

City Growth and Regeneration Committee

Wednesday, 13th February, 2019

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Members present: Councillor Lyons (Chairperson);
Aldermen Haire, Kingston, McGimpsey and Rodgers;
and Councillors Beattie, Black, Dorrian, Dudgeon,
Graham, Hussey, Kyle, Magee, McAllister, Mullan,
Murphy, O'Donnell, O'Hara and Walsh.

In attendance: Mrs. S. Wylie, Chief Executive;
Mr. A. Reid, Strategic Director of Place and Economy;
Mr. J. Greer, Director of Economic Development;
Mrs. C. Reynolds, City Regeneration and Development
Lead Officer; and
Mr. H. Downey, Democratic Services Officer.

Apologies

An apology for inability to attend was reported on behalf of Councillor Nicholl.

Minutes

The minutes of the meetings of 9th and 23rd January were taken as read and signed as correct. It was reported that those minutes had been adopted by the Council at its meeting on 4th February.

Declarations of Interest

Councillor Beattie declared an interest in relation to item 3a, Belfast Harbour Commissioners - Proposed Memorandum of Understanding, in that he was on the Board of the Belfast Harbour Commissioners and left the meeting whilst the matter was under consideration.

Matters Referred Back from Council

Notice of Motion - Enterprise Zones

The Committee was reminded that, at the meeting of the Council on 4th February, the following motion, which had been proposed by Councillor Attwood and seconded by Councillor Heading, had, in accordance with Standing Order 12(f), been referred to the Committee for consideration:

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

“This Council:

- notes that Enterprise Zones, Manufacturing Zones and Simplified Planning Zones have been used in Scotland and England to promote housing, business and industry;
- notes that these zones can offer business rates discounts and additional tax breaks, backed by a simplified local planning process which can support businesses, help budding entrepreneurs to start and assist established companies to grow; and
- notes that the first 'Enterprise Zone' in NI, the Atlantic Link Campus in Coleraine, has attracted the global data centre firm 5NINES, following a £20 million investment.

The Council agrees to research, scope out and develop options for the development of enterprise, manufacturing and simplified planning zones in Belfast, which will include the possible development of an enterprise zone along the interface corridor from West to North Belfast.”

After discussion, the Committee adopted the motion and agreed that a report outlining the potential for the development of enterprise, manufacturing and simplified planning zones in Belfast, as called for within the motion, be submitted to a future meeting.

Restricted Items

The information contained in the reports associated with the following three items is restricted in accordance with Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.

Resolved – That the Committee agrees to exclude the members of the Press and public from the Committee meeting during discussion of the items as, due to the nature of the items, there would be a disclosure of exempt information as described in Section 42(4) and Section 6 of the Local Government Act (NI) 2014.

**Belfast Harbour Commissioners:
Proposed Memorandum of Understanding**

The Strategic Director of Place and Economy informed the Committee that the Belfast Harbour occupied a significant part of the City and was Northern Ireland’s principal maritime gateway and logistics hub. In addition to its core port-related business, it played an important role in the tourism sector in the City and had a significant real estate and property development focus.

He reported that, whilst discussions had taken place over the past few years between the Council and the Belfast Harbour Commissioners around specific projects and programmes of joint interest, it was recognised that there was the potential for them

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

to work together in a more strategic and integrated way to maximise their respective development, regeneration, innovation and tourism opportunities. Following recent discussions, it was proposed that both parties enter into a strategic partnership arrangement, which would be underpinned by a Memorandum of Understanding.

He drew the Members' attention to a draft Memorandum of Understanding, which set out the proposed principles and scope of the partnership, together with a broad outcomes process and pointed out that further discussion and agreement was required around joint thematic priorities and projects/programmes and required outcomes. Governance arrangements were still to be agreed to ensure that they were aligned to the respective decision-making structures and the Memorandum of Understanding would, when finalised, be presented to the Committee for approval.

The Committee agreed, in principle, to enter into a Memorandum of Understanding with the Belfast Harbour Commissioners and noted that discussions were ongoing between the Department for Infrastructure and the Council regarding the replacement of former Councillor Jones on the Board of the Belfast Harbour Commissioners.

**Recruitment of Director (Operational) of
City Regeneration and Development**

The Committee was reminded that, due to the previous post-holder having left the Council in June, 2018, arrangements now needed to be put in place for a recruitment exercise to fill on a permanent basis the post of Director (Operational) of City Regeneration and Development.

The Committee agreed that the Elected Member representation on the recruitment panel for the post should consist of the Chairperson, the Deputy Chairperson and Councillor Black (or their nominees).

The Zoo - Performance Update 2018

(Mr. N. Grimshaw, Strategic Director of City and Neighbourhood Services, and Mr. A. Cairns, Zoo Manager, attended in connection with this item.)

The Strategic Director of City and Neighbourhood Services submitted for the Committee's consideration a report outlining the performance of the Zoo for 2018, under five key areas, namely, Animal Collection/Welfare, Education Services, Financial Performance, Marketing and Events and Visitor Services.

He then reviewed the circumstances which had led to the escape on separate occasions of a Red Panda and a Chimpanzee from the Zoo and the measures which had since been put in place to prevent a reoccurrence. An independent review of Zoo safety and security had been commissioned.

The Zoo Manager provided further details around the escapes and outlined the role of staff employed at the Zoo and the maintenance arrangements which were in place currently.

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

After discussion, the Committee:

- (i) noted the performance update for the Zoo for 2018;
- (ii) noted the circumstances surrounding the recent separate escapes of two animals and the measures which had since been put in place;
- (iii) agreed that a report on the outcome of the independent review of Zoo safety and security be submitted to its next monthly meeting;
- (iv) noted that a report on the development of a North Belfast Masterplan, in the context of the Zoo, Belfast Castle, the North Foreshore and the Belfast Hills, was nearing completion and would be presented shortly for consideration; and
- (v) agreed that the Zoo Manager would, in future, attend appropriate meetings where matters in relation to the Zoo were on the agenda.

Presentations

Request to Present - Tourism NI

The Committee agreed to receive at a future meeting an update on the work of Tourism NI.

Regenerating Places and Improving Infrastructure

City Centre Regeneration

The Committee considered the following report:

“1.0 Purpose of Report or Summary of Main Issues

1.1 To update Members in relation to work around City Centre Regeneration including:

- **City Centre Joint Regeneration Task Force**
- **British Irish Parliamentary Assembly Committee Inquiry on Revitalisation of the High Street**
- **City Recovery Update**

2.0 Recommendations

2.1 The Committee is asked to note:

- (i) **the update on the City Centre Joint Regeneration Task Force and the proposed next steps in bringing forward an action plan and areas for focus in terms of the**

medium/longer regeneration and revitalisation of the city centre;

- (ii) the recent visit from the British Irish Parliamentary Assembly as part of their inquiry into 'The Revitalisation of the High Street and Local Business'; and
- (iii) the update on City Recovery work and to note that a short presentation will be made at Committee on the evaluation of the Phase 1 recovery work and emerging proposals for the next phase of city centre revitalisation.

3.0 Main Report

3.1 (i) City Centre Regeneration Task Force

In November 2018 Members were advised of the proposal to establish a City Centre Regeneration Task Force jointly chaired by the Head of the Civil Service and the Council's Chief Executive. Membership of the Task Force also includes the Permanent Secretaries of the Department for Communities; Department for Economy; Department of Finance and Department for Infrastructure; the Director of Regeneration for DfC; the Council's Deputy Chief Executive; Strategic Director Place & Economy and the City Regeneration Lead Officer.

3.2 Members were also advised that Committee would receive, on a quarterly basis, an update on the work of the Task Force.

3.3 The Task Force is aimed at ensuring a collaborative public sector response to drive and resource the city centre recovery efforts in response to the Bank Buildings fire in the shorter term but also to provide a high level forum for the consideration of cross cutting issues and proposals for collaborative working and co-investment in the city centre in the longer term.

3.4 The Task Force had its first meeting on 20th November 2018, followed by a further meeting on 11th January 2019. A broad objective of the Task Force is to maximise the collective potential of our regeneration efforts to transform the city centre aligned to respective and collective priorities and identify an action plan accordingly. It was recognised that there was an immediate need to drive and resource targeted city centre recovery efforts in response to the Bank Building Primark fire but also to consider the longer term revitalisation and regeneration of the city centre from an integrated and sustainable perspective.

- 3.5** The immediate focus was on a recovery plan to address the issues of the Bank Buildings which included funding from central government. The first phase of City recovery was in place until the end of January 2019 but with additional programming until the end of March. Post immediate recovery the next phase moves into measures to drive city revitalisation, as well as a medium / long term action which will focus on those parts of the city most impacted by the fire, as well as reflecting the changing face of our city centre and the need to re-imagine and diversify.
- 3.6** In terms of a medium/long term plan for city centre regeneration there was a consensus that the Belfast City Centre Regeneration and Investment Strategy (BCCRIS) remained a solid basis upon which to take forward a refreshed action plan and prioritisation in respect of the regeneration of the city centre. As Members will be aware the 8 key policies in BCCRIS include:
- Increase the Employment population
 - Increase the Residential population
 - Manage the Retail offer
 - Maximise the Tourism opportunity
 - Create a Regional Learning and Innovation centre
 - Create Green, Walkable, Cyclable Centre
 - Connect to the city around
 - Shared space and social impact
- 3.7** In addition BCCRIS highlighted a number of key projects and places which required a focused effort, as well as identified Special Action Areas where more detailed plans were recommended to help guide shorter term implementation.
- 3.8** It was agreed to undertake a stocktake and gap analysis of the various policies, projects and priorities in BCCRIS to ascertain what was already progressing, gaps, key stakeholders and alignment with the priorities set out in the Belfast Agenda, Programme for Government and other strategies. This could then form the basis for future prioritisation of actions and projects or interventions.

