

Public Document Pack

**Democratic Services Section
Legal and Civic Services Department
Belfast City Council
City Hall
Belfast
BT1 5GS**



**Belfast
City Council**

2nd April, 2020

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

The following is a list of reports with recommendations which were due to be considered by above-named Committee on Wednesday, 8th April, 2020.

These decisions will now be taken by the Chief Executive in accordance with the authority delegated to her by the Council.

A table of Recommendations to Committee will also be sent separately by email and these should be completed by Party Leaders and returned by the deadline indicated in the email.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

AGENDA:

1. **Restricted**
 - (a) Strategic Site Assessments (Pages 1 - 14)
 - (b) A City Imagining Investment Programme - Cultural Multi-Annual Grants Amendment (Pages 15 - 30)
2. **Request to Present**
 - (a) Belfast City Lighting Strategy (Pages 31 - 32)
3. **Regenerating places and Improving Infrastructure**
 - (a) York Street Interchange Project - Response from Minister for Infrastructure (Pages 33 - 38)
4. **Positioning Belfast to Compete**
 - (a) Culture Tourism and Events Programme of Work 2020/21 (Pages 39 - 58)

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By virtue of paragraph(s) 3 of Part 1 of Schedule 6
of the Local Government Act (Northern Ireland) 2014.

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Subject:	Request to present: Belfast City Lighting Strategy
Date:	8 th April 2020
Reporting Officer:	Cathy Reynolds, Director City Regeneration & Development
Contact Officer:	Richard Griffin, Development Manager Brighdin Farren, Regeneration Project Officer

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

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

1.0	Purpose of Report or Summary of main Issues
1.1	To seek permission from the Committee to receive at a future meeting, a presentation from consultants Park Hood on the Belfast City Lighting Strategy, an agreed output from the City Revitalisation Programme.
2.0	Recommendations
2.1	The Committee is requested to <ul style="list-style-type: none"> • Receive a presentation from consultants Park Hood on the Belfast City Lighting Strategy at a future meeting.
3.0	Main report
3.1	Members are reminded that, at the 22 February 2019 meeting of the Strategic Policy and Resources Committee, approval was granted to progress a range of activities focused on city

	<p>centre revitalisation. The Revitalisation Programme was built around three key strands, namely:</p> <ul style="list-style-type: none"> • Physical and Environmental Improvements • Enhanced Animation Programme • Marketing and Communications
3.2	<p>The Programme was intended to build on the learning from and consolidate some of the initiatives that had been developed to mitigate against the most significant impacts of the fire at the Bank Buildings. The broad objectives were to:</p> <ul style="list-style-type: none"> • Create and enhanced city centre offering to drive footfall across all sectors • Improve attractiveness and vibrancy • Enhance connectivity and permeability • Maximise tourism and cultural opportunities and attract visitors • Encourage more families and young people to use the city centre • Support existing businesses and augment ongoing programmes of activity.
3.3	<p>City Growth and Regeneration Committee received an update on the Revitalisation Programme at their meeting on 4th March 2020. As previously reported officers are progressing the Draft Belfast Lighting and Dressing Strategy, which will be brought to a future meeting of the City Growth and Regeneration Committee for consideration.</p>
3.4	<p>To facilitate and aid consideration of the strategy, Members are requested to accept a request to present from consultants Park Hood, at a future meeting of City Growth and Regeneration Committee.</p>
3.5	<p>Equality and Good Relations Implications None</p>
3.6	<p>Financial and Resource Implications associated with this presentation None</p>
4.0	Appendices – Documents Attached
	None.



Subject:	York Street Interchange Project – Response from Minister for Infrastructure
Date:	8 th April 2020
Reporting Officer:	Cathy Reynolds, Director City Regeneration and Development
Contact Officer:	Sean Dolan, Senior Development Manager

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

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

1.0	Purpose of Report or Summary of main Issues
1.1	To consider a response from the Minister for Infrastructure on the York Street Interchange project and clarification on how it fits with the Intergovernmental Panel on Climate Change's report of October 2018 on the impact of global warming and the need to transition to a carbon neutral society, based on more sustainable transport infrastructure.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> • Note the response and take any such action as may be determined.
3.0	Main report
	<u>Key Issues</u>
3.1	The Committee at their meeting on 15 January 2020 agreed, at the request of Councillor O'Hara, that a letter be forwarded to the Minister for Infrastructure seeking an update on

