

Document Pack

**Democratic Services Section
Chief Executive's Department
Belfast City Council
City Hall
Belfast
BT1 5GS**



9th January, 2014

MEETING OF DEVELOPMENT COMMITTEE
(*to which all Members are invited to attend in respect of item 6)

Dear Alderman Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on **Tuesday, 14th January, 2014 at 4.30 pm**, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully

PETER McNANEY

Chief Executive

AGENDA:

1. Routine Matters
 - (a) Apologies
 - (b) Minutes
 - (c) Declarations of Interest
2. Special Meeting - Belfast Rapid Transit
3. Community Centre Committees (Pages 3 - 4)
4. Olympia Community Centre - Reconsidered Matter (Pages 5 - 8)
5. Estimates of Expenditure 2014/2015 (Pages 9 - 18)
6. City Access Strategy - Presentation (Pages 19 - 20)
7. Belfast's Economy

- (a) Belfast City Centre Management (Pages 21 - 40)
 - (b) Belfast / Dublin Economic Corridor (Pages 41 - 44)
 - (c) Review of Markets - Update (Pages 45 - 48)
 - (d) International Relations - Update (Pages 49 - 56)
 - (e) Economic Impact Study - Update (Pages 57 - 66)
 - (f) Renewing the Routes - Update (Pages 67 - 70)
 - (g) Creative Industries - Update (Pages 71 - 74)
 - (h) World Trade Centre - Licence Agreement (Pages 75 - 78)
8. Neighbourhoods, Communities and People
- (a) Community Festivals Fund (Pages 79 - 80)



Belfast City Council

Report to:	Development Committee
Subject:	Community Centre Committees
Date:	14th January, 2014
Reporting Officer:	Barry Flynn, Democratic Services Officer, ext 6312

1	Relevant Background Information
1.1	The Committee will recall that, at its meeting on 15th June, 2011, it had, after undertaking an expression of interest exercise, agreed to appoint a number of Elected Members to the committees of the Council's various Community Centres. The Development Committee is permitted to consider and endorse appointments if deemed appropriate.
1.2	Subsequent to the retirement from the Council of Alderman Smyth, Councillor Hutchinson has requested that he be appointed to the Woodvale and Hammer Community Centre Committees.
2	Resource Implications
2.1	Expenditure in relation to these appointments will be met from within approved budgets.
3	Equality and Good Relations Considerations
3.1	None.
4	Recommendation
4.1	It is recommended that the Committee accedes to Councillor Hutchinson's requests.

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Extract from minutes of –

**Development Committee,
Tuesday, 3rd December, 2013**

“The Committee considered the undernoted report:

“1 Relevant Background Information

- 1.1** *Members will recall that the SP&R committee agreed ‘in principle’ to progress both the Olympia and Andersonstown Leisure Centres to Stage 2 of the Capital Programme to form the first phase of the citywide leisure transformation review*

In order to inform the investment decision for the Olympia project, in June members agreed that external support should be commissioned to carry out an optional appraisal on community provision and support requirements for the area. The research should develop options; determine the strengths and weaknesses of the identified options; ensure options are framed within the overall strategic framework and action plan for area wide development; provide outline costs for each viable option and to highlight and explore the potential sources of capital and revenue funding; and identify the resources required to carry through and ultimately the prospects for success.

- 1.3** *The report outlining the shortlist of options was presented to committee in October. Given the complexity, committee requested the report to be deferred to allow for party briefings. The purpose of this paper is to summarise any comments and / or concerns in relation to the identified options for the future delivery of community centre and service support for the Olympia/Windsor/Village area of the city in the context of the broader regeneration of the Olympia/Windsor stadium.*

2 *Key Issues*

- 2.1** *The option appraisal was commissioned in order to inform any Development Committee decision on the best approach to address any gap left in community service provision as a result of the planned closure of the Olympia CC as part of the broader Stadia Development.*

- 2.2** *The consultants completed an area profile in order to inform supply and demand and communicated*

findings from their community engagement exercise. To summarise, this identified 6 options around 3 primary areas:

Do nothing: This is based on the current council consideration to develop the site i.e. where there would be no Council-managed community centre or services on site (with the exception of the play areas accommodated within the stadium redevelopment) and no replacement centre or services elsewhere in the local area.

