area (B6)	March	New link and new play park opening
C S Lewis Square to Victoria Park link (D4, D5)	March	New link including the James Ellis Bridge
Ladas Way to Montgomery Rd (B2)	April	New link and new bridge
Avoniel to Newtownards Rd (D2)	May	New link and new bridge

3. CCGT Led activities

Most events or activities will be organised in conjunction with one or a range of partners. CCGT will take the lead in some activities that are listed in the table below. The events and activities are aligned to BCC's 4 strategic aims.

Strategic aim	Event /Activity	Measure	Target 2017/2018
A green and active place	Manage and support CCG Community Garden/ing and growing	Volunteer Hours	88 sessions 1980 hours
A smarter connected and resilient place	Green Living Fair	Event	Event – June 2016 20 exhibitors
A smarter	CCG Environmental	Activities	12 environmental

Strategic aim	Event /Activity	Measure	Target 2017/2018
connected and resilient place	education – water quality, wildlife, planting		education based activities 300 learners
A smarter connected and resilient place	CCG Walks	Activities	18 led or assisted walks 300 participants
Shaping a liveable place	CCG events – parks including CS Lewis Square	Events	12 CCG events 6000 people
Shaping a liveable place	CCG physical activity programme	Activities	50 physical activities on CCG 1000 people registered
A green and active place	CCG cycling activities	Activities	12 cycling activities 250 cyclists 250,000 cycle journeys
Creating a vibrant economy	CCG guided trails / tours	Trails / tours	48 Tours, 6 trails in use
Creating a vibrant economy	CCG Market	Markets held	Markets pilot programme, 4 markets, May – September 17
Shaping a liveable place	CS Lewis activity – education events, storytelling, tours	Activities	24 activities, aimed at disadvantaged groups and local people
Shaping a liveable place	Support positive use of the CCG including visitors	Number of users	2 million users p.a. 25% visitors Visitor satisfaction

4. CCGT Supported Events and Activities on CCG

Additionally CCGT will support other events or activities led by others partners or stakeholders along the CCG. This may be by providing staff or volunteers, marketing and or promoting the events or activities or helping with the event or activity management depending on resource availability or requirements. CCGT will also monitor the visitor numbers to identified areas on the CCG. Examples of these activities are listed in the table below.

Strategic aim	Event /Activity	Measure	Target 2017/2018
A green and active place	Connswater 5k, 10k	5k, 10k event	500 runners, 2000 spectators
A green and active place	World Championship - 24 Hour Race 1 st July	Visitors to support Volunteers	Visitor numbers Volunteer hours
Creating a vibrant economy	Visitor Numbers	Number of users	2 million users 25% visitors Visitor satisfaction
Creating a vibrant economy	BCC led park events on the CCG e.g. Music in the Park, family fun	Number of events and attendees	12 events 3,000 attendees

Strategic aim	Event /Activity	Measure	Target 2017/2018
	days		
Creating a vibrant economy	Use of C S Lewis Square to visit, as a venue for activities / events	Visitor numbers Visitor satisfaction Events	1 million users 25% visitors Visitor satisfaction 12 Events
A green and active place	Encouragement of the use of the CCG for sports activity by various groups and organisations	Activity	Increase in physical activity by 10% PA.

5. Other

CCGT in engaging with users will run and or support campaigns to work with local people to address issues, support outcomes and raise awareness as required. Examples of these are listed in the table below. CCGT will also continue to lead on the naming of CCG playparks, bridges and links during 2017/18.

CCGT Campaigns

Strategic aim	Event /Activity	Measure	Target 2017/2018
Shaping a liveable place	Issue based campaigns – dog mess, litter, ASB, sustainable transport, health	Campaigns	4 Campaigns PA
Shaping a liveable place	Naming campaigns – Bridges / Links Connswater, Ladas Way to Montgomery Rd	Campaigns	2 naming campaigns 2017

6. PROGRAMME COSTS

CCGT has programme funding secured for 2017/18. Further programme costs will be applied for from BCC small grants programmes and other funding organisations.