Joe Berridge, who led on the development of the BCCRIS document, visited Belfast in December 2018 and some of the key observations he made in terms of changes since his 2015 visit included the following:

- Increase in the city centre of hospitality, food and drinks offerings

- Increased student population – but important to drive forward other city centre living
- Significant development in the Linen Quarter encouraging
- Positive impact of the Ulster University Campus
- Positivity around development of former Royal Exchange regeneration project – critical to drive this forward
- Need to further promote the River Lagan through development and animation
- Need for enhanced coherence and connectivity – both physical and city management
- Vibrancy evident but continued need to drive forward office, residential, cultural and tourism product

3.9 The BCCRIS review indicated that significant progress had been made over the past few years in line with certain priorities set out in BCCRIS. This included the UU Campus relocation; extension to the Waterfront Hall; delivery of BRT Phase 1; Masterplans and Strategies aligned to the Special Action Areas; development in line with maximising the tourism offering for e.g. the completion of around 1300 hotel beds; development in line with increasing the employment and residential population for e.g. over 1m sq ft of office accommodation completed and in progress and over 3000 purpose built student housing completed and in progress. However, the review also identified that there remained a number of gaps cutting across the 8 policy areas and key projects that need to be progressed in order to drive forward the revitalisation of the city centre.

3.10 It was agreed that an action plan or areas for focus aligned to these gaps should be developed, setting out proposed priorities aligned to the policies and projects in BCCRIS and to the outcomes in the Belfast Agenda and Programme for Government. It was felt that these could fall into 3 broad thematic priorities with assigned actions or areas of focus under each of these. Whilst the detail of the action plan is still being progressed the proposed thematic priorities and emerging actions and areas of focus include the following:

- City Resilience – medium to long term city centre recovery plan; city centre leadership and management; catalyst development opportunities to stimulate wider regeneration etc.
- Re-imagining and Diversification of City Centre Land Uses – to include focused actions around increasing city centre living; use of public land to deliver on priorities; enhanced open spaces and family /leisure based activities; improved tourist offering and connectivity; cultural strategy etc

- **Infrastructure and Connectivity – public realm and connectivity schemes; Living with Water Programme; transport strategy /car parking etc**

3.11 Further cross departmental work is however required to look at the actions / priorities in more detail to include alignment with wider policy and priorities, affordability and the governance required to take this forward at an operational level. Alongside the work of the Task Force and the operational tier that sits below this there is also ongoing liaison with businesses, their representative bodies and other stakeholders in order to ensure that there is a joined up and strategic approach to city recovery. This includes retailers and city centre umbrella organisations and the input of these groups and agencies will be critical going forward. It was agreed that there was a need to establish a reference or advisory group in order to inform this longer term revitalisation of the city centre.

3.12 (ii) Visit to Belfast from the British Irish Parliamentary Assembly (BIPA)

On 1 February 2019 Committee C of the British-Irish Parliamentary Assembly (BIPA) visited Belfast as part of their inquiry into ‘The Revitalisation of the High Street and Local Business’. As part of their inquiry they are visiting towns and cities across the UK and Ireland. They visited Dublin and Newcastle Co. Down as part of this trip with recent visits also including Stockton-On-Tees and Newcastle Upon Tyne.

3.13 The focus of their inquiry is to gather evidence on policy tools used by local councils, central government and BID groups to effect positive change for the high street and local businesses. They use the evidence gathered during visits to make reports containing recommendations for Government and their research and report findings will be shared with Belfast as the inquiry completes.

3.14 The visit included a short tour of the city centre and a roundtable discussion on issues affecting the city centre primarily around retail and the challenges, opportunities and potential solutions. Discussion also included the impact of the Bank Buildings fire and the subsequent city recovery work and the proposals for a longer term city centre revitalisation plan. The BID managers and the DfC Director Regeneration also attended alongside BCC. The BIPA visit was at relatively short notice and hence it wasn’t in time to bring to the January City Growth Committee. However, further comments or

observations from Members can be fed back to BIPA as appropriate.

- 3.15** The key issues discussed included the need for additional city centre uses to animate and reinvigorate including city centre living, family based facilities, enhanced tourist and 'experiential' offering; the value of families in the revitalisation of the high street; the level of rates and consideration of policy changes; the need for public realm improvements particularly on Royal Avenue; car parking; pedestrianisation and cycling; the need for a co-ordinated drive of all stakeholders including landlords and commercial agents in sustaining and attracting new occupiers on the high street.

3.16 (iii) City Centre Recovery Update

As Members are aware the immediate city recovery programme was intended to run to the end of January 2019 although there are various enhancements and programming in place that run beyond this period, including an amplified programme of animation to run until the end of March. The next phase of a city revitalisation programme is being developed and following a meeting with retailers and the umbrella city centre organisations they are to feed back as to their proposed priorities, marketing and programming plans from their own business areas. They have also been asked to advise as to any data sets they use to measure performance e.g trading figures, geographic and demographic information etc. This data and their feedback on priorities is intended to inform a more joined up and targeted approach going forward. Details of emerging proposals will be presented to Committee.

- 3.17** At this meeting they were also updated on the emerging work of the Joint City Centre Regeneration Taskforce and the proposed medium /longer term plan with areas of focus relating to city resilience, re-imagining and diversification of land uses and connectivity and infrastructure. It is important that there is an integrated approach to the next phase of city revitalisation and the medium/long term regeneration plan. As referred to above it is intended to formalise a city centre advisory structure which includes representatives from the key city centre stakeholders.

An evaluation exercise is currently being completed in respect of the Phase 1 recovery work and details of this will also be presented at Committee.

3.18 Financial and Resource Implications

Further detail will be brought forward on the financial implications associated with the next phase of the city recovery work as this work plan develops and is agreed by the Strategic Policy and Resources Committee.

With the Joint Task Force it is intended that this will provide a collaborative public sector approach in terms of how we collectively maximise our investment and efforts to revitalise the city centre and further detail will be brought forward as this work progresses.

**3.19 Equality or Good Relations Implications/
Rural Needs Assessment**

None associated with this report. The Council's Equality and Diversity Officers will be consulted on any future changes to strategies or plans that are currently in place."

The City Regeneration and Development Lead Officer provided an overview of the report and, in terms of the City Centre Recovery Programme, reviewed footfall figures for the month of January, as well as retail sales, hospitality sales, retail footfall and hospitality footfall figures for December. She provided details around Phase 2 of the Programme which would, on the basis of engagement with businesses and representative bodies, focus upon themes such as attractiveness and vibrancy, family centric activities and marketing, as well as an enhanced incentive scheme and rewards app. A report would, on 22nd February, be presented to the Strategic Policy and Resources Committee providing further details of Phase 2 and associated budget allocations. She concluded by pointing out that, following discussions with Bid One, a footfall monitor would, as had been suggested previously by Members, be placed in Castle Street.

The Director of Development provided an update on the 'Your Belfast Rewards' scheme, together with details of the animation programme which would be delivered from March onwards. In terms of engagement, he confirmed that regular meetings would continue with local traders, including those in Castle Street, and with other retailers and wider stakeholders.

After discussion, the Committee noted the information which had been provided.

Delivering the Belfast Agenda - Housing Update

The City Regeneration and Development Lead Officer submitted for the Committee's consideration the following report:

“1.0 Purpose of Report or Summary of Main Issues

- 1.1 To update Members on key housing-related activities and integration of this work into the Belfast Agenda Living Here Board and associated Action Plan.**

To update Members on the proposal to hold Members’ and City Partners Housing Workshops to review and understand the key challenges and opportunities in relation to housing and the key areas for priority focus.

2.0 Recommendations

- 2.1 The Committee is requested to:**

- (i) note the update in relation to housing and the proposal for alignment and integration of housing related work strands into the Belfast Agenda Living Here Board; and**
- (ii) agree to hold a Members’ and City Partners workshop(s) on housing as set out below, with the first workshop proposed for March, 2019.**

3.0 Main Report

Background

- 3.1 The Belfast Agenda and Local Development Plan set out the target to grow the population in Belfast by 66,000 by 2035. To achieve this target there is a need for approximately 31,600 new homes between 2020-2035. Aside from this overall requirement to increase the population, a specific stretch goal within the Belfast Agenda is to deliver 1,800 social housing units and agree a city target for affordable housing by 2021. The Belfast Agenda also contains objectives on increasing the supply of mixed tenure housing and encouraging city centre living. In addition a key policy with the City Centre Regeneration and Investment Strategy is to increase the residential population of the city centre.**
- 3.2 These represent challenging targets and it is clear that significant work and collaboration is required to support the provision of total housing supply across the city.**
- 3.3 Although the Council does not have responsibility for the statutory delivery of housing it has a range of powers and is involved in various activities relating to housing. These cover the regulatory functions of planning and building control and the LDP; disposal of various Council lands for housing; city**

regeneration activities; city marketing and HMO licencing (due to transfer on 31 March 2019). Housing related reports have been brought into various Council Committees on all these issues, including reports to the City Growth & Regeneration Committee on city centre living, but it is recognised that there is scope to try and align some of these workstrands to ensure a joined up approach in the context of the Belfast Agenda objectives.

- 3.4 Achieving the overall Belfast Agenda housing target requires a step change in the current level of delivery and it is critical that key statutory partners and wider stakeholders work together. As the lead body for the Belfast Agenda, the Council has an important role alongside other partners on this major issue. Through the Community Planning Partnership, strategic delivery boards, which includes the Living Here Board, have been set up to provide a structure for governance and support collaborative working across city partners on a range of issues.