Extend Existing Service Provision: Options 2 & 3 relate to the relocation and extension of existing service programmes both within other BCC community centres, bookable space in the new Leisure facility and other community sector facilities in the area. These options relate to any conclusion that there is adequate current provision for community bookable space in the area.

The remaining options relate to any alternative conclusion which proposes there is a demonstrable need for additional community space in the area. The report considers 2 potential methods: support for existing community organisation's plan to extend community space (Option 4) or alternatively council consideration of new community build (2 possible locations – Options 5 & 6)

2.6 Following monetary assessment, risk assessment and optimism bias adjustments, the consultant's recommendation is to support Option 4: namely supplementing the proposed further use of Council and community sector buildings in the area with the provision of additional community space via the refurbishment of St Simon's Hall. Their assessment suggests this proposal will meet local need and demand and will do so at a much lower cost level (both capital and recurrent) than the new build options at Tate's Avenue and the Village area respectively

2.7 The primary issues raised at the Party Briefings are summarised as:

2.8 Current Service Users
1. Elected members sought clarity on the ongoing needs of the current users of the Olympia Community Centre. They noted that the majority of the block bookings were from regional groups or individual providers and that these users could be accommodated elsewhere within the community and leisure centre estate in the city.

2. They sought assurance that the proposals set out at option 3 would meet the needs of the remaining user groups who would need / wish to continue to access local services at the new planned development.

3. All parties discussed how the Development Committee might inform the programming of the community facilities within the new building to ensure that the community space identified within the plans facilitate local community provision. They further considered how to ensure that related booking systems, etc would not be detrimental to community access.

2.9 Additional bookable Community space

4. Parties noted the preferred option to address the perceived need for additional bookable community space in the Village area, however, some parties did so within the context of the variety of current community service providers all of whom are financially supported through the service grant programme.

5. In considering the balance of service need and provision in the area, elected members sought clarity on how the sum £1.3m was identified for replacement community facilities currently included in the strategic outline case for the Stadium development. They recognised is a provisional planning figure based on the cost for similar council community facilities, uplifted for inflation.

6. Members noted that Option 4 presents an alternative solution which does not require capital build but would require capital investment of approximately £520,000.

7. While Members were generally supportive in principle of this approach they stated that any future capital investment in St Simon's Hall should be tentative and subject to a full economic appraisal.

8. Some parties felt that any future capital investment decisions for community centre provision should be part of a city wide needs analysis.

2.10 The Committee received a deputation of representatives from the recently formed Olympia Community Centre Support Group at the November meeting. Group representatives summarised their assessment of community need and asked committee to favour Option 5 (new build: Tates Avenue) which they contend is ranked second in the consultants assessment. The recommendation noted in the consultancy report however ranks Option 5 third of the 3 options

which they shortlisted for appraisal (pg 38 section 11.1 Preferred Option).

- 2.11 Summary**
All parties agree that the programming within any replacement leisure facility must accommodate articulated community needs. Parties considered an opportunity for the South Area Working Group to influence the level of community programming and related community facing systems.
- 2.12** *Based on the independent needs assessment and the sought assurance re the community programming above, there was no support for any new community build option in the Tates Avenue area (Option 5).*
- 2.13** *The majority of parties supported the recommended Option 4 to extend bookable community space in the village area. Members should be aware this will require a potential council contribution for capital costs which have been estimated at £520,000 but would necessitate more detailed financial appraisal.*
- 2.14** *The majority view was therefore to support the mix of options (Option 3 & 4) on the basis this would ensure there would be no displacement of service provision for the local users from the immediate area while also allowing for a future decision to meet the demand for additional accommodation in the village area.*
- 5 Recommendations**
- 5.1** *Members are asked to note the contents of the report and to agree any related recommendation for associated capital investment to the SP&R committee."*

The Committee agreed that the Strategic Policy and Resources Committee be recommended to endorse Option 4 as set out, viz., to extend the extent of bookable community space currently available in the Greater Village area, as part of an emerging capital project. It was noted that local Members would be consulted on an ongoing basis in respect of the project."



