



## Animation Plan 2018/19



### 1. Introduction

The CCG Phase 2 works completed in April 2017 with all sections open and useable, creating a 9km linear park. 2018/19 will be an opportunity to support and establish the positive use of the CCG delivering a range of different activities and interventions that will support the funders', CCGT's and BCC's strategic aims and objectives. 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 including local communities and visitors.

The CCGT has identified a number of activities and events for 2018/19 building on the 2017/18 programme. It 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 2018/19 as a result of community engagement and changing needs and issues in the community. There will therefore be space for flexibility in the programme.

The programme will consist of a '**Living the Green Way**' message aiming to support healthy lifestyles and wellbeing by encouraging healthy and resilient communities, nurturing community growing, and optimising the local green spaces along the Connswater Community Greenway. It will inform and educate people on sustainable lifestyles.

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## 2. 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 the activities that are listed in the table below. The events and activities are aligned to CCGT's strategic aims and the Belfast Agenda.

CCGT	Belfast Agenda	Event /Activity	Measure	Target 2018/19	Dates
Improved Urban Environment	Belfast is a vibrant, attractive, connected and environmentally friendly city	Victoria Park temporary structure/ event space – Community consultation with park users and stakeholders regarding an animation programme for the facility e.g. sport, youth engagement and arts.	Events Attendees	TBC	TBC
Improved Urban Environment	Belfast is a vibrant, attractive, connected and environmentally friendly city	Manage CCG community gardening and growing mainly at Avoniel.	Volunteer Hours	88 sessions 1980 hours	All year
Improved Urban Environment	Belfast is a vibrant, attractive, connected and environmentally friendly city	CCG Environmental awareness – water quality, wildlife, planting, community clean ups. Encourage local groups to participate, in an 'adopt a spot' scheme along the CCG. Coordination of an environmental steering group representative of key agencies e.g. The	Activities	12 environmental education based activities 300 participants	All year

CCGT	Belfast Agenda	Event /Activity	Measure	Target 2018/19	Dates
		National Trust, UWT, FSC etc.			
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	CCG Led Walks – Greenway Leader led walks in partnership with Beat the Street, Walk NI and EBCDA.	Activities	18 led or assisted walks 300 participants	All year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	CCG events – open spaces and parks including C.S. Lewis Square.  1 bespoke thematic event e.g. Living the Green Way, Greenway Play Day, Mini Sports Day.  Greenway Celebrations; 1 large park event raising awareness of CCG themes	Events Attendees	2 large park events per year 6000 people	Living the Green Way - June 18  Greenway Celebrations; Aug 18 (to coincide with ESAF)
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	CCG physical activity programme – outdoor fitness, boxercise, dance sessions, netball, walks. Coordination of physical activity steering group	Activities Attendees	50 physical activities on CCG 1000 people registered	All year

CCGT	Belfast Agenda	Event /Activity	Measure	Target 2018/19	Dates
		representative of key agencies e.g. Active Belfast, GLL, EBCDA Health Team.			
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	CCG cycling activities to include CCG led cycles.	Activities Attendees	12 cycling activities on CCG 250 cyclists 250,000 cycle journeys	All year
Better access to training and development	People in Belfast benefit from a thriving and prosperous economy	Greenway Leaders and a Volunteering programme to including training.	Volunteer Hours	6 Greenway Leaders 20 volunteers	All Year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	CCG guided trails / tours. Development of an additional 'CCG Explorers Trail' with EastSide Learning aimed at children and families.	Trails / tours Attendees	48 Tours, 6 trails in use	All Year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	CCG seasonal fairs to include entertainment, trading and the selling of alcohol.	Events held Attendees	5 PA 5000 attendees	June 2018, Aug 2018, Oct 2018, Dec 18 and Mar 18.
Better life chances	People in Belfast fulfill their potential	C.S. Lewis activity – education, events, storytelling, tours.	Activities Attendees	24 activities, aimed at disadvantaged groups and	All Year

CCGT	Belfast Agenda	Event /Activity	Measure	Target 2018/19	Dates
				local people	
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Encourage use of the CCG through community engagement and online engagement through existing communication channels	Number of users	Approx. 2 million users p.a. Approx. 25% visitors Visitor satisfaction	All Year
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	CCG Loyalty Incentive Scheme (PAL/ PARC) – similar to Beat the Street and Pedal Perks.	Number of users	5000 registrations	All year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Stakeholder Forum/ 'Friends of CCG'	Forums held Attendees	120 PA	4 PA

### 3. CCGT Supported Events and Activities on CCG

Additionally, CCGT will support other events and 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 coordinate thematic steering groups to encourage activity on the CCG; environment, health and physical activity and youth.