3.5 **Belfast Agenda Living Here Board**

At the Strategic Policy and Resources Committee on 7th December 2018, Members received a presentation on the Belfast Agenda that outlined the areas of attention for the next 3-9 months for the Living Here Board. Under the housing aspect within the Living Here Board, the agreed focus was on “Planning for housing that meets the needs of everyone”. The key issues identified included:

- Increasing the total housing supply
- Consideration of published commitments, particularly if they reflect the level of ambition needed to achieve long-term outcomes.

Three actions and timeframes were agreed by Members:

- Scoping of existing activity across the Council and key partners
- Elected Member Workshop to shape strategy and the Community Planning Partnership focus
- Development of cross partners action plan to support the Belfast Agenda

Progress and Next Steps

3.6 Members will be aware of previous activities undertaken to identify the key housing issues and challenges to the supply and delivery of housing to meet the needs outlined in the Belfast Agenda and LDP growth strategy. Recently, Members have been involved in the following work:

3.7 *London Study visit, 12-13 October 2017*

Five Members from across the political parties, along with representatives from the NI Housing Executive, NI Federation of Housing Associations and the BCC Local Development Plan and City Centre Development teams visited a number of mixed-use, mixed-tenure housing developments.

3.8 *City Centre Living Workshop, 23 October 2017*

The London study visit shaped the City Centre Living workshop that was attended by 53 people (inc. DfC, NIHE etc.), including 18 Members. The session was externally facilitated and considered a range of issues around city centre living. Various topics were identified and a subsequent report brought into Committee in January 2018. The key issues included the need to understand the city centre residential market; the need to consider potential intervention; a pilot scheme to delivery city centre living principles in a mixed-used development and Living Over The Shops.

3.9 *Living Over The Shops (LOTS) Workshops, June 2018*

These workshops explored issues around developing LOTS-type of accommodation in Belfast City Centre. As part of the workshops, officers from Dublin City Council working on the Living City Initiatives presented their approaches, challenges and experiences. There are elements of LOTS now coming forward in Belfast city centre but there remains a need to consider this in more detail if it is to be successful.

3.10 *Housing Workshop, 18 December 2018*

A joint BCC/DfC officer workshop took place with NIHE, DfC and internal council officers as a stocktake to explore how collectively we can work to improve the total housing supply in Belfast. Key blockages and challenges were identified and various initial issues and actions were identified as requiring further consideration by the respective organisations including land supply; procurement issues; a City Centre Waiting List; assessment of public land available for

development and the need to explore financial/funding models to support housing development.

3.11 *Meeting of the Living Here Board, 28 January 2019*

The Living Here Board had developed a high-level action plan that brought together certain aspects of the housing work streams as identified in the Belfast Agenda,. The Community Planning Partnership agreed the initial action plans for the Living Here Board including the housing strand. Subsequently there has been further engagement with partners and at a meeting of the Living Here Board on 28 January it was proposed that any additional work strands as identified in the Housing Workshop of 18 December and those emerging from any follow up session(s) are also integrated into an updated action plan linked to the Living Here Board. This would provide for a more coherent and joined up approach amongst partners and provide a conduit for housing related issues to be considered. This action plan remains a work in progress however and there is an opportunity now for Members input to this in order to further inform and shape the Action Plan.

3.12 As referred to above, following the Strategic Policy and Resources meeting in December and as discussed at the Living Here Board, it is now proposed to hold an Elected Members' and City Partners workshop (or workshops) in order to further support decision making and enhance Members' understanding of the wider housing context, with the following key objectives:

- Review and understand the key challenges and opportunities on housing (including demand and supply issues);
- Understand the role of city partners;
- To brief Members on developments in social and affordable housing and on the operation of the private rented sector across Belfast;
- To provide information on trends in the housing market;
- To consider examples of successful practice from England, Scotland, Wales, Ireland regarding approaches to new supply, models that encourage mixed tenure and positive placemaking;
- To discuss ways to best use the Council's powers and

obligations to enable the supply of housing - in support of the Belfast Agenda and aligned with other BCC strategies and frameworks, including the Local Development Plan; and

- Update and explore the key areas for priority focus and embed the updated actions in the Living Here Action Plan

3.13 It is proposed to hold the first workshop in March subject to getting a suitable date arranged, with a further workshop to follow thereafter as required.

3.14 In addition, options for a conference on housing hosted by the Lord Mayor are among the plans to be considered at the workshop and further details will be brought back to Committee.

3.15 Equality and Good Relations and Rural Needs Implications

There are no negatively equality, good relation or rural needs implications at this point. The Council's Equality & Diversity Officer will be consulted during this process and any proposed approach will be subject to the Council's screening requirements to ensure that Equality and Good Relations implications and rural needs are fully considered.

3.16 Financial and Resource Implications

The cost of hosting the Workshops will be met from within the Place and Economy departmental budget."

The Committee adopted the recommendations.

Infrastructure and Transport Update

The Committee considered the following report:

"1.0 Purpose of Report or Summary of Main Issues

1.1 To update Members on the following infrastructure and transport matters:

1. Belfast Infrastructure Study
2. Belfast Car Parking Strategy and Action Plan
3. Translink Depot
4. Review of Alfred Street / Upper Arthur Street Cycle Lane
5. Transport Scheme Consultations

2.0 Recommendations

2.1 The Committee is asked to:

- (i) note the update on the Belfast Infrastructure Study and the intention to hold a Members' Briefing to present the outworkings of the Study;**
- (ii) note the update on the Belfast Car Parking Strategy and Action Plan and agree to a future Members meeting with Dfl on the issue of problem parking;**
- (iii) note the update in relation to discussions with Translink regarding the East Belfast Translink Depot and the proposal that the Council obtains further advice to ensure this work is approached from an optimal city regeneration perspective;**
- (iv) consider the draft response to the Review of Alfred Street / Upper Arthur Street Cycle Lane outlined in the attached appendix and, if appropriate, agree the response for submission to the Department for Infrastructure; and**
- (v) consider the various Transport Scheme Consultations being undertaken by the Department for Infrastructure as outlined in the attached appendix, and if appropriate confirm Council's support to these proposals.**

3.0 Main Report

3.1 1. Infrastructure Study

3.2 At the September 2017 meeting of the City Growth and Regeneration Committee it was agreed that specialist support should be commissioned to develop a Belfast Infrastructure Study. The aim of the study is to identify the infrastructure required to support delivery of the growth ambitions of the Belfast Agenda to drive physical and social regeneration. It will also identify the key strategic projects required to facilitate economic growth, positioning Belfast to attract inward investment, encourage development, and enable an accessible, inclusive and sustainable environment for residents and visitors.

3.3 Arup were appointed to develop the Infrastructure Study in July 2018 and have been engaging with key stakeholders throughout late 2018 to establish baseline information and undertake a gap analysis.

- 3.4 The study is based around two main categories of infrastructure i.e. Utilities and Strategic Transport and comprises three main stages:
1. Baseline Review; i.e. capacity and current planned interventions, as well as how to support growth ambitions;
 2. Infrastructure Priorities; timeframes, criticality and geographic clusters;
 3. Delivery; including for example the potential to maximise resources by greater integration of proposed interventions.
- 3.5 In addition, Arup is considering issues of Local Connectivity & Placemaking and exploring the potential for future traffic analysis using an area based planning approach to take account of the transport implications of large or multiple developments within a given area.
- 3.6 A Visioning Workshop, attended by key delivery stakeholders from across various infrastructure sectors, took place at City Hall in November 2018. The workshop was intended to begin to agree a collective approach to infrastructure planning to achieve the ambitions of the Belfast Agenda.
- 3.7 Arup are currently preparing an Infrastructure Needs & Delivery Assessment to identify the key interventions required. The Needs and Delivery Assessment will prioritise infrastructure delivery and identify opportunities to cluster key infrastructure project delivery to maximise the benefit through collaborative delivery. A draft report is expected during early 2019 at which stage there will be further engagement with key delivery stakeholders.
- 3.8 It is proposed that a Members Briefing will be scheduled in the coming months to present the initial outworkings of the Infrastructure Study.