Belfast City Council

Report to:	Development Committee
Subject:	Financial Estimates and District Rate 2014/15
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	David Orr, Business Support Manager, ext 3502

1	Relevant Background Information																								
1.1	<p>Members will recall that the following process has been agreed for the setting of the district rate and agreeing the estimates for 2014/15.</p> <p style="text-align: center;">Agreed rate setting process for 2014/15</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Apr</td> <td style="text-align: center;">Budget Panel and SP&R</td> <td style="text-align: center;">Indicative rate, efficiency target and overview of efficiency programme</td> </tr> <tr> <td style="text-align: center;">Jun</td> <td style="text-align: center;">Budget Panel and SP&R</td> <td style="text-align: center;">Year End Report Agree Efficiency Programme</td> </tr> <tr> <td style="text-align: center;">Aug</td> <td style="text-align: center;">Budget Panel and SP&R</td> <td style="text-align: center;">Issue Guidance on estimates and medium term financial plan to Departments Q1 Finance Report</td> </tr> <tr> <td style="text-align: center;">Sep-Oct</td> <td style="text-align: center;">Budget Panel and SP&R</td> <td style="text-align: center;">Update on Rates Position Update on Medium Term Financial Plan Capital Investment Programme</td> </tr> <tr> <td style="text-align: center;">Nov</td> <td style="text-align: center;">SP&R</td> <td style="text-align: center;">Further update on rate to highlight key issues & Scenario analysis Q2 Finance Report</td> </tr> <tr> <td style="text-align: center;">Dec</td> <td style="text-align: center;">Budget Panel and SP&R</td> <td style="text-align: center;">Discuss and finalise options for rates position taking into account Medium Term Financial Plan, capital financing strategy and treasury management strategy</td> </tr> <tr> <td style="text-align: center;">Jan</td> <td style="text-align: center;">SP&R Department Committees SP&R</td> <td style="text-align: center;">Recommendation to Council on district rate and medium term financial plan,</td> </tr> <tr> <td style="text-align: center;">Feb</td> <td style="text-align: center;">Council</td> <td style="text-align: center;">Agree district rate Q3 Finance Report</td> </tr> </table>	Apr	Budget Panel and SP&R	Indicative rate, efficiency target and overview of efficiency programme	Jun	Budget Panel and SP&R	Year End Report Agree Efficiency Programme	Aug	Budget Panel and SP&R	Issue Guidance on estimates and medium term financial plan to Departments Q1 Finance Report	Sep-Oct	Budget Panel and SP&R	Update on Rates Position Update on Medium Term Financial Plan Capital Investment Programme	Nov	SP&R	Further update on rate to highlight key issues & Scenario analysis Q2 Finance Report	Dec	Budget Panel and SP&R	Discuss and finalise options for rates position taking into account Medium Term Financial Plan, capital financing strategy and treasury management strategy	Jan	SP&R Department Committees SP&R	Recommendation to Council on district rate and medium term financial plan,	Feb	Council	Agree district rate Q3 Finance Report
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1.2	<p>At the meeting of the Strategic Policy and Resources Committee on 13 December 2013, Members approved the following recommendations in relation to the 2014/15 revenue estimates:</p> <ol style="list-style-type: none"> 1. That Officers should prepare the departmental cash limits report based on a zero district rate. 2. That the calculations should be based on a zero growth in the Estimated Penny Product.
1.3	<p>The purpose of this report is to consider the cash limit and agree the revenue estimates for the Development Committee as set by the Strategic Policy and Resources Committee at its meeting on the 10 January 2014.</p>