CCGT will also monitor the visitor numbers to identified areas on the CCG. Examples of these activities are listed in the table below.

CCGT	Belfast Agenda	Event /Activity	Measure	Target 2018/19	Date
A stronger, safer	Belfast is a welcoming, safe,	Encourage the use of C.S. Lewis Square, as a venue for activities /	Visitor numbers	1 million users	All Year

<b>CCGT</b>	<b>Belfast Agenda</b>	<b>Event /Activity</b>	<b>Measure</b>	<b>Target 2018/19</b>	<b>Date</b>
community	fair and inclusive city for all	events e.g. C.S. Lewis Festival, EastSide Arts Festival, Belfast International Arts Festival, Culture Night, St Patrick's Day and Oktoberfest etc, some of which may include trading and alcohol provision to enhance visitor experience.	Visitor satisfaction Events	25% visitors Visitor satisfaction 12 Events	
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Encourage the use of the CCG inc. the C.S. Lewis Square for park events by other stakeholders and community groups such as; Parkgate Residents, Row on Row, East Belfast Protestant Boys, Bloomfield Community Association.	Visitor numbers Visitor satisfaction Events	1 million users 25% visitors Visitor satisfaction 12 Events	All Year
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	Cycle Fest - Sustrans led cycle festival to take place across Belfast and finish at C.S. Lewis Square.	Number of participants Visitors	1000 cyclists	June 18
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	Connswater 5k, 10k	Number of participants Visitors	1000 runners 2000 spectators	August 18
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	World Championship - 24 Hour Race	Number of participants Visitors	Visitor numbers Volunteer hours	July 18
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	NI Relay Championships	Number of participants Visitors	Visitor numbers Volunteer hours	October 18

<b>CCGT</b>	<b>Belfast Agenda</b>	<b>Event /Activity</b>	<b>Measure</b>	<b>Target 2018/19</b>	<b>Date</b>
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Visitor Numbers – PARC study, counter at C.S. Lewis Square and Sam Thompson Bridge.	Number of users	2 million users 25% visitors Visitor satisfaction	All Year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	BCC led park events on the CCG e.g. Music in the Park, family fun days	Number of events and attendees	12 events 5000 attendees	Spring/ Summer 18
Healthier and more active people and communities	People in Belfast experience good health and wellbeing	Encourage the use of the CCG for sports activity by various groups and organisations – Jog Belfast, Park Run, Orangegrove Athletics, Bloomfield FC, Sirocco FC.	Activity	Increase in physical activity by 10% PA.	All Year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Use of the CCG for charitable events e.g. sponsored walks, Cancer Focus Pink Colour Run.	Number of events and attendees	5 events PA 5000 attendees	All Year
Better life chances	People in Belfast fulfill their potential	Support to bespoke programmes e.g. Very Local History Group, Bloomfield Wildlife Watch, Orangefield Young People, Men's Sheds.	Number of programmes Number of participants	5 programmes PA 200 attendees	All Year
Better life chances	People in Belfast fulfill their potential	Youth Engagement Programme in partnership with YPF and TBUC to promote personal development, physical activity, address asb etc.	Number of participants Activities	5 activities 100 young people	Summer/ Autumn 2018

#### 4. 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 Campaigns

CCGT	Belfast Agenda	Event / Activity	Measure	Target 2017/2018	Date
Improved Urban Environment	Belfast is a vibrant, attractive, connected and environmentally friendly city	Issue based campaigns – responsible dog ownership, litter, sustainable transport and anti social behaviour.	Campaigns Participants	4 Campaigns PA	All year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Social Media – Online engagement  What’s Growing on the Greenway? (landscaping) What’s Living on the Greenway? (People and Wildlife)	1k Facebook and Twitter followers per year increase  Campaigns Participants	2 Campaigns	All year

CCGT will share practice and ensure promotion as an exemplar project at a local and international level.

<b>CCGT</b>	<b>Belfast Agenda</b>	<b>Event / Activity</b>	<b>Measure</b>	<b>Target 2017/2018</b>	<b>Date</b>
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Presentations to support community engagement at a local level to church groups, community organisations, statutory bodies, councils etc.	Activity	12 PA	All year
A stronger, safer community	Belfast is a welcoming, safe, fair and inclusive city for all	Attendance at local and international conferences to share practice and raise awareness.	Activity	6 PA	All year

## 5. PROGRAMME COSTS

CCGT has revenue funding for 2018/19 to deliver the animation programme . Further programme costs will be applied for from BCC small grants programmes and other funding sources such as Children in Need and Urban Villages or secured from other partner organisations.

### Social Enterprise

CCGT will invest in a bespoke brand of merchandise to engage with users, visitors, promotion and encourage financial sustainability – to be sold at EastSide Visitor Centre or at events and activities along the CCG.