2. Car Parking Strategy and Action Plan

- 3.9 Following Committee approval the Car Parking Strategy (CPS) was published in May 2018. The Strategy includes a number of recommended actions for the responsible statutory organisations to undertake to address the issues identified within the Strategy. An officer led Car Park Working Group has been established to oversee and report on the implementation of the recommended actions of the Car Park Strategy. These actions have been allocated into four main themes with a lead department / organisation appointed to oversee the delivery and reporting of the actions within each theme. A summary of

the four main work streams to deliver the Action Plan are included below along with an update on the progress of the actions:

(i) Operational

- 3.10 The Operational work stream is managed by City and Neighbourhood Services Off-Street Parking Unit and includes operational issues covering Parking Orders, tariffs, ticketing and enforcement.
- 3.11 The Off-Street Parking Unit (OSPU) are progressing the development of the Belfast Off Street Parking Order, taking cognisance of the Belfast Parking Strategy and Action Plan findings. This will include a review of the current parking tariffs and Blue Badge parking elements, which may require a consultation process dependant on the outcome of the review. The OSPU will be engaging with key stakeholders such as, but not limited to, Members, DfI, Translink, IMTAC, Disability Action NI, Trading Associations in areas where a change in parking tariffs may impact and internal departments such as Legal, City Regeneration and Development, Events and Business Support/Corporate Finance.
- 3.12 The CPS also suggested providing additional Belfast Bike docking stations within or adjacent to parking facilities. At the January 2019 meeting of the City Growth and Regeneration Committee it was agreed to carry out a strategic review of the Belfast Bikes scheme. The review will consider existing scheme coverage and identify options for potential expansion, including considering the recommendations made within the Car Parking Strategy

(ii) Parking Forum

- 3.13 The Parking Forum theme covers the actions relating to the wider car parking offer, including off-street, on-street and private parking suppliers. It is proposed that the Parking Forum should consist of statutory and private car parking suppliers across the city to deal with the city wide improvements to the parking offer made within the Car Parking Strategy. These actions include the use of smart technologies and advanced information systems to facilitate ease of parking and payment, the introduction of a quality standard to parking facilities such as 'Park Mark' and the introduction of a shuttle bus to operate between Multi-Storey Car Parks
- 3.14 A number of meetings have been held with the statutory operators and operators of some of the large private multi-

story car parks have been contacted with a view to bring forward a wider City Centre Parking Forum to provide a collaborative and coherent approach to the city's parking offer. It is intended to set up this formal Parking Forum to bring forward the actions over the coming months

- 3.15** An action within the Parking Forum Work stream was to initiate a shuttle bus service to connect the main city centre shopping and employment areas with the multi-storey car parks. In response to the severance of Castle Place following the Bank Buildings fire a free shuttle bus was established to provide improved connectivity links across the city centre. Following several weeks of service, and a sustained marketing campaign, uptake on the service was very limited, and hence the service was removed. It is however proposed that this action is kept under review and revisited in the instance of Multi-Storey Car Park development outside the city centre.

(iii) Strategic Sites Assessment

- 3.16** This work stream is overseen by the City Regeneration and Development Team, with actions including the monitoring of parking stock across the city centre and identifying opportunities to consolidate surface parking to provide a more coherent parking offer while releasing development opportunities aligned to the objectives of the Belfast Agenda and the City Centre Regeneration & Investment Strategy.
- 3.17** The CPS recommended a shift away from surface level car parking as it offers limited capacity and is not a good use of city centre land. The CPS identified a number of benefits from carefully planned rationalisation, including reduced traffic volumes from fewer circulating vehicles; reduced air pollution, improved road safety, and opportunities for regeneration.
- 3.18** At the May 2018 meeting of the City Growth and Regeneration Committee it was agreed that a Strategic Sites Assessment is undertaken to assess development and regeneration potential of Council's city centre surface car parks and adjacent public sector land and to consider locations best suited to support Departmental and Council needs (e.g. Programme for Government and the Belfast Agenda). Committee also agreed that the Strategic Sites Assessment would take due cognisance of parking income and the impact of potential development opportunities on current and future parking supply.

- 3.19 This comprehensive review is currently underway and a detailed report will be brought forward to Members in the very near future.
- 3.20 Members will also be aware that a number of new multi-storey car-parks (MSCPs) are introducing new supply to the city centre parking offer. A c.900 space MSCP opened during late January 2019 at City Quays and a c.575 space MSCP at Grosvenor Road received support from the NI Investment Fund in the same month. In addition, construction is expected to commence on the Ulster University MSCP in the coming months. The Strategic Sites Assessment Work stream will continue to monitor the allocation of the car parking offer across the city centre, taking into account upcoming development opportunities and large scale infrastructure projects such as York Street Interchange and the Belfast Rapid Transport Phase 2.

(iv) Transport

- 3.21 The actions within this work stream are generally the responsibility of the Department for Infrastructure, although officers from across the Council regularly engage with DfI on transport and parking issues. The CPS recommended a number of actions including:
- a review of on-street parking controls including tariffs, controlled zones and ticketing and payment systems;
 - Improved enforcement of inappropriate parking and of car parks operating outside their planning conditions;
 - Review and implementation of Resident Parking Zones;
 - New Park and Ride sites and review of parking costs at Park and Ride sites;
 - Improvements to cycling infrastructure including cycle parking provision, cycling routes and signage; and
 - Minimising traffic in the BMTP core.
- 3.22 The Department for Infrastructure are currently preparing the Belfast Metropolitan Transport Strategy (BMTS) which will provide the strategy required to bring forward a number of the actions of the Transport Workstream. The Director for Planning and Building Control represents the council on the Project Board overseeing the development of the BMTS and, once complete for consultation the BMTS will be brought to Members for consultation as part of the DfI consultation and approval process.
- 3.23 The Local Development Plan will contain policies relating to transportation and parking. The current draft Plan Strategy

contains a policy outlining reduced parking standards within designated areas of parking restraint for residential and non-residential development. Designations will be considered as part a revised BMTP (led by Dfl) and at the next stage of the LDP (Local Policies Plan). The LDP draft Plan Strategy also contains a policy to ensure major new development takes account of cyclists in terms of safe, convenience and secure cycle parking.

- 3.24 The recent introduction of the Glider service and future expansion proposals as part of the Belfast Region City Deal will continue to help achieve this ambition of reduced parking standards.
- 3.25 An update on progress on some of the actions within the Transport work stream, and in response to various Notices of Motion and committee discussions around problem parking, are included below.

Belfast Rapid Transport:

- 3.26 The Belfast Rapid Transport Phase 1 scheme went live in September 2018. Operating with the G1 Service (East-West) and the G2 Service (Titanic Quarter) Translink advise that the Glider Service has seen successful uptake with an increase of some 20% along the G1 route. The department are responding to this increase in uptake by procuring additional Glider units to operate the service. Translink also advise that a detailed Project Evaluation will be undertaken after one year of service and details will be provided to Members.
- 3.27 With the inclusion of BRT Phase 2 (North-South) within the Belfast Region City Deal application the department propose to progress plans to bring forward the phase 2 service in line with the City Deal requirements.
- 3.28 **Yorkgate Train Station**

There are emerging proposals being considered by the Northern Ireland Transport Holding Company / Translink in relation to the potential upgrade of the existing facilities at Yorkgate, aimed at providing enhanced facilities to cater for current and increased future demand, particularly with the opening of the new UU Campus. Further details can be brought back to Committee in due course.

Park and Ride Facilities:

To support the uptake in public transport usage Dfl are in the process of implementing a number of schemes to facilitate improved Park and Ride facilities including:

- Currently expanding the Park and Ride facilities at Blacks Road
- Currently exploring options to expand the existing Park and Ride facilities at Sprucefield, Newtownards and Cairnshill;
- Currently exploring options to develop a new Park and Ride in the Tillysburn area;
- Currently expanding motorway bus lanes on the M1 and M2 to Park and Ride locations; and
- Additional Park and Ride improvements to be considered as part of BRT Phase 2

3.30 The Northern Ireland Transport Holding Company also have a Park and Ride Strategy aligned to their rail services with the objective of increasing Park and Ride facilities across the province in conjunction with increased rail use.

3.31 **Residents' Parking Zones:**

Dfl have completed one Residents' Parking Zone in the Rugby Road area, which opened in April 2018. The Department are to carry out a project evaluation following 12 months of operation taking into account the lessons learnt and subsequently a review of the Resident's Parking Zone Policy will be completed to address how schemes are delivered going forward.

3.32 Dfl are also currently designing options to progress a Residents' Parking Zone in the Iveagh Drive area and intend to commence consultation with the public in March 2019.

3.33 Members may recall that there was a Dfl /Members meeting in May 2018 to discuss problem parking. As a follow up to this and in light of various concerns that Members have raised on the issue of problem parking Dfl have advised that they will facilitate a further meeting on this issue and Members will be notified accordingly when Dfl confirm a date. Dfl have also confirmed that they will provide an update on infrastructure related issues including car parking at their next Bi-annual Report update meeting at Committee in June.

3. Translink Depot Relocation

- 3.34 At the October 2018 meeting of the City Growth and Regeneration Committee, the Committee agreed that the Council would engage with Translink to discuss the potential relocation of the bus depot from the current East Belfast location, with a report to be submitted to a future meeting of the Committee.
- 3.35 Officers have subsequently engaged with Translink to understand the logistical and operational requirements of a depot to deliver the eastbound services.
- 3.36 The current site sits just outside the East Bank Development Strategy boundary and Members will recall that the Strategy highlighted the importance of connectivity to surrounding areas and the identification of key sites for development. The potential regeneration contribution of this site and strategic linkages to the proposed Belfast Waterside scheme (former Sirocco Works) and surrounding development opportunities warrants consideration in the context of the wider East Bank area to ensure optimal use of land within a city centre context. It is recognised however that this must take into account operational requirements.
- 3.37 Translink have agreed in principle to working collaboratively with the Council in terms of a feasibility exercise to identify potential sites that could deliver their operational and logistical needs although this in the acknowledgement that the relocation of the facility is not currently included within the Translink Business Plan.
- 3.38 In order that this work is approached from an optimal city regeneration perspective it is proposed that the Council obtains specialist advice to ensure a comprehensive assessment of viable alternative sites and to understand the regeneration potential of the existing site. It must be highlighted however that the work would remain exploratory only at this stage and would be used to inform future discussions should Translink decide they wish to pursue any relocation option.

4. Review of Alfred Street / Upper Arthur Street Cycle Lane

- 3.38 The Alfred Street / Upper Arthur Street Cycle Lane scheme was supported by Council at the September 2015 meeting of City Growth and Regeneration Committee as part of the proposals to improve the city centre cycle network.

- 3.39 The scheme has been operational since March 2016 and Dfl is carrying out a review to consider what improvements can be made to the operation of the scheme at this location. It is suggested that Dfl consider changes to the design of the segregation along this route to prevent vehicles entering and parking in the lane and also to improve the amenity of the streets within the Linen Conservation Area. The proposed response is attached.