	<p>the York Street Interchange project and clarification on how it fitted with the Intergovernmental Panel on Climate Change’s report of October 2018 on the impact of global warming and the need to transition to a carbon neutral society, based on more sustainable transport infrastructure.</p>
3.2	<p>A letter was forwarded subsequently to the Permanent Secretary, Department for Infrastructure for the attention of the Minister in relation to the issue raised which is attached at Appendix 1. The Minister’s response is attached at Appendix 2.</p>
3.3	<p>The Minister by way of update explains that the Statutory Orders for the York Street Interchange project including the Environmental Statement detailing the findings of the Environmental Impact Assessment were published in January 2015. Following a Public Inquiry in November of that year, the Designation Order for the scheme was made in November 2016. The procurement process to award a contract for the detailed design phase of this scheme was halted in early 2017 as a result of legal action. This legal action concluded in September 2019, with the award of the contract being set aside. The department are currently considering options for a new procurement strategy.</p>
3.4	<p>The Minister concludes by stating that she has a clear agenda on climate change. As such the Minister wants to ensure that decisions made about progressing major road schemes achieve the right balance between improving connectivity and reducing congestion, and taking the necessary steps to avoid the impacts of global warming above 1.5 degrees as outlined in the 2018 IPCC report.</p>
3.5	<p>Finance & Resource Implications</p> <p>None</p>
3.6	<p>Equality or Good Relations Implications/Rural Needs Assessment</p> <p>None</p>
4.0	<p>Appendices – Documents Attached</p>
	<p>Appendix 1: Letter from BCC to Department for Infrastructure</p> <p>Appendix 2: Response from the Minister for Infrastructure</p>



Your reference

Being dealt with by Mr. H. Downey

Our reference HD/MOH

Ext. 6311

Date 6th February, 2020



Ms. K. Godfrey
Permanent Secretary
Department for Infrastructure
Departmental Co-ordination Unit
Clarence Court
10-18 Adelaide Street
Belfast
BT2 8GB

Dear Permanent Secretary,

York Street Interchange Project

Belfast City Council's City Growth and Regeneration Committee, at its meeting on 15th January, agreed that a letter be forwarded to the Minister for Infrastructure seeking an update on the York Street Interchange project and clarification on how it fitted with the Intergovernmental Panel on Climate Change's report of October 2018 on the impact of global warming and the need to transition to a carbon neutral society, based on more sustainable transport infrastructure.

This decision was ratified by the Council at its meeting on 3rd February.

I would be grateful if you would bring the matter to the attention of the Minister and look forward to receiving her response.

Yours sincerely,

A handwritten signature in black ink that reads 'Henry Downey'.

Democratic Services Officer



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Department for

Infrastructure

An Roinn

Bonneagair

www.infrastructure-ni.gov.uk

From the office of the Minister for Infrastructure
Nichola Mallon MLA

Stephen Downey
Democratic Services Section
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democraticservices@belfastcity.gov.uk

Room 708
Clarence Court
10-18 Adelaide Street
BELFAST
BT2 8GB
Telephone: (028) 9054 0105
Email: Private.office@infrastructure-ni.gov.uk

Your reference: HD/MOH
Our reference: COR-1182-2020
Date: 23rd February 2020

Dear Mr Downey,

YORK STREET INTERCHANGE PROJECT

Thank you for your correspondence of 6th February 2020 seeking an update on the York Street Interchange project and clarification on how it fits with the Intergovernmental Panel on Climate Change's report of October 2018 on the impact of global warming and the need to transition to a carbon neutral society, based on more sustainable transport infrastructure.

By way of update, the Statutory Orders for the York Street Interchange project including the Environmental Statement detailing the findings of the Environmental Impact Assessment were published in January 2015. Following a Public Inquiry in November of that year, the Designation Order for the scheme was made in November 2016. The procurement process to award a contract for the detailed design phase of this scheme was halted in early 2017 as result of a legal action. This legal action concluded in September 2019, with the award of contact being set aside. As result of this, options for a new procurement strategy are being considered.

As Infrastructure Minister, I have a clear agenda on climate change. In Northern Ireland, transport is a key contributor, representing 23% of Northern Ireland's greenhouse gas emissions in 2017, second only to agriculture (27%). There is an urgent need to reduce emissions in order to tackle the climate emergency we face and reach the UK net zero target by 2050. As such, over the coming months, I will be considering how best to achieve this transition to carbon neutrality within the areas of my responsibility. I want to ensure that decisions made about progressing major road schemes achieve the right balance between improving connectivity and reducing congestion, and taking the necessary steps to avoid the impacts of global warming above 1.5 degrees as outlined in the 2018 IPCC report.