2	Key Issues																																		
2.1	<p><u>Cash Limits for Departmental Committees</u> One of the key tasks of the Strategic Policy and Resources Committee is to set the cash limits for the departmental committees.</p>																																		
2.2	<p>The table below summarises the revenue estimates for Belfast City Council for 2014/15 based on a zero district rate increase as agreed by the SP&R Committee on the 10 January 2014. It should be noted that all departments have a reduced cash limit from the 2013/14 position.</p>																																		
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2.3	<p><u>Local Government Finance Act (NI) 2011</u> Under the Local Government Finance Act (NI) 2011, the Director of Finance and Resources is required to provide assurance to Members on the robustness of the revenue estimates and the adequacy of the Council's reserve position as part of the rate setting process.</p>														
2.4	<p>The departmental estimates have been subject to scrutiny and challenged by the Finance and Performance Section to ensure that they have been developed in compliance with the corporate guidelines issued in August 2013, taking into account the key financial risks and confirming that the planned efficiencies of £2m have been identified and removed from the estimates for 2014/15.</p>														
2.5	<p>On this basis the Director of Finance and Resources is satisfied that the estimates presented should provide adequate financial resources to support service delivery and the Council's key actions for 2014/15 and that reasonable consideration of the financial risks to the Council have been made in the preparation of the estimates.</p>														
2.6	<p>The Council's general reserves position is forecast to be at least £13m by the end of 2013/14. This is above the minimum requirement of £10m, as set out in the Council's reserve strategy. Given the uncertainty surrounding the financial implications of Local Government Reform and the new rate base it is believed that this level of reserves is appropriate.</p>														
2.7	<p>The Director of Finance and Resources is therefore satisfied that the reserves position is adequate for the Council and will not require enhancement through the district rate in 2014/15.</p>														
2.8	<p>It should be noted that the revenue estimates include a central budget of £870,000 to make provision for a 1% pay rise. This budget will be retained centrally and only released to departments on the basis of a nationally agreed pay award.</p>														
2.9	<p><u>Development Committee</u> A spending limit of £19,144,021 is recommended for the department in 2014/15 which represents a decrease of £181k or 0.94% on the 2013/14 budget. The main items of expenditure are outlined at Appendix 1 and the key priorities for the department for 2014/15 are summarised in Appendix 2.</p>														
2.10	<p>The main budgetary intentions of the Department for the next year are set out below :</p> <table border="1" data-bbox="323 1606 1342 1852"> <thead> <tr> <th></th> <th>£</th> </tr> </thead> <tbody> <tr> <td>Community Services</td> <td>5,502,275</td> </tr> <tr> <td>City Events and Venues</td> <td>3,742,795</td> </tr> <tr> <td>Economic Initiatives Section</td> <td>6,399,404</td> </tr> <tr> <td>Directorate</td> <td>3,499,547</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total Net Expenditure</td> <td>19,144,021</td> </tr> </tbody> </table>		£	Community Services	5,502,275	City Events and Venues	3,742,795	Economic Initiatives Section	6,399,404	Directorate	3,499,547			Total Net Expenditure	19,144,021
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2.11	<p><u>Community Services</u> The amount provided for in the 2014/15 Community Services budget estimate has decreased by £25k. The estimate is based on the continuation of activity at a similar level to the previous years, with some re-focusing required in line with</p>														

	<p>the newly developed BCC Community Development Strategy. It is also based on a consistent level of anticipated income from DSD through its regional Community Support Programme in advance of any agreed budget for BCC post Local Government Reform.</p>
2.12	<p><u>City Events and Venues</u> The service budget for 2014/15 has been reduced by £182,156 to £3.74m</p>
2.13	<p>The estimates for 2014/2015 cover the net cost of operating the Belfast Waterfront and the Ulster Hall, the annual events and sports events schedule and Support for Sport grants.</p>
2.14	<p>During 2014/2015 both the Belfast Waterfront and Ulster Hall will continue to provide world class entertainment and conference facilities that will promote the cultural and economic regeneration of Belfast.</p>
2.15	<p>As part of Belfast City Council's Strategic Investment Programme an application has been submitted to fund the new extension at the Waterfront Hall. The external funding application is now in the final stages and if funding approval is received in 2013, building works will commence in 2014 and continue for a period of 18 months. In absence of a construction schedule and final design plans it is impossible to predict the impact of these works on venue operations however based on information available at September 2013 it is hoped that normal activity will be possible. The retention of the Auditorium, Studio and front of house bar and gallery areas is firmly embedded in the current design scheme, however, it has been indicated that there will be the closure of some of the smaller meeting/dressing rooms and an impact on staff office accommodation. The Revenue Estimates for 2014/2015 have been prepared on that basis. On appointment we will work proactively with the successful contractor to protect business continuity throughout the period.</p>
2.16	<p>Within City Events, this period would see the continuation of the annual programme of events, Big Screen and sports funding. In addition to this programme, there would be additional one-off projects during this period. These include: Giro d'Italia (9 to 12 May 2014) and the UK National Piping Championships (14 June 2014). These events, along with contractual commitments to Tall Ships in 2015, have been funded from the Council's Specified Events Reserve. In addition Council has agreed to a three year commitment to the Circuit of Ireland event. This would be at a cost of £25,000 per year from 2014 to 2016 and has been included in the existing Major Events revenue budget.</p>
2.17	<p><u>Economic Initiatives and International Development</u> The 2014/2015 estimates are based on a continuation of activity at a similar level to previous years with additional activity and new areas of work to meet the priorities identified within the Council's Investment Programme.</p>
2.18	<p><u>Economic Development Unit:</u> The amount provided for in the 2014/2015 estimate is in line with the anticipated income from EU through Invest NI within this timeframe. It is based on a continuation of activity at a similar level to the previous years, with some additional activity and new areas of work to meet the priorities identified within the Council's Investment Programme</p>
2.19	<p><u>Tourism, Culture & Arts Unit:</u> The 2014/2015 budget will help deliver year one of a new Integrated strategy for tourism. This will be developed in partnership with</p>