5. Transport Scheme Consultations

- 3.40 Dfl have requested feedback from the Council on a number of minor transport schemes throughout the city including:

- six proposed waiting restrictions;
- a taxi bus rank at King Street;
- proposed abandonment at Whitla Street; and
- proposed abandonment of the Westlink backpath between Albert Street and Cullingtree Road.

- 3.41 It is suggested that the Council support these proposals in order to improve accessibility, traffic progression and road safety in the city. Further details on the proposals are attached.

3.42 Financial and Resource Implications

The financial implications of the studies and advices referred to above will be met from within the current departmental budget.

3.43 Equality or Good Relations Implications/ Rural Needs Assessment

No specific equality or good relations implications at this time.”

APPENDIX

Council Response - Review of Alfred Street/ Upper Arthur Street Cycle lane

The Council supported the introduction of the Alfred Street / Upper Arthur Street scheme as part of the proposals to improve the city centre cycle network. The scheme contributes to delivering a number of the outcomes of the Belfast Agenda in particular “Belfast is a vibrant, attractive, connected and environmentally sustainable city”. An indicator of this outcome is to increase “the percentage of all journeys which are made by walking, cycling or public transport”.

In relation to the review of the cycle lane, the Council would suggest that the following issues are considered:

1. the gaps between the wands are currently too wide, as a result vehicles can access the cycleway and park. Further consideration should be given to the design of the segregation in order to prevent the vehicles from accessing and parking in the cycle lane. Motorist can also access the cycleway from side junctions and consideration should be given to preventing access for vehicles at the various junctions along the route;
2. Alfred Street is within the Linen Conservation Area boundary. It should be noted that any development should be in sympathy with the character and appearance of the Conservation Area. Development guidelines for Alfred Street state that consideration should be given to upgrading the amenity of Alfred Street. It is considered that the appearance of the wands is not sensitive to the Linenhall Conservation area and consideration should be given to an alternative design; and
3. Access from and to Ormeau Avenue from the Alfred Street Cycle way is problematic. Further measures should be considered to give greater priority for pedestrian and cyclists using the shared pavement.

It should be noted that Councils street cleansing vehicles will need access to the cycle lane and the design of the separation should allow access for these vehicles. The Council would request that any amendments to the design as part of this consultation are brought back to Council officers for discussion and approval.

Transport Scheme Consultations

DfI has requested feedback from the Council on a number of minor transport schemes throughout the city. Details on the proposals are outlined below and it is suggested that the Council welcome the proposals in order to improve traffic progression and road safety.

1. Waiting Restrictions:

1. Howard Street and East Bridge Street - Proposal to introduce waiting restrictions

DfI is proposing to take forward the necessary legislation to extend the waiting restrictions on sections of Howard Street and East Bridge Street. The current restriction is from 8am to 6pm and the amendment is to change it to 7am to 7pm, Monday to Saturday in line with the Glider bus lane operational hours. The restriction

is to ensure there is no parking during the operation of the Glider bus lane.

2. Station View - Proposed changes to waiting restrictions

Following construction of a lay-by outside the new apartment development on Station View a length of existing waiting restrictions (single yellow line) along the length of the lay-by is no longer required. The removal of this length of waiting restriction will require a new legislative process.

The proposal is to revoke the existing legislation that relates to 19m of waiting restrictions (single yellow line) at the lay-by and introduce a new amended legislation for reintroduction of two separate lengths of 'Prohibition of Waiting', Monday to Friday, 8.30am – 6.00pm, of approximately 8 m and 70m respectively.

3. Cooke Court, Cooke Mews and Lavina Square – Request for waiting restrictions

Follows concerns raised by a local residents group regarding parking issues in the above locations. Due to the density and duration of parking, DfI have identified traffic progression and road safety issues at the location and it is proposed that the waiting restrictions will be a combination of 'At Any Time' and 'Working Day' restrictions where parking is prohibited Mon-Fri 8.00am – 6.00pm.

4. Dromara Street – Proposed waiting restrictions

The issue of all day parking is causing difficulties for refuse collection vehicles on Dromara Street. The Department is proposing the introduction of additional waiting restrictions on the section of Dromara Street opposite no's 2 to 20. It is proposed to introduce in total approximately 47m of 'Prohibition'.

5. Balmoral Road - Proposed Waiting Restrictions

The Department is proposing to introduce waiting restrictions on a section of Balmoral Road following a request from DVLA to improve traffic progression in the area. It is considered that the proposal will reduce congestion along the route.

6. Crumlin Road – Proposed Waiting Restrictions

The Department propose to extend the waiting restrictions along the Crumlin Road outside the Mater Hospital and Court house building.

7. King Street, Belfast - Proposal to introduce a taxi bus rank

The taxi bus rank will operate Monday to Sunday 0700 - 2300hrs on the King Street (western side), in a lay-by at a point 6.5m south of its junction with Francis Street for a distance of 23.5 m in a southerly direction with a maximum of 4 taxi buses permitted in the rank.

8. Whitla Street - Proposed Abandonment

DfI is proposing to abandon the land/footpath on Whitla Street. The abandonment is deemed necessary to formally remove from DfI records part of an old street that no longer exists.

9. Westlink backpath between Albert Street and Cullingtree Road - Proposed Abandonment

The Department is proposing to abandon the land and footpath to facilitate an environmental improvement scheme in conjunction with Belfast City Council and NIHE.”

After a lengthy discussion, the Committee:

- (i) noted the update on the Belfast Infrastructure Study and the intention to hold a briefing for Members on the outworkings of the study;
- (ii) noted the update on the Belfast Car Parking Strategy and action plan and agreed that:
 - (a) the meeting which had been requested with the Department for Infrastructure on traffic calming, arising from a Council motion on 4th February, should include discussion around the longstanding problem of on-street parking; and
 - (b) that the Belfast Health and Social Care Trust be requested to provide additional on-site parking at the Mater and Royal Victoria Hospitals;
- (iii) noted the update on discussions with Translink around the potential relocation of the East Belfast Translink Depot;
- (iv) approved the draft response to the review of the Alfred Street / Upper Arthur Street cycle lane, as set out within the appendix, subject to reference being made to the need for additional signage warning drivers that the cycle lane was two-way; and
- (v) agreed to support the minor transport schemes being proposed by the Department for Infrastructure, as set out within the appendix, as

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

a means of improving accessibility, traffic progression and road safety across the City.

Designing Streets for Children Programme

The City Regeneration and Development Lead Officer informed the Committee that Belfast had, as part of its global 100 Resilient Cities work, been encouraged to apply for the 'Streets for Kids Programme'. The Programme, which was part of the US National Association of City Transportation Officials - Global Designing Cities Initiative (NACTO-GDCI), sought to develop new technical guidance and advance street designs which created safe public spaces for children of all ages and abilities to learn, play and move around a city.

She drew the Members' attention to the work which was being undertaken currently to revitalise the City centre and confirmed that Arup, a strategic partner in the 'urban childhoods' initiative, had, on the basis of its work to date, suggested that urban amenities which supported healthy child development contributed to improvements in public health and mobility and assisted in addressing issues such as urban loneliness, and climate change. Arup was working with the Commissioner for Resilience to host later in the year an event to connect, share and create ideas to support early childhood in urban settings with city leaders, development partners, designers, engineers and innovators.

The City Regeneration and Development Lead Officer explained that, from 2019 till 2021, NACTO-GDCI representatives would work directly with staff from eight selected cities to reimagine and redesign their streets to support comfortable, healthy and inspiring environments for all children. Staff would in 2019/20 receive one to two days of facilitated training, following which staff from four of those cities would be provided with more in-depth technical assistance/design support and funding for project implementation. Participating cities would, she pointed out, be required to commit only staff resources at this point.

She confirmed that, later in the Programme, the Council could potentially apply to partner NACTO-GDCI to design and deliver a demonstration project. NACTO-GDCI would provide match funding up to a maximum of approximately \$20,000 for project implementation. She pointed out that, should the Council decide to apply, Committee approval would be sought, given the need to commit financial resources.

The Committee granted approval for an application to be submitted to the 'Streets for Kids' Programme.

Positioning Belfast to Compete

(Mr. R. Cregan, Director of Finance and Resources, attended in relation to the following two items.)

The Committee agreed that the following two reports should be considered jointly:

City Events Programme 2019/20

“1.0 Purpose of Report

1.1 The purpose of this report is to seek Members’ approval for a programme of events that will be delivered and supported by the Council’s City Events Unit, and the Tourism Culture Heritage and Arts team. This includes the Irish Athletics Boxing Association’s (IABA) 2020 Elite Men and Women’s Champions which is the subject of 2 notices of motion.

1.2 The Committee is also asked to note the route for this year’s St Patrick’s Day parade due to the diversionary requirements enforced due to the Bank Buildings fire.

2.0 Recommendations

2.1 The Committee is asked to:

(i) approve the annual programme of Events for 2019/2020 within the attached appendix, based on previous year’s spend;

(ii) note the 2019 St Patrick’s Day Parade route;

(iii) approve the staging of the Irish Athletics Boxing Association’s (IABA) 2020 Elite Men and Women’s Champions. This item is based on a Notice of Motion presented to Members in March 2018 and subsequent report to Members in September 2018; and

(iv) approve the use of a Council venue, such as one of its parks, to be part of the package of support for the Royal Scottish Pipe Band Championship.