I hope this provides some reassurance.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Nichola', written in a cursive style.

NICHOLA MALLON MLA
Minister for Infrastructure



Subject:	Culture, Tourism and Events Programme of Work 2020/21
Date:	8 April 2020
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Eimear Henry, Senior Manager – Culture and Tourism

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

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

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to seek approval for the proposed programme of work to be delivered in the 2020/21 financial year to support the implementation of the ten year cultural strategy, <i>A City Imagining</i> , as agreed by Committee in August 2019.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> - Note the contents of this report and the contribution that the work programme for 2020/21 will make to the delivery of the ten year cultural strategy, <i>A City Imagining</i>.

	<ul style="list-style-type: none"> - Approve the programme of work as set out in this report and the associated budget allocations. This will be subject to ongoing review and will take into account the impact of the current Covid-19 crisis both in terms of current limitations of programme delivery as well as the need for continuing development to ensure long-term recovery.
3.0	Main report
3.1	<p>Members will be aware that at a meeting of City Growth and Regeneration Committee in August 2019 the new ten year cultural strategy for Belfast, <i>A City Imagining 2020-30</i> was agreed. This strategy is the culmination of extensive public engagement and consultation over a 2 year period and is a consolidation of the foundation, commitments and achievements of several preceding strategies and frameworks. <i>A City Imagining</i> sets out a long-term commitment to facilitating a new integrated phase of culture-led progress and development for Belfast. The strategy brings together the culture, events and tourism functions within Council as well as identifying areas of cross departmental working to support the Belfast Agenda. This requires a new cross-cutting approach within Council including the design and delivery of:</p> <ul style="list-style-type: none"> - A series of new programmes to support 16 priorities set out in the strategy - Support for a number of flagship strategic projects including bidding for major events. - A new investment model
3.2	<p>Given that the strategy makes a long-term commitment over a ten year period, the approach to take it forward is based on a number of strategic implementation phases. Phase one is for the period 2020-2023 and a detailed implementation plan was presented to Committee in October 2019.</p>
3.3	<p>The implementation plans address seven key areas of work in order to present a comprehensive programme over the initial 3 delivery of the strategy. This includes:</p> <ul style="list-style-type: none"> - Actions required to deliver strategic priorities agreed in the strategy - Actions required to support a number of significant strategic projects such as: <ul style="list-style-type: none"> o New approach to Events and Festivals culminating in yearlong international programme of events in 2023. o UNESCO City of Music designation in 2021 - Priority areas and actions for tourism development - Evaluation and research - Communications and marketing

<p>3.4</p>	<ul style="list-style-type: none"> - Development of a new governance model - The proposed investment model <p>In February 2020 recommendations for cultural multi-annual grants was taken to Committee amounting to over £2.35m in investment through 54 awards. This is only one strand of work. This report details the wider development programme that will be taken forward in an annual work plan 2020/21 that will deliver a series of agreed actions as part of the implementation of the cultural strategy.</p>
<p>3.5</p>	<p>Covid-19</p> <p>Actions in the annual work programme have been identified based on the need for a sequential and cumulative approach towards the delivery of phase one of implementing the cultural strategy. This programme recognises the need for a number of foundation steps in the first year of the strategy as well as progressing a number of initiatives already underway. These areas of work have been reviewed in light of the current Cov-19 crisis and are focussed on key development actions that can be taken forward to ensure that the city is best placed to respond to the current situation as well as supporting recovery within key sectors to build resilience and restore longer term growth potential. Individual projects will have key checkpoints built in to ensure that at all times the impact of Covid-19 is considered. Quarter 1 actions (April to June) will be focussed on development work and supporting the cultural and tourism sector. A further update will be taken to Committee in August to set out progress against targets and next steps.</p>
<p>3.6</p>	<p>Five key areas of work have been identified:</p> <ol style="list-style-type: none"> 1. Delivery against strategic priorities 2. Events and Festivals 3. Commencement of 2023 programme development 4. City of Music 5. Tourism Development
<p>3.7</p>	<p>Work Strand 1: Strategic Priorities</p> <p>Detailed below are the 16 priorities of the cultural strategy and the actions to be taken forward under each priority in 2020/21. Initial progress can be made on the design and development of these programmes. Progression into the next stage of project delivery will be subject to scenario planning in relation to Covid-19.</p>