	the NI Tourist Board, Tourism Ireland and DETI. A significant portion of the annual budget supports Visit Belfast to market Belfast and provide Visitor Servicing through the Belfast Welcome Centre and wider network. The budget will also in part be assigned to the delivery of the Cultural Framework which has been developed in partnership with the Arts Council NI and the city's culture, arts and heritage sectors. This includes funding of over £1.8m to cultural and community organisations via four grants schemes that support the Framework themes of celebrating Belfast distinctive arts and heritage; inspiring communities; attracting audiences; and strengthening the sector.
2.20	<u>Markets:</u> The budget for the 2014/15 financial year is allocated to three general areas of activity which include St George's Market, Smithfield Market, the Continental Market and also the introduction of Open Air Markets for which a policy is now completed and will give the Council the opportunity to explore additional income streams.
2.21	<u>European Unit:</u> Following the Structural Review (Development Committee 16/10/12) the European Unit transferred from the Directorate section to the new Economic Initiatives and International Development section. The European Unit will continue to deliver against their objectives: to maximise EU Funding, to interpret, disseminate and influence EU Policy; to promote Belfast in the EU and to raise awareness of EU affairs in the region.
2.22	<u>International Development:</u> will deliver the International Relations Framework and Action Plan once resources are secured for this new area of work. The purpose of this international marketing framework is to ensure that Belfast is internationally positioned as a strong, attractive and competitive destination of choice for those who trade, invest, visit and study in the City.
2.23	<u>Directorate:</u> The Directorate budget has reduced by £76k. Whilst the work of the unit has continued to evolve the broad areas of activity for the 2014/15 financial year remain broadly similar with resources currently allocated across the main Business Plan activity.

3	Resource Implications
	As outlined.

4	Equality and Good Relations Considerations
4.1	There are no Equality and Good Relations Considerations attached to this report.

5	Recommendations
5.1	The Committee is requested to note the contents of the report and agree the cash limit for the Development Committee for 2014/15 of £19,144,021.

7	Documents Attached
	Appendix 1 - Main items of expenditure 2013/14 and 2014/15 Appendix 2 - Key Departmental Priorities

DEVELOPMENT COMMITTEE

MAIN ITEMS OF ESTIMATED EXPENDITURE

	Net Expenditure 2013/14 £	Net Expenditure 2014/15 £
<u>Community Services</u>	£5,526,819	£5,502,275
Community Resource Unit	£297,069	£297,041
Community Services Management	£227,301	£219,262
Travellers	£49,202	£44,524
Area Support Unit	£1,138,909	£1,116,740
Community Grants	£1,050,483	£1,050,483
Community Facilities	£2,010,987	£1,980,603
Children & Young People	£752,868	£793,622
<u>City Events and Venues</u>	£3,924,951	£3,742,795
Belfast Waterfront/Ulster Hall	£2,421,485	£2,286,671
City Events	£1,503,466	£1,456,124
<u>Economic Initiatives and International Development</u>	£6,298,440	£6,399,404
Tourism, Culture and Arts	£4,755,403	£4,779,130
Economic Development	£1,332,073	£1,329,908
European Unit	£232,226	£393,317
Markets	-£21,262	-£102,951
<u>Directorate</u>	£3,575,221	£3,499,547
Development Directorate	£1,822,428	£1,807,819
City Development	£251,248	£250,175
Business Research and Development	£549,879	£540,604
Urban Development	£951,666	£900,949
TOTAL	£19,325,431	£19,144,021

Summary of Priority Actions for the Development Department for 2014/15:**City Leadership**

Belfast Masterplan support implementation of associated strategic projects.

Support the implementation of the Local Investment Fund and Belfast Investment Fund.

Support the strategic development of the University of Ulster North City Campus and the relocation of the BBC in the city centre

Develop an integrated city marketing strategy, which includes an agreed city narrative, refreshed city brand and recommends the optimum structures for co-ordinated marketing of the city

Implement the framework for marketing the city and developing International Relations

Work to secure EU funding for the devolved portfolio of projects for the Greater Belfast area for 2014-2020.

Lead the NI EU Regional Forum

Environment

Deliver the investment proposition for the Renewable and Low Carbon Technology sectors.

Implement the Belfast public bike hire scheme.

Economy

Manage the development and funding of increased convention centre and exhibition centre space at the Waterfront Hall.

Lead on the delivery of an innovation centre.

Lead on the delivery of a creative/digital hub programme.

Super-connected Broadband – support implementation of the scheme by working with local businesses.

Super-connected Broadband – support implementation of the community access aspects of the scheme.

Continue to work with DSD on the development of a City Centre Regeneration Strategy in line with the Belfast City Masterplan and Local Government Reform.

Directly create jobs by working with local partners to deliver targeted employability initiatives across the city including HARTE and the Belfast Enterprise Academy.

Work with partners to deliver a city-wide employability and skills strategy and action plan.

Provide targeted business support interventions through a series of workshops and 1-2-1 mentoring, to improve business competitiveness and productivity and to generate business efficiencies.

Support initiatives to increase awareness of Council tendering opportunities and build capacity among Belfast companies to tender for public procurement opportunities.

Develop a social clause policy and support implementation through council contracts.

Deliver a programme of events at the Waterfront and Ulster Hall.

Develop culture and arts by investing approximately £2M in cultural and artistic activities including the 'City of Festivals' and Creative Legacies.

Deliver Council's contribution to major events - the Irish Dancing Championship 2014, Giro d'Italia 2014, and Tall Ships 2015 – and the annual programme of events.

Continue to develop Belfast's tourism product and deliver actions within the Integrated Tourism Strategy and action plan.

Develop a new Integrated Tourism Strategy and action plan in conjunction with NITB and partners to take account of the changing tourism landscape post 2015.

Market Belfast by supporting the marketing and visitor servicing activities of Visit Belfast

People and Communities

Deliver the Renewing the Routes Programme 2012-16.

Resource support for Community Development local activity (including management of an outcomes based £1.748m grant programme).

Invest approximately £860,000 in community-based advice services per annum via 5 city-wide advice consortia.

Provide support for community engagement within Council e.g. training, skill development, raising confidence and access.

Manage and increase usage of community centres and other facilities.

Develop and introduce a new volunteering framework to support over 70,000 volunteering hours per annum in community facilities.

Develop a mechanism to bring together key players from across the City to raise awareness of the impact and scale of poverty and identify ways to address it.

Deliver a coherent inter agency and inter departmental approach to working with the Traveller community.

Implement, for the service, a Council wide consistent criterion based framework for managing neighbourhood assets.

Implement the inter-departmental framework for children and young people.

Deliver a comprehensive citywide summer programme.

Build the capacity of Youth Forum members to increase the participation of children and young people in the city and neighbourhood life.

Better Services

Implement a coordinated approach to grant management through the Grant Unit.

An Organisation Fit to Lead and Serve

Use, promote and support evidence based planning via the use of CityStats and other local information

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Report to:	Development Committee
Subject:	Belfast City Access Strategy – engagement session
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Keith Sutherland, Urban Development Manager, ext 3578

1	Relevant Background Information
1.1	At its meeting on the 22 October, the Committee agreed to allow the consultants, Atkins, to attend the start of this Committee meeting to present their initial findings and, in particular, discuss Councillors' views on the issue.
1.2	This work is designed to underpin the Council-led policy and initiatives such as the Belfast Masterplan, Investment Programme and the Centre City Regeneration Strategy & Investment Plan. The overall project aim is to support the commercial, retail and leisure offerings in the city by: <ul style="list-style-type: none"> – Ensuring the accessibility offered by the transport system is available to all. – Improving safety and security. – Reducing air and noise pollution, greenhouse gas emissions and energy consumption. – Improving the efficiency and cost-effectiveness of the transportation of persons and goods. – Enhancing the attractiveness and quality of the urban environment and urban design.
1.3	The study will: <ul style="list-style-type: none"> – Determine the perceptions of key stakeholders with regard to transport and access issues. – Review actual performance levels and benchmark Belfast against other relevant cities. – Review suitable case studies.

2	Key Issues
2.1	The consultants, Atkins, have completed most of the preliminary research including the identification of key stakeholders, existing transport and accessibility strategies and assessing current provision in the city, and have started to engage with key stakeholders.
2.2	As part of the process, the consultants would like to discuss city access issues, priorities and possible solutions with Members. Due to the interest previously shown in this subject, it has been proposed that this should be done in person rather than via questionnaires, and should provide an opportunity for input from all Members.

3	Resource Implications
3.1	None – covered under previously agreed budget for the work.

4	Equality and Good Relations Considerations
4.1	Access issues for the disabled are included within the review.

5	Recommendations
5.1	Members are asked to note this report.

6	Decision Tracking
Timeline: April 2014 Reporting Officer: John McGrillen	



Report to:	Development Committee
Subject:	Belfast City Centre Management – request for funding
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives ext. 3459

1	Relevant Background Information
1.1	Members will be aware that the Development Committee has previously agreed to a presentation by Belfast City Centre Management (BCCM) on their proposed business plan for the coming year (2014-2015).

2	Key Issues
2.1	BCCM have developed a draft action plan for the coming financial year and this is attached as Appendix 1. The action plan sets out the range of activities to be undertaken in the course of the year, along with the associated budget for the delivery of this programme of work.
2.2	<p>The work of BCCM covers three areas:</p> <ul style="list-style-type: none"> - <u>Delivering BCCM city centre services</u> BCCM delivers its own services which add value to the city centre. These include management of the city's festive lighting, Café Culture operating agreements, City Centre Beat policing, Radio link, City Safe Crimewatch scheme, dressing of vacant shop windows, city banner dressing in the core retail area, and providing an education programme to businesses on Business Improvement Districts. - <u>Facilitating and assisting in the delivery of funders' City Centre Initiatives</u> BCCM assists Belfast City Council and other funders with initiatives such as City Centre Performance Measurement, Belfast in Bloom, Waste Management, Streets Ahead and the re:Store initiative. - <u>Direct liaison with city centre businesses</u> BCCM provides a channel for communication between the private sector businesses in the city centre and central and local government.

2.3	The work of the organisation crosses a number of council departments and services, principally within the Development and Health and Environmental Services Departments. The Director of Environmental Health chairs the Public Space Management group while the Director of Development and Head of Economic Initiatives – along with elected members – are represented on the board. Other officers across the council are also represented on other working groups.
2.4	The proposed budget for the year totals around £715,000. The budget assumes a financial contribution of £190,000 from Belfast City Council. The budget also assumes additional income from other public and private partners, principally Department for Social Development (DSD) - £157,000 and private sector contributions (directly and through Belfast Chamber of Trade and Commerce (BCTC) - £108,000.
2.5	<p><u>April 2013 to March 2014</u></p> <p>The BCCM Board wish to indicate to the Committee their appreciation of Council's funding of £190,000 during the present financial year. BCCM provides quarterly performance reports to BCC which demonstrate that this has been a successful year, with the company's business plans being delivered in full, save only a few projects which are delayed due to circumstances beyond the control of BCCM.</p>
2.6	Despite a very difficult economy for the private sector in the city, BCCM has been able to use its core funding from BCC and DSD to leverage £315,700.00 of private sector funding for City Centre projects during 2013/14.
2.7	BCCM has attracted £155,000.00 of DSD core funding the present financial year, and has an application lodged with DSD for core funding of £157,000.00 in the 2014/2015 year. Members should note that DSD provide further project funding to BCCM, including £67,000.00 in the present year for an Environmental Improvement scheme in College Square East
2.8	<p>During 2013/14 BCCM has engaged with issues which were not originally tabled in their business plans, including:</p> <ul style="list-style-type: none"> – Dressing double the number of vacant retail units than planned and originally budgeted for. – Delivering a new 'Text Alert' system capable of sending urgent 'public messages' to over 700 business managers in the City Centre. – Introducing a new 'Prolific Offenders' programme into Retail Crimewatch which, working with the PSNI, is targeting the 20 most prolific retail criminals in the City – Delivery of a Youth Engagement programme, funded by South Belfast DPCSP, which is engaging with the hundreds of youths gathering in Arthur Square on Saturdays, which has been having a detrimental impact on Saturday retail in the area. – Delivering increased levels of research, including surveying shoppers in satellite towns around Belfast regarding their use of Belfast City Centre.
2.9	Appendix 1 contains BCCM's Business Plan, which includes detailed action

	plans. The BCCM Board would be pleased to consider any recommendations or requests from the Development Committee with regard to this Business Plan.
2.10	The BCCM Board recognise, and state within the Business Plan, that the plan may need to be reviewed with core funders after the implementation of the Review of Public Administration.
2.11	The Business Plan sets specific performance targets for each of BCCM's 'Activity Groups' of: <ol style="list-style-type: none"> 1. Public Space Management 2. Safer City 3. Economic Performance
2.12	The Business Plan includes financial projections, and the BCCM Board is not seeking any rise in funding from Council.

3	Resource Implications
3.1	BCCM are seeking a financial contribution of £190,000 towards their total running costs of £715,000 for the financial year 2014/2015.

4	Equality and Good Relations Considerations
4.1	There are no specific equality or good relations implications attached to this report.

5	Recommendations
	Members are asked to: <ul style="list-style-type: none"> - Note the BCCM action plan and annual budget forecast 2014-2015, attached - Note and approve the funding request for £190,000 core funding in the coming year - Agree that, if the funding is approved, officers should work with the management team at BCCM to further refine the work of the organisation, to ensure compliance with wider council policies and to support the delivery of council objectives.

6	Decision Tracking
	Update on progress before year end: January 2015

7	Key to Abbreviations
	BCTC – Belfast Chamber of Trade and Commerce BCCM – Belfast City Centre Management DSD – Department for Social Development

8	Documents Attached
	Appendix 1 – BCCM action plan and annual budget forecast: 2014-2015

Action Plan & Annual Budget Forecast 2014-2015

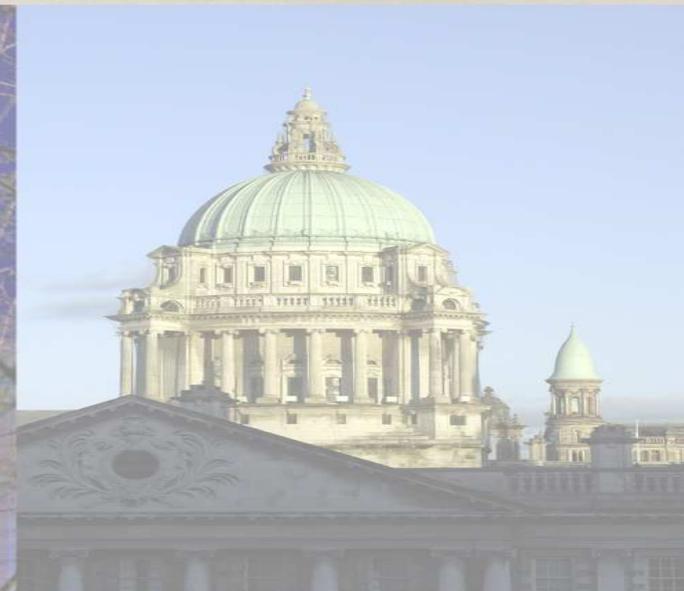


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Delivering for Belfast City Centre



Belfast
City Centre Management



Public Space Management Action Plan

ACTION	TARGET	LEAD AGENCIES	DATE	MEASURED BY
1. MAINTENANCE & CLEANSING				
1.1 Quality Inspection Reports	Business Liaison Officer interagency reports to BCC / DSD / DRD / PSNI / