



Subject:	Stadia Community Benefits Initiative
Date:	10 October 2017
Reporting Officer:	Nigel Grimshaw, Director City & Neighbourhood Services Department
Contact Officer:	Rose Crozier, Assistant Director City & Neighbourhood Services Department Cormac McCann, Leisure Development Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	To advise Committee of progress with the Stadia Community Benefits Initiative and update on the action plan.
2.0	Recommendations
2.1	The Committee is asked to <ul style="list-style-type: none">• Note the report.
3.0	Main report
3.1	The Council has been undertaking the Leisure Transformation Programme to renew its Leisure facilities across the City. This Programme has been influenced by the Partnership opportunities presented by the NI Executive Stadia Programme.

3.2	<p>The Council, Department for Communities (DfC) and the Irish Football Association (IFA) have recognised the opportunities presented by the Stadia Programme, have committed to work together to maximise these benefits, and have agreed to establish a Community Benefits Initiative as part of the Belfast Community Benefits Initiative ('the Project') to implement and deliver agreed objectives including promoting equality, tackling poverty, and tackling social exclusion within the Belfast area.</p>
3.3	<p>It was agreed at Strategic Policy and Resources committee on 25 April 2017 that Council would enter into an agreement and allocate a fund of £100,000 to support the programme.</p>
3.4	<p>The Council, DfC and IFA have signed an agreement which sets out their respective commitments to the project. As other major stadia are developed in Belfast it is anticipated that other sports governing bodies shall become parties to the agreement. The overarching purpose of the Agreement is to ensure that the public investment in regional stadia and surrounding areas improves the quality of life now and for future generations, especially those who are socially marginalised and excluded across the city.</p>
3.5	<p>The agreement is for a period of ten years with financial commitment from Council and IFA in place to the end of March 2026. To assist achievement of the project outcomes, a Sports Development Officer has been recruited within the council structure and funded from the financial commitment. Delivery is managed through monthly meetings of the Delivery Board which reports quarterly to the Policy and Performance Board. Financial and performance reports will be presented to Council and other partners' Boards as necessary. Formal review of the agreement will be carried out in years 5 and 10.</p>
3.6	<p>The Policy & Performance Group is responsible for agreeing the Benefits Realisation Plan and associated annual targets. Work was undertaken to ensure the end benefits/outcomes are aligned to partners' strategies. The end benefits have been identified by the partners as:</p> <ol style="list-style-type: none"> 1. <i>Better Club Governance & Management</i> 2. <i>Higher Quality Coaching</i> 3. <i>Better Skilled Volunteers</i> 4. <i>Increased Participation</i> 5. <i>More People are Physically Active</i> 6. <i>Better Community Relations</i> 7. <i>People are Healthier</i> 8. <i>People are Happier</i> 9. <i>Reduced Inequalities & Tackle Disadvantage</i> 10. <i>Engaged Communities</i>

	<p><i>11. Collaborative Working</i></p> <p><i>12. Safer Neighbourhoods</i></p>
3.7	<p>Council and the IFA have developed a range of indicators/intermediate benefits which will be monitored through programme delivery. A detailed baseline assessment was undertaken gathering information from partners, sports clubs, community organisations and education providers. The findings have evidence the need for an action plan structured in four thematic areas; targeted interventions to support individuals and groups which are currently under-represented, volunteer development, coach education and club and community development.</p>
3.8	<p>The year one action plan has been agreed and features 19 projects ranging from volunteer conferences to setting up new disability sections within existing clubs. Partners have developed co-ordinated project plans to maximise the impact of each action throughout the year.</p>
3.9	<p>Development of a detailed communications plan which supports partnership delivery is the next priority for the Policy and Performance Board. Successful delivery of the varied projects will require careful targeting of the correct target audiences through a range of media. This will be completed over the following quarter. Wider campaigns to increase awareness of the initiative will follow a launch event at Olympia Leisure Centre and the National Football Stadium.</p>
3.10	<p><u>Financial Implications</u></p> <p>In accordance with the Council's obligations under its DfC Funding Agreement for the Olympia Regeneration Project, the Council has committed a sum of £100,000 per annum for a minimum of ten years, so that a minimum of £1,000,000 is contributed in total to the Project. Council's contribution will be targeted at football until such time as another Governing Body joins the Initiative with a financial contribution. The Council's contribution will then be reallocated proportionally across the participating Governing Bodies according to their respective contributions.</p>
3.11	<p><u>Equality & Good Relations Implications</u></p> <p>There are no Equality or Good Relations implications.</p>
4.0	Appendices – Documents Attached
	None