3.8	<p>Priority One: Developing a people focussed approach to cultural development by facilitating citizen and sector participation in setting priorities, decision-making and in the evaluation of cultural policies.</p> <p>Actions:</p> <ul style="list-style-type: none"> - Establish a participative forum open to those resident or working in Belfast - Commission report into cultural democracy and implement recommended initiatives
3.9	<p>Priority Two: Building the creative capacity of our citizens and cultural sector to allow people to express their own cultural identities and respect and learn about other cultures.</p> <p>Actions:</p> <ul style="list-style-type: none"> - Design and deliver 'Telling the Belfast Story' public engagement programme to deliver a co-created and co-designed heritage programme to tell the story of people and places. - Develop a co-design and civic participation approach to the delivery of City Events (cross reference with events and festival work programme). - Complete a cultural mapping of Belfast.
3.10	<p>Priority Three: Protecting, promoting and using cultural heritage in all its dimensions, both tangible and intangible, including the plurality of the city's cultural narratives.</p> <p>Action:</p> <ul style="list-style-type: none"> - Develop a heritage plan for the city with cross-cutting actions.
3.11	<p>Priority Four: Enabling a sense of belonging and sense of place through cultural engagement to help encourage a strong civic identity that people can share and celebrate.</p> <p>Actions:</p> <ul style="list-style-type: none"> - Support a minimum of 5 artist-in-residence programmes across Belfast. - Further develop a 'City as a Gallery' or 'Art in the Public Realm' initiative including scoping, international collaboration.
3.12	<p>Priority Five: Embedding cultural impact in city development and local place-making.</p> <ul style="list-style-type: none"> - Actions: Develop and implement design guidelines for city lighting and dressing through civic engagement and co-design approaches. - Deliver a playful city initiative to improve the quality, accessibility and openness of public spaces.

3.13	<p>Priority Six: Investing in connected, resilient and sustainable infrastructure of quality cultural spaces across the city.</p> <p>Actions:</p> <ul style="list-style-type: none"> - Complete feasibility study into ticketing platform for the city including options for civic and visitor passes. - Commission an audit of cultural infrastructure including a gap analysis in order to inform future investment.
3.14	<p>Priority Seven: Supporting high quality cultural events and activities that are accessible, diverse and inclusive.</p> <p>Actions:</p> <ul style="list-style-type: none"> - Design and deliver a new investment programme including multi-annual (CMAG) and project grants. With CMAG process completed priority areas will be reviewing project funding and developing proposals to support maker spaces (e.g. artist studios). - Develop and review direct delivery of Council events in line with the priorities of the Strategy including but not limited to Maritime Festival, St Patrick's Day, Halloween and Christmas. Ensure a creative programming approach to City Events that reflects and promotes cultural diversity (cross reference with events and festival work programme). - Develop schemes to support higher participation and representation at cultural events by disabled people including piloting Gig Buddies in partnership with the Black Box.
3.15	<p>Priority Eight: Transforming underused public spaces into vibrant and diverse cultural destinations</p> <p>Actions:</p> <ul style="list-style-type: none"> - Commission proof of concept for a brokering service to transform empty or vacant spaces into cultural and civic use through one pilot in the city centre and one pilot in a neighbourhood. Implement recommendations as appropriate.
3.16	<p>Priority Nine: Increasing the autonomy of the creative sector to explore and shape the city's evolving, rich and multiple cultural narratives.</p> <p>Action:</p> <ul style="list-style-type: none"> - Design and deliver wraparound support programme aligned to investment model to support established organisations to adapt to change and to support new

	<p>organisations and practitioners to take longer term risks in programming or creative development.</p>
3.17	<p>Priority 10: Supporting cultural excellence, cultural planning and cultural entrepreneurialism by providing support for artistic innovation and improved networking.</p> <p>Action:</p> <ul style="list-style-type: none"> - Ensure new investment model has dedicated strands to support long term development and innovation and supports opportunities for research and development and longer term experimental projects to be activated through 2023 programme.
3.18	<p>Priority Eleven: Investing in a stronger and more sustainable cultural sector by supporting established and new creative practitioners to work beyond boundaries. This will create the environment where risks can be taken across a broader range of activities, sectors and disciplines.</p> <p>Action:</p> <ul style="list-style-type: none"> - Supporting employability skills and capacity building programmes including programmes for LGBTQ+ and disabled artists and those from minority ethnic groups.
3.19	<p>Priority Twelve: Empowering the innovative capacity of the creative economy to connect technology and society.</p> <p>Action: This priority will be reviewed during the year as current actions require foundation work captured under other priority areas.</p>
3.20	<p>Priority Thirteen: Strengthening our city, regional and international cultural networks</p> <ul style="list-style-type: none"> - Support participation in relevant cultural networks including but not limited to IETM, Eurocities, Culture 21.
3.21	<p>Priority Fourteen: Growing our sustainable cultural tourism product through a creative approach that respects the city's heritage and communities.</p> <p>Action:</p> <ul style="list-style-type: none"> - Develop cultural tourism through building capacity and opportunity for citizen and culture led approaches to tourism development and infrastructure (e.g local tourism programme).