3.0 Main Report

3.1 2019/2020 Events and Festivals Programme

On an annual basis, the Council’s City Events Unit delivers a series of large-scale public events, which are free to access by both citizens and visitors to the city, on behalf of Belfast City Council. In 2018/2019, it is estimated that these events generated over £6 million of additional economic activity, with 208,511 visitors attending the events programme (Christmas, St Patrick’s and Culture Night details still to be added).

3.2 The Culture and Arts Unit also support a number of annual programmes and activities. Members will be aware that a ten

year Cultural Strategy for Belfast is currently under development and is due to be presented to Committee at a later date. This strategy will set out long-term recommendations for events in the city including a proposed investment model to be operational from April 2020.

- 3.3 For 2019/20, the recommendation is to follow the approach of recent years with direct approval of support for specified events through departmental budgets. A separate report is being presented which asks committee to consider the allocation of non-recurrent funding to enhance the city's events and festivals offer. Details of this non-recurrent funding is set out in the *Progression of the Cultural Programme - Festival and Events Update* report to Committee.
- 3.4 In relation to the allocation of departmental budgets, the draft programme of events being delivered or supported by the Council's City Events Unit and other sections of the Place and Economy Department in 2019/2020 is outlined in the attached appendix. This includes a range of projects across the calendar year, beginning with the Lord Mayor's Day in April, through to the Christmas Lights Switch-On in November and finishing with the city's St Patrick's Day celebrations in 2020. In addition, there is also a significant grants programme for sporting events across the city via the Council's Support for Sport events grant, as well as support for investment in small-scale events and festivals and local cultural projects.
- 3.5 The cost of the proposed programme is £1,092,114, with this amount contained within the existing revenue finances that form part of Place and Economy Department's 2019-2020 estimates.
- 3.6 The majority of these events are run on an annual basis or have been supported over the last number of years with approval of committee. This is with the exception of IABA.

St Patrick's Day Parade Route, Sunday 17th March 2019

- 3.7 Due to the Bank Buildings fire, Members are asked to note the route for the 2019 parade. The route will see participants assemble along Linenhall Street, behind City Hall, from 10.00am to 12.20pm, with the parade departing at 12.30pm and moving to Writers' Square via Donegall Square South, Donegall Square West, Donegall Square North, Chichester Street, Victoria Street, High Street, Bridge Street on to Donegall Street and finish at Writers' Square. Despite the disruption caused by the enforced Bank Buildings road closures, it is anticipated that tens of thousands of visitors will

still see the procession, which is delivered by Beat Initiative in conjunction with the Council and community groups.

**IABA 2020 Elite Men and Women's Champions
(7 to 9 February tbc), Belfast Waterfront Hall**

- 3.8 On back of a Council Notice of Motion, Officers have been liaising with the IABA on the staging of the above championships. There are currently no concrete economic statistics attached to the competition, as the Elite Finals have not been held outside of the National Boxing Stadium in Dublin. However, it is estimated by the IABA, that the finals would attract approximately 2,000 people, alongside 100 competitors (20 bouts for male competitors and 20 bouts for female competitors plus coaching staff). The IABA estimates that visitors would create 950 overnight stays. At September's City Growth and Regeneration Committee, Members agreed that Officers would continue to negotiate with IABA to build a greater understanding of the costs associated with holding the event, which is now costed at £69,470 (based on information from the IABA). Councillors also instructed Officers to analyse whether the Council could retain ticketing income from the event. Unfortunately, the IABA have indicated that this is not feasible. They have stated that this annual event would normally provide a revenue stream, with limited expenditure, to the Association, as it is normally staged at the IABA's own venue - the National Boxing Stadium in Dublin.

RSPBA NI 2019 Belfast Pipe Band Championships

- 3.9 Members will recall that the Council lost a bid for the World Pipe Band Championships which it had supported over a number of years. However this year the RSPBA would like to run one of their events in a Council venue and for Council to contribute £20,000.00.

Financial and Resource Implications

- 3.10 Members are asked to note the City Growth and Regeneration meeting, on 27th June 2018, agreed that any financial request from the Belfast City Marathon Ltd would be submitted for the Committee's consideration at a future date and would need to be placed within the context of other financial requests presented to the Council. Currently the Marathon are not seeking an increase in the Council's annual support, which stands at £26,000, but would look to diminish this level of support over the next five years (2019/20 - £26,000; 2020/21 - £20,000; 2021/22 - £15,000; 2022/23 - £10,000 and 2023/24 - £5,000). After this point, the Belfast City Marathon would be

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

hopeful to be in a position of self-financing the event and or review the staging of it and any funding approval will be subject to agreed set targets with the Belfast City Marathon Ltd.

- 3.11 Therefore, inclusive of the Belfast City Marathon costs, and subject to agreement of the city rate, the resources indicated within the programme for the 2019/20 events programme will be met through the existing 2019/2020 revenue estimates.

**Equality or Good Relations Implications/
Rural Needs Assessment**

- 3.12 The proposed programme of events are open to all and as such have the potential to promote good relations & equality by bringing together people from a wide range of backgrounds. There are no Rural Needs implications.

4.0 **Document Attached**

- 4.1 **Draft City Events Programme 2019/2020.”**

APPENDIX

Draft City Events Programme 2019/2020

| | Proposed 2019-2020 Programme Agreed Estimates £ |
|--|--|
| Lord Mayor's Day | 45,000 |
| Maritime inclusive of Titanic Commemoration | 240,000 |
| BBC Proms in the Park | 90,000 |
| Autumn Fair | 50,000 |
| Hallowe'en | 155,000 |
| Christmas | 111,114 |
| IABA Elite Boxing Championships | 70,000 |
| St Patrick's Day | 155,000 |
| Support for Sport | 70,000 |

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

| | |
|------------------------------------|-------------------|
| RSPBA NI | 20,000 |
| Sail Training | 20,000 |
| Belfast City Marathon | 26,000 |
| Major Sports Events Bidding | 10,000 |
| NI Science Festival | 35,000 |
| Culture Night | 20,000 |
| Ciclovia | 10,000 |
| | £1,092,114 |

**Progression of the Cultural Programme –
Festivals and Events Update**

“1.0 Purpose of Report or Summary of Main Issues

1.1 At the Strategic Policy and Resources meeting in December 2018, the Committee agreed to allocate one-off funding of £320,000 as additional support to events and festivals in financial year 2019/20 pending agreement on the 10-year Cultural Programme which will be presented to Committee later this year. This was on the understanding that the City Growth and Regeneration Committee would decide on the exact allocations. At the January 2019 meeting of the City Growth and Regeneration Committee, Members agreed to defer consideration of a report setting out recommendations for an interim position for Events and Festivals in 2019/20. It was agreed that the report would be taken back to Committee in February following Party briefings. These have now taken place.

1.2 The purpose of this report is to provide an update to Members on the implementation of recommendations for the development of Events and Festivals in the context of developing a long-term cultural programme (with some additional information provided) and to agree an interim position for 2019/20.

2.0 Recommendations

2.1 It is recommended that the Committee:

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

- (i) consider whether it wishes to allocate £225,000 of this funding as outlined in 3.16.
- (ii) consider whether £95,000 of this funding is allocated for growth festivals, as outlined in 3.20, and that Council officers will develop and deliver a programme to support growth festivals in 19/20 subject to Committee approving the breakdown of funding allocations.

3.0 Main Report

3.1 Background

At a meeting of City Growth and Regeneration Committee in December 2018, it was agreed that further consideration should be given to an interim position for events and festivals. This interim position would be for one year only until a new cultural strategy would be agreed and implemented from April 2020 onwards that would include new funding processes. Members should note that events, festivals, culture and arts are funded in a number of ways as follows:

- Annual Events Programme – this is funded from the annual events budget and includes Council-organised events and a number of contracted events and funding contributions. A separate report is being presented on the 2019/20 programme.
- Core Multi-Annual Funding – a 4-year programme for supporting a wide range of culture and art organisations. The current programme runs from 2017-2020.
- Community Festivals Fund – a small-scale competitive programme which runs annually.
- Small Grants Programme for heritage and arts.

In addition there are some requests which are made on an annual basis such as Friendship Four and basketball. These are brought to Committee separately.

- 3.2** It was agreed that a report would be taken to the Strategic Policy and Resources Committee to consider allocating one-off funding to events and festivals in financial year 2019/20. Subsequently, at the December meeting of the Strategic Policy and Resources Committee, Members agreed to allocate a budget of £320,000 for this purpose. This was to be allocated

from the specified reserve for the development of a long-term cultural programme.

- 3.3** The background to the proposed approach is a series of key recommendations from the Events and Festivals strategy commissioned by the Council from consultants Festival and Events International (FEI).

The brief for this work included:

- A review of current portfolio
- Consultation with stakeholders including funders and existing events/festivals
- Benchmarking how events and festivals are funded and delivered in other cities
- Consideration of pre and post event impact modelling
- Consideration of future structures for delivery
- Making recommendations for the identification, securing, funding and delivery of events and festivals in Belfast.

- 3.4** The initial recommendations cover four main areas:

- Funding: Need to adopt the standard classification of Events and Festivals as Major, Signature, Growth, Local and Neighbourhood
- Capacity building: Portfolio approach; programme of support; multi-annual investment where appropriate
- Evaluation and measurement: Adopt the proposed investment/evaluation criteria and simplify evaluation based on demonstrating value against the Belfast Agenda, ensuring that the level of evaluation is commensurate with the scale of the event
- Governance and delivery: Need to improve internal co-ordination; greater partnership with other funders; consider a commissioning model for certain types of events.

- 3.5** These recommendations present a strong operational model for the future delivery of events and festivals in the city and the FEI report forms a strong foundation to build on. In particular the report highlighted the need for:

- Better co-operation with other city stakeholders e.g. Tourism NI
- Effective internal structures e.g. relationship between units within Place and Economy and across Council
- Clear categorisation of the city's events and festivals offer.

Gap Analysis

- 3.6 However, the scope of the work was such that the focus was on existing infrastructure and products including some assessment of capacity and support for growth. Further consideration needs to be given to the wider strategic context and in particular the role of events and festivals as part of long-term cultural and tourism development in the city. Therefore, rather than taking forward a standalone festivals and events plan and to ensure greater strategic value, it has been agreed that this work will be embedded into the proposed ten year cultural strategy. This will therefore be subject to wider stakeholder engagement, public consultation and an Equality Impact Assessment.

Future funding

- 3.7 The development of a new competitive funding programme for events and festivals will also need to be developed alongside other core funding programmes for arts and heritage. This work will align to the new Cultural Strategy and will be subject to Committee approval.
- 3.8 In this context further consideration will be given to:
- The thematic areas of strength that could be built upon to develop signature events and form part of a more coherent tourism narrative for the city
 - The longevity, impact and sustainability of the current predominantly festivals-based model
 - How the product in Belfast can become sufficiently distinctive from that on offer in the rest of UK and Ireland
 - A review of other challenges that impact on the growth of festivals and events in the city.

Key Issues

- 3.9 The timeline presented to the Committee for the implementation of a new ten-year strategy integrating events and festivals with cultural and tourism development is April 2020. This will ensure the effective alignment of funding through a new comprehensive competitive investment programme where funding will be clearly linked to strategic priorities. Whilst existing funding programmes in areas such as arts and heritage and community festivals are due to run until March 2020, there is an ongoing gap for events and festivals as this has been allocated by Council on a year to year basis.

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

- 3.10** As Members will be aware, in recent years Events and Festivals have been supported through recurring departmental budgets and non-recurrent one-off allocations. Full details on the proposed allocation of departmental budgets to City Events for 2019/20 is included in the *Draft City Events Programme 2019/20* report to this Committee. The recommendations set out below therefore relate to the allocation of one-off non-recurrent funding as approved by Strategic Policy and Resources Committee.
- 3.11** There is also an opportunity to use 2019/20 to test the categorisation and evaluation measures set out in the FEI report as well as the proposed levels of funding in advance of the introduction of new funding programmes.
- 3.12** City and Growth Committee of March 2018 agreed to protect funding for Neighbourhood Festivals and that major events would only happen every few years, with the understanding that these would be financed through building up a special reserve.
- 3.13** Therefore of the potential categories identified by FEI: Major, Signature, Growth and Neighbourhood, the additional funding in 2019/20 will focus on two key categories.
- Signature
 - Growth.
- 3.14** The rationale for this is that Neighbourhood Festivals will be eligible to apply for Council's Community Festivals Fund whilst Major Events are subject to a long-term development and bidding processes.
- 3.15** Included at Appendix 1 is the industry categorisation of events supplied by FEI and presented to Committee in March 2018.

Signature

- 3.16** The FEI report identified the potential of existing events in the city to develop into key Belfast Signature Events representing a significant economic and social return on investment. For future funding assessments, these categorisations will be subject to robust scrutiny. However, on the initial assessment of FEI, potential signature events in the city based on current status include both events delivered directly by the Council such as the Maritime Festival as well as longstanding city festivals such as Féile an Phobail. The report also recognised the need for a transition period. It is therefore proposed that in 19/20 in order to sustain adequate levels of funding that the

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

additional budget as agreed at the Strategic Policy and Resources Committee is allocated as follows:

- Féile an Phobail - £239,000. This would be made up £39,000 from Core Multi-annual Funding (in annual budget) and £200,000 from the specified reserve. Festival organisers would be required to work with Council officers to implement recommendations set out in the FEI report.
- Belfast International Arts Festival - £64,000. This would be made up of £39,000 from Core Multi-Annual Funding (in annual budget) and £25,000 from the specified reserve. This should be used to develop an international enhancement plan.

- 3.17 Please note that the Maritime Festival is set to be receive £240,000 of funding allocated from existing departmental budgets. This is an increase of £22,000 from the amount invested in 18/19. This will enhance the programme to test Signature status as set out in FEI report.
- 3.18 Funding contracts will include evaluation measures set out by FEI and a requirement to carry out market research in line with the emerging themes and narrative of the long-term strategy.
- 3.19 From April 2020, the required levels of funding to deliver a strategic programme of festivals and events will be considered where appropriate as a part of a new competitive cultural investment programme aligned to a new cultural strategy, and for those commissioned events all organisations will have to meet the criteria set out for any of the proposed categorisations.

Growth

- 3.20 It is proposed that the remaining budget of £95,000 is allocated to support growth festivals and events in the city. Given the number of festivals and events that could be categorised as growth, an interim programme of support in 19/20 will be developed in line with FEI recommendations in order to pilot key recommendations. Funding allocations will then be subject to Committee approval. It should be noted that this is additional funding to that provided through the annual budget for some of these events as listed in the annual events report.
- 3.21 For major events, development work is ongoing to identify a longer-term pipeline and strategic approach. This will be reported on as part of the long term cultural strategy programme of work. In 2019/20 neighbourhood festivals and

events will continue to be supported through Council's existing funding and support programmes such as the Community Festivals Fund. However, as part of the new cultural strategy and in line with FEI's recommendations, specific consideration will be given to capacity building and development.

Financial and Resource Implications

3.22 Strategic Policy and Resources allocated a budget of £320,000 for an interim programme of additional festivals events for 2019/20. This is from the specified reserve for the long-term Cultural Programme. The Maritime Festival will be funded through the annual budget as in previous years.

**3.23 Equality or Good Relations Implications/
Rural Needs Assessment**

Specific good relations and equality clauses will be included in terms and conditions of funding contracts and reported against as part of the evaluation process.

3.24 The long-term cultural strategy and recommended funding schemes will be equality screened."

Cultural Programme - Proposal

Moved by Councillor Hussey,
Seconded by Alderman McGimpsey,

That, in terms of the Cultural Programme, the Committee agrees:

- (a) that the funding of £320,000, which had been approved previously by the Strategic Policy and Resources Committee for the delivery of an interim year of festivals and events in 2019/20, be allocated as follows:
 - i. Feile an Phobail - £200,000;
 - ii. Belfast International Arts Festival - £25,000;
 - iii. Eastside Arts Festival - £40,000; (non-recurring)
 - iv. CS Lewis Festival - £40,000 (non-recurring).
- (b) that the budget of £50,000 set aside for the Autumn Fair be re-allocated, along with £35,000 from the Hallowe'en budget to:
 - i. Orangefest - £40,000; and
 - ii. Greater Shankill Winter Festival - £45,000
- (c) that, should the Autumn Fair be required, consideration be given to funding it under the City Centre Recovery Programme;

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

- (d) that a letter be forwarded to the Executive Office seeking match funding of £40,000 for the Greater Shankill Winter Festival, as well as other Council diversionary festival investment; and
- (e) that the planned Cultural Transformation Strategy needs to include more signature festivals and a strengthened growth festivals element.

On a vote by show of hands, fourteen Members voted for the proposal and two against and it was declared carried.

City Events Programme 2019/20

In relation to the City Events Programme 2019/20, the Committee agreed:

- (a) to approve the programme of events, as set out within the appendix to the report, subject to the removal of the Autumn Fair and a reduction of £35,000 in the Hallowe'en budget;
- (b) to note the revised route for this year's St. Patrick's Day parade;
- (c) to approve the staging of the IABA 2020 Elite Men and Women's Champions event; and
- (d) to approve the use of a Council venue, as part of a package of support for the Royal Scottish Pipe Band Championships.

City of Belfast Youth Orchestra - Proposal

Moved by Alderman Rodgers,
Seconded by Alderman McGimpsey and

Resolved – That the Committee agrees that £10,000 be allocated from the 2018/19 City of Music Fund to the City of Belfast Youth Orchestra.

Eastern Economic Corridor - Conference Update

The Committee was reminded that, at its meetings on 5th December and 9th January, it had been provided with updates on the work which was being undertaken currently by the Economic Development Unit around the development of a Belfast – Dublin Economic Corridor.

The Director of Development reported that reference had, at those meetings, been made to plans for a proposed conference on 28th February, which would seek to highlight co-operation opportunities along the economic corridor and the Council had been working with the other seven partners to develop the concept further. It had commissioned the Ulster University Economic Policy Centre and Dublin City University to collectively conduct further research around the economic opportunities along the corridor. In order

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

to shape the conference and adopt an agreed approach, a steering group of senior officials from the participating councils had been established. He explained that, at a meeting of the steering group in January, four councils had raised concerns in relation to the timing of the conference, in light of Brexit and the perceived difficulty of engaging local stakeholders, competition with other events taking place in February and March and the need to secure buy in from Central Government. He stressed that all of the councils remained fully committed to the partnership and had agreed to discuss a future date for the conference.

He confirmed that the aforementioned research was due to be completed by 28th February and that it was proposed that the Ulster University Economic Policy Centre would, at a future meeting, present the Committee with its findings and outline the opportunities for collaboration with the other councils along the corridor. One of the aspirations of that collaboration would involve the creation of a Statement of Intent between the eight participating councils committing them to explore future opportunities to work together on, for example, infrastructure, investment and employment. He pointed out that the Statement of Intent would be based around the research outcomes and that it would, when finalised, be submitted to the Committee for approval.

The Committee noted the information which had been provided and agreed to receive at a future meeting a presentation from the Ulster University Economic Policy Centre out the outcome of its research.

Growing Businesses and the Economy

Heathrow Expansion - Procurement for Logistics Hubs

The Director of Economic Development submitted for the Committee's consideration the following report:

“1.0 Purpose of Report or Summary of Main Issues

1.1 The purpose of the report is to:

- **update the Committee on the procurement process underway by Heathrow Airport to create a number of logistics “hubs” as part of their expansion plans; and**
- **note that the Council has submitted a proposal to have one of the hubs located on the North Foreshore site.**

2.0 Recommendations

2.1 The Committee is asked to note:

- (i) **that the Council's North Foreshore site is one of 65 shortlisted as a potential location for a “logistics hub” to be established by Heathrow as part of their expansion plans;**

- (ii) the scale of the development and the potential supply chain opportunities for local companies created as a result of the expansion of Heathrow Airport; and
- (iii) the timeframe for future decisions on this project.

3.0 Main Report

- 3.1** In 2018, the UK government approved a third runway at Heathrow. The expansion of Heathrow will be one of the largest infrastructure projects in the UK. In order to accommodate the third runway, it will be necessary to re-position and build over part of the M25 motorway adjacent to the airport, re-position some of the local access roads, divert local rivers, provide space for houses, offices, car parking and freight services and replace a number of existing airport facilities.
- 3.2** The airport expansion will increase capacity from 86 million to 130 million passengers per year. It is estimated that the development will create about 60,000 new jobs and generate around £70bn in total economic benefit by the 2050s. The scale of the construction project itself is unprecedented: the value of the works will be in excess of £15billion and there is a commitment by Heathrow to ensure that 60% of the procurement spend (£9billion) is spent outside of London.
- 3.3** In recognition of the scale of investment and the potential for all parts of the UK to benefit from supply chain and skills development opportunities, Heathrow sought expressions of interest for up to four Logistics Hub locations. The proposal was that these could be used as off-site centres for construction and manufacturing in order to help the airport to deliver its expansion plan, within an agreed timeframe and with minimal on-site disruption.
- 3.4** From an initial 121 applications, 65 potential sites were shortlisted. Six of the sites are located in Northern Ireland. In June 2018, senior representatives from Heathrow's Procurement Team met with representatives from all sites as well as with some of the potential first and second tier suppliers for the expansion works. While limited detail has been given on the final number of sites that may be needed, there have been indications that there may be up to four sites selected across the UK.
- 3.5** In December 2018, the next stage of the procurement process was initiated, as Heathrow issued a PQQ to the 65 bidders. The

closing date for the PQQ was 25 January 2019. Heathrow is seeking not only relevant sites for the hub but it also wants operators who will run these hubs. Belfast City Council would not have either the interest in, nor the capacity to, operate a logistics hub. However, the presence of a hub in Belfast could support those local companies who are successful in securing work with the airport and could help leave a legacy in terms of the collective knowledge and expertise that may be located at the hub over the lifetime of the construction. If the North Foreshore was to be successful at the next stage of the process, the Council would have to initiate an open and transparent process to engage an operator or agree a lease with an operator for the land.

- 3.6 In terms of timetable for the works, Heathrow plans to open the third runway by 2025. However, given that the works involve re-routing part of the M25, as well as significant infrastructure works in nearby towns and villages, the work programme is likely to last for up to ten years. The first hub is likely to be open in 2020/2021.
- 3.7 The North Foreshore site is potentially attractive to those interested in operating a hub, given its proximity to road, port and airport connections. It is also adjacent to potential construction and engineering-based supply chain businesses based around the Harbour Estate.
- 3.8 Members should also note that, in addition to the potential logistics hub, there are also significant opportunities for local businesses to enter the supply chain and become a supplier to Heathrow. Officers from the Economic Development Team are currently working with Invest NI and the NI Chamber of Commerce to put in place a series of awareness-raising events as well as business support activities to help local businesses to win some of the supply chain opportunities arising from the airport expansion.

Financial and Resource Implications

- 3.9 No specific financial or resource implications at this point. If the Council enters into a lease agreement with a potential operator to provide access to the land, details of the commercial terms will need to be agreed by the Strategic Policy and Resources Committee. The Council will also need to agree to release the site for this use.

**Equality or Good Relations Implications/
Rural Needs Assessment**

- 3.10 No specific equality of good relations implications. No specific rural needs impact.”**

The Committee adopted the recommendations.

Strategic and Operational

Belfast Branded Arterial Route Signage

(Mrs. L. Caldwell, Head of Marketing and Corporate Communications, attended in connection with this item.)

The Committee considered the following report:

“1.0 Purpose of Report/Summary of Main Issues

- 1.1 To update mem on arterial route signage across the city and request consideration to replace this in line with new city brand.**

2.0 Recommendations

- 2.1 The Committee is recommended to agree to update the signage along arterial routes before the end of this financial year, on the basis of Option 2 of the three options considered within this report.**

3.0 Main Report

- 3.1 The Marketing and Communications team has been working hard over the past year to promote the new city brand to stakeholders and embed it into council public facing channels, including city dressing.**
- 3.2 The branding of the city’s arterial and street signage has been identified as a key priority within the overall Brand Implementation Plan. Signage is crucial in building brand equity and awareness in relation to the city’s identity among the public and private sector, citizens and target audiences (visitors, investors) etc.**
- 3.3 Creating a consistent presentation of the city brand requires co-operation with key stakeholders and now that the Marketing and Brand Manager is in post, there will be a focus on brand implementation. However, it is important that the Council is seen to be taking an active lead where possible. Priority should**

be given to the re-branding of such visible and impactful signage as it will not only drive awareness of the new brand with stakeholders such as city partners, but it will encourage them to embrace and implement the brand.

- 3.4** We are also addressing other signage throughout the city (including lamppost banners). Here we have been working with Place and Economy to identify council-owned sites and have designed new Belfast branded artwork for these areas, due to be installed (via Place and Economy budget) week commencing 18th February with a completion date of no later than the end of March. We're also encouraging stakeholders to use the Belfast brand on the DfI-owned city centre lamppost sites.

Why we need to update the signage?

- Updating the signage is a great opportunity to highlight the new brand (drives visible awareness and confidence) and is a key part of the wider brand implementation plan.
- Stakeholders have queried why the old branding is still on display across the city so we need to address these concerns as a matter of urgency.
- The arterial routes are in prime spots with high visibility so need to take priority.
- Signage displaying the old brand counteracts the positive work we are doing around the new brand.

What do we need to update?

- 3.5** From previous correspondence with signage contractors, we've identified six sign types:

1. Large motorway sign (M1 and M5)
2. Medium twin leg frame
3. Small twin leg frame
4. Large F post sign
5. Medium F post sign
6. Small F post sign

- 3.6** We've been advised that there are 17 of these signs spread out along the following areas:
M5, M1, Sydenham Bypass, Holywood Road, Knocknagoney, Ballygowan Road, Rosepark, Ormeau Road, Lady Dixon.

How can we update them? Three options have been identified:

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

| | PROS | CONS |
|---|--|---|
| 1. Removing all the old signage and do not replace | <ul style="list-style-type: none"> • Least expensive option | <ul style="list-style-type: none"> • Not using potential to highlight brand • Dilutes wider brand implementation • We would still have contractor and road closure costs for removal |
| 2. Replace with new signage | <ul style="list-style-type: none"> • Good visibility, clean, simple approach, replacing old with new • Budget to do this now | |
| 3. Wrapping existing panels with new vinyls/repainting | <ul style="list-style-type: none"> • Good brand visibility • Slightly less expensive than replacing | <ul style="list-style-type: none"> • Will not look as professional as new signs • B shape on some will make reskinning more challenging |

- 3.7** Based on our evaluation of the three options, we are recommending option 2, where all 17 signs are replaced with new Belfast brand signage at the cost of £17,840. Marketing and Communications have identified this within their 2018/2019 budget so it is within existing budget.
- 3.8** Overall, the team feels strongly that it would be a wasted branding opportunity to go to the expense of removing the old signs and not replacing them. They are high visibility areas, and as such, it makes sense to promote the new city brand in these prominent locations.
- 3.9** The signage will be installed at the same time as lamppost banner updates and other activity within our Brand Implementation Plan. This multi-pronged approach will help strengthen the brand and increase interest and awareness opposite people who live and work in Belfast as well as people who visit. It will also give our stakeholders and city partners confidence in the brand.
- 3.10** If we update the arterial route signage, it will also give us the opportunity ensure that all branded signs are in the right locations following Local Government Reform boundary changes.

**City Growth and Regeneration Committee,
Wednesday, 13th February, 2019**

3.11 In tandem with this work, we will investigate opportunities for dynamic advertising signage and advance this further down the line in with Road Service guidance.

3.12 Financial and Resource Implications

1. **Removing all the old signage and not replacing (leaving posts and frames in place) - £4,835**
2. **Replacing with new signage (including new panels which suit starburst brand) - £17,840**
3. **Wrapping existing panels with new vinyl only - £17,300**

In all cases the Marketing and Communications unit has identified this money within its 2018/2019 budget so there is no additional resource requirement.

**3.13 Equality or Good Relations Implications/
Rural Needs Assessment**

None.”

After discussion, the Committee agreed to adopt option 2 within the report and agreed also to erect signage at the McKinsty Roundabout on the Stewartstown Road welcoming visitors to the Colin area and Belfast.

Change of Date for Monthly Meeting

The Committee agreed to move its next monthly meeting from Wednesday 13th till Wednesday, 6th March to prevent it from coinciding with MIPIM 2019, which the Chairperson, the Deputy Chairperson and a number of senior officers had obtained approval previously to attend.

Chairperson