3.22	<p>Priority Fifteen: Encouraging environmental responsibility and resilience by understanding and adapting cultural behaviours.</p> <p>Action:</p> <ul style="list-style-type: none"> - Develop a Green Policy for festivals in Belfast.
3.23	<p>Priority Sixteen: Increasing the contribution of both public and private cultural sectors to inclusive economic growth.</p> <p>Action:</p> <ul style="list-style-type: none"> - Facilitating business engagement to embed creativity and innovation meeting business objectives across sectors initially through 2023 programme development.
3.24	<p>Workstrand 2: Events and Festivals</p> <p>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 2019/2020, it is estimated that these events generated over £5.23 million of additional economic activity, with 257,356 visitors attending the events programme. This figure is lower than previous years due to the cancellation of St Patrick's Day programme of events.</p>
3.25	<p>The direct delivery of these events by Council complements the wider events calendar of the city much of which is supported by Council through funding schemes including multi-annual grants and community festival funding.</p>
3.26	<p>The Council continues to play an important role in the delivery of events of scale in the city. However in keeping with the priorities contained within the cultural strategy for Belfast increased emphasis is now placed on effective partnership working, capacity building and leverage of additional investment. Throughout 2020/21 in parallel with the delivery of the events programme, officers will be undertaking a review of these events with a view to presenting to Committee recommendations for an updated strategic approach for 2021 onwards.</p>
3.27	<p>Further to an update provided to Committee in October 2019 on the Titanic Maritime Festival it is recommended that this event takes place in 2021 establishing a biennial model that helps grow the turnover of the Festival to over £1m increasing the scale, ambition and impact of the event.</p>

3.28	<p>Due to the Covid-19 outbreak the 2020/21 programme of events will begin with the annual Hallowe'en event, then the Christmas Lights Switch-On in November and finishing with the city's St Patrick's Day celebrations in 2021. However this will be under ongoing review.</p>
3.29	<p>A development programme was already planned for 2020/21. This will be revised to deal with the impact of Covid-19 and Council will work with other public and private partners to ensure a joined up approach. Actions in 2020/21 will include:</p> <ul style="list-style-type: none"> - Establish a Belfast Strategic Events partnership group and support the existing Festivals Forum including sector engagement and planning in relation to Covid-19. - Provide ongoing support through project funding including Support for Sport and Community Festivals Fund in line with revised events calendar and funding allocations. - Develop commercial strategies and maximise other fundraising opportunities to support the city's portfolio of events. This is a long-term priority with initial progress due to take place in 2020/21. - Support event and festival producers in finding appropriate locations, production partners, liaison with the Council and other government agencies responsible for permits, transportation etc including supporting and co-ordinating city's annual events calendar and the impact of Covid-19. - Produce a guide to organising events in Belfast which incorporates guidance on accessibility, inclusivity and diversity for events and festivals in the city (incorporating Council's Inclusive Events Guide). - Produce a public-facing annual festival and event report, based on data collected from evaluation, which is used to advocate and raise support, ensuring that events and festivals are properly acknowledged for their input. This will include capturing data that helps to quantify the impact of Covid-19. - Produce and promote the annual Belfast Festival Calendar as both a planning tool for producers and as a public facing 'what's on' guide subject to timelines in relation to Covid-19 recovery.
3.30	<p>Workstrand 3: 2023</p> <p>2023 had been identified as a major strategic initiative to support long-term resilience, growth and transformation in the city. Given the likely impact of Covid-19 it is anticipated that this will become of even greater importance to support recovery. Development work is required in 2020/21. This will include:</p> <ul style="list-style-type: none"> - Develop an engagement and communications approach and campaign.

	<ul style="list-style-type: none"> - Establish a new artistic and curatorial development programme through a competitive and open call. - Develop creative programme including completing feasibility study on major sustainability project (Urban Forest) in partnership with the Eden Project. - Preparation and development work to support bids for major events subject to further Committee approvals and financing strategy.
3.31	<p>Workstrand 4: City of Music</p> <p>While a definitive timescale has not yet been set, based on trends to date it is expected that the next applications to become a Unesco Creative City (Music) will open in 2021. In order to prepare for this bid a steering group has now been established following an open call for expressions of interest. In 2020/21 the following actions will be taken forward:</p>
3.32	<p>Strand 1: Governance and Delivery structures – this development work can proceed as planned and is not impacted by Covid-19.</p> <ul style="list-style-type: none"> - Provide support to the Belfast City of Music Steering group with representation from a variety of stakeholders including Tourism NI, Visit Belfast and Arts Council of Northern Ireland as well as cultural organisations, musicians, business owners, emerging artists and producers. - Build relationships and connections with UNESCO Creative Network Cities such as Glasgow, Liverpool, Galway and Dundee.
3.33	<p>Strand 2: Sustainable action planning, capacity building and resourcing – this strand will now take into consideration the impact of Covid-19 on the music sector and will support the co-design of sector support and recovery programme.</p> <ul style="list-style-type: none"> - Support the City of Music steering group in the co-design of a music development action plan 2020 – 2024 - Support the City of Music steering group to consider longer term strategic priorities for music in Belfast 2020 – 2030 - Explore fundraising and investment opportunities to support strategic development in music. Leverage investment from other partners to support City of Music plan - Co-design mentorship and career development schemes for emerging artists/producers - Co-design a civic engagement and participation strategy for music including audience development

3.34	<ul style="list-style-type: none"> - Commission asset mapping of the music industry in Belfast to include venues, artists, producers, engineers, studios etc. This should also strengthen the city’s regional role in driving the creative industries - Ensure strategic development of music in the city contributes to sustainable urban development, building on culture and creativity as a lever to achieve development goals in the city as a whole <p>Strand 3: Exchanges, co-operation and partnership working – this strand will be subject to ongoing review in Quarter 3 & Quarter 4 and further consideration depending on the longer-term outlook relating to Covid-19.</p> <ul style="list-style-type: none"> - Scope out and develop international opportunities and partnerships across the UNESCO Creative City Network - UK, Ireland, Europe and further afield - Facilitate networking opportunities for music stakeholders such as annual Music Forum, enabling both local and international collaborations and partnerships to develop - Design and develop new investment initiatives that enable commercial and not-for-profit music organisations/ producers to work in partnership on projects and development schemes
3.35	<p>Strand 4: Marketing and Communications – this strand will be subject to ongoing review in Quarter 3 & Quarter 4 and further consideration depending on the longer-term outlook relating to Covid-19.</p> <ul style="list-style-type: none"> - Produce and promote the annual Belfast Music calendar as both a planning tool for producers and as a public facing ‘what’s on’ guide - Offer other collaborative marketing opportunities and liaise with city, regional and national tourism marketing agencies to ensure that music is effectively positioned as part of the tourism offer - Work with partners to develop and promote the Belfast Music/City of Music brand. - Develop a city level marketing and communications strategy for music
3.36	<p>Strand 5: Evaluation & Long Term Commitment – this strand will now take into consideration the impact of Covid-19 on the music sector and will support the co-design of sector support and recovery programme.</p> <ul style="list-style-type: none"> - Measure contribution of music to the outcomes of the Belfast Agenda - Set evaluation criteria and key performance indicators for achieving UNESCO City of Music Designation in 2021 and no later than 2023

	<ul style="list-style-type: none"> - Ensure that effective governance and delivery structures continue to operate beyond the City of Music Designation and delivers on the longer-term commitments
3.37	<p>Workstrand 5: Tourism Development</p> <p>The Covid-19 has had a serious impact of the tourism sector. The four priority areas for tourism development identified in the cultural strategy are:</p> <ul style="list-style-type: none"> - Enhancing and enriching the tourism experience. - Supporting tourism development across the city's neighbourhoods. - Focusing the tourism marketing and communications. - Supporting skills development to enhance tourism growth and development.
3.38	<p>Development work that commenced in 2019/20 will be progressed however Covid-19 will now be included as a major strategic consideration. Each of these areas will be given further consideration in relation to the impact of Covid-19 and how Council can work with partners to support the tourism sector. A detailed report will be taken back to Committee in June 2020.</p>
3.39	<p><i>Supporting Neighbourhood Tourism</i></p> <p>Work to develop local tourism continues as a priority and is critical to supporting inclusive growth. In line with 2019-20 it is therefore proposed that the Council develops and manages a significant programme of capacity building and information sharing to improve the quality of existing products, bring forward new products and help develop coherent packages and experiences that are aligned to visitor needs.</p>
3.40	<p>It is proposed that the focus of activity for 2020-21 will include:</p> <ul style="list-style-type: none"> - Use of local conduits where possible to increase engagement and promote the benefits of participation as well as identifying new and emerging partners. - Capacity building and development work on cluster approach, in conjunction with Tourism NI - involvement of industry experts and practitioners who have first-hand experience of this activity. - Supporting and commissioning robust evidence base to increase understanding of the market.
3.41	<p><i>Supporting Business Tourism Investment</i></p> <p>Members will be aware that the Council and Tourism NI have, for a number of years, co-invested in a Conference Support Scheme for the City. This has been a key element of the</p>

business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years. It is proposed that the Council makes an investment of £200,000 in this scheme for 2020/21 in line with levels of investment in recent years. This allocation will be matched by investment from Tourism NI and will be subject to review depending on the longer term impact of Cov-19.

3.42

Financial & Resource Implications

The cost of the activities outlined in this report were agreed as part of the rate setting process and therefore will be resourced from the agreed 2020/21 budget for the Culture and Tourism section of the Economic Development division of the Place and Economy Departmental budget.

3.43

All programmes will be subject to ongoing review with cost savings identified where projects cannot proceed due to Covid-19. The breakdown is detailed below with further detail provided at appendix 1.

<i>Tourism Development</i>	
Research	£30,000
Local tourism development	£197,000
Industry support	£15,000
Sustainable tourism development	£25,000
Conference subvention (subject to Covid-19)	£200,000
<i>Cultural Development</i>	
Arts and Heritage project funding	£160,000
Community Festivals Fund (match funded by DfC)	£77,000
Strategy implementation programmes including Events and Festivals	£350,000
2023 Development/ City of Music	£435,000
<i>Events</i>	
Hallowe'en	£116,000
Christmas	£94,864
St Patrick's Day	£200,000
Small grants: Support for Sport	£70,000
Belfast Marathon (subject to rescheduling)	£20,000
TOTAL:	£1,989,864

3.44	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>The cultural strategy, <i>A City Imagining</i> has been subject to an Equality Impact Assessment (EQIA) and a Rural Needs Assessment (RNA). Any further investment or significant programmes will include equality screening as appropriate.</p>
4.0	Appendices – Documents Attached
	Appendix 1: 2020/21 Tourism, Culture and Events

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APPENDIX 1: 2020-21 Tourism, Culture and Events Programme

The proposed programme supports year one actions against the priorities set out in the ten year cultural strategy.

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Cultural Development including Events and Festivals				
City Compact	Implementation of recommendation from Cultural Enquiry by Core Cities network. This will establish a governance and investment model for culture in the city.	Establishment of City Compact consisting of a range of partners. Establishment of participative forum	April 2020 – March 2021	£25,000
Core multi-annual funding	Delivery of new cultural multi-annual funding programme.	54 organisations supported to deliver annual programme of activities in Belfast.	April 2020 – March 2021	Approved
Project Grants	Ongoing delivery of small grants programme including Community Festivals funding.	Fund a minimum of 25 projects to support engagement with audiences and participants across the city in line with existing criteria and alignment to the new cultural strategy.	April 2020 – March 2021	£237,000
Sector support programme	Design and deliver wraparound support programme aligned to investment model to support established organisations to adapt to change and to support new organisations and practitioners to take longer term risks in programming or creative development.	Support a minimum of 70 cultural organisations.	April 2020 – March 2021	£150,000

Research and Development	Commission research, collect and analysis data to ensure strategic approach to investment and delivery.	Complete cultural mapping. Complete infrastructure audit. Complete feasibility on new ticketing platform.	April 2020 – March 2021	£70,000
Heritage Development	Design and deliver ‘Telling the Belfast Story’ public engagement programme to deliver a co-created and co-designed heritage programme to tell the story of people and places. Develop a heritage plan for the city with cross-cutting actions.	Heritage Action Plan Engage with minimum of 300 citizens	April 2020 – March 2021	£25,000
Cultural animation	Deliver a playful city initiative to improve the quality, accessibility and openness of public spaces. Further develop a ‘City as a Gallery’ or ‘Art in the Public Realm’ initiative including scoping, international collaboration. Commission proof of concept for a brokering service to transform empty or vacant spaces into cultural and civic use through one pilot in the city centre and one pilot in a neighbourhood. To be delivered in partnership with Voluntary Arts Ireland.	Number of partnerships created and levels of civic and sector engagement. Evidence based recommendations for long-term programmes. Delivery of pilot programmes including evaluation and recommendations.	April 2020 – March 2021	£30,000
Capacity Building	Support employability skills and capacity building programmes including design of programmes for LGBTQ+ and disabled artists and those from minority ethnic groups.	A minimum of 15 artists supported.	April 2020 – March 2021	£35,000

	Develop schemes to support higher participation and representation at cultural events by disabled people including piloting Gig Buddies in partnership with the Black Box.	Delivery of pilot programmes including evaluation and recommendations.		
Networking	Support participation in relevant cultural networks including but not limited to IETM in partnership with Theatre NI, Eurocities, Culture 21	Support for up to 8 cultural exchanges and networking opportunities.	September 2020 – March 2021	£15,000
Events and Festivals Delivery				
City Events	Deliver programme of city events across the year	Normal growth on 2019/20 targets to be revised in light of Covid-19.	December 2020- March 2021	£410,864
Project Funding	Support for Sport grants Belfast Marathon (subject to rescheduling)	Support for local organisations. Level of return on investment.	April 2020 – March 2021	£90,000
Strategic Development including 2023 and City of Music				
Programme Development	In order to deliver a programme of international standing based on local engagement and sustainable sector development initial commissioning will take place in 2020. This will include conducting full feasibility on major commissions such as Urban Forest in partnership with Eden Project.	Complete feasibility study and business case for programme including leveraging match funding. Outline programme in place.	April 2020 – March 2021	£150,000
Communications	The international reach of the 2023 programme will require a strong identity and strategic	2023 communications strategy and identity in place.	April 2020 – March 2021	£85,000

	communications approach that appeals locally, regionally and across key visitor markets.			
Capacity Building	The success of 2023 is dependent on the ability to support a resilient and innovative cultural sector. This includes retaining and developing talent. An important strand is therefore support for new, emerging and non-core funded practitioners.	Support a minimum of 4 emerging artists/ organisations.	April 2020 – March 2021	£80,000
Music Development	A City of Music steering group has been established following an open process. Council will continue to provide ongoing support to this group to design and deliver a multi-annual music action plan towards the designation of UNESCO Creative Cities.	Deliver music action plan in line with UNESCO bid submission and targets.	April 2020 – March 2021	£120,000
Tourism Development				
Conference Subvention	Contribution to Conference Support Scheme for the City in partnership with Tourism NI. This has been a key element of the business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years.	Support for conferences to be measured and evaluated. Will be reviewed in light of Covid-19.	April 2020 – March 2021	£200,000
Lagan Canal Trust	Ongoing annual support for Lagan Canal Trust in partnership with other local authorities to support annual programme of work.	Annual funding agreement with specific targets to be developed.	April 2020 – March 2021	£17,000
City Connections	Ongoing partnership model between Fáilte Feirste and Eastside Partnership to deliver a programme of work that supports development	Complete market research. Support for local businesses through joint initiatives.	April 2020 – March 2021	£100,000

	of local tourism products and citywide connections.	Support for delivery partners with targets to be developed as part of funding agreement.		
Capacity building	Roll out of local tourism development across other geographic areas in the city and to include communities of interest.	Citywide scoping exercise carried out with new partners identified and supported. Capacity building programme delivered. Development of local tourism framework.	April 2020 – March 2021	£80,000
Research	Ensure that ongoing investment and developed is based on better understanding of the needs and behaviours of key visitor markets. Capacity building and skills development programmes will then be designed to meet these needs.	Baseline research and data. Gap analysis. Recommendations for future actions.	April 2020 – March 2021	£30,000
Industry support	Practical support through the development of a clustering model in partnership with Tourism NI to create coherent market offer.	Online toolkit Clustering model	April 2020 – March 2021	£15,000
Sustainable tourism	The purpose of this work will be to lead an innovative response to future proofing the tourism industry working alongside internal and external partners.	Forward Planning for Climate Change: Environmental Impact Audit and Action Plan	April 2020 – March 2021	£25,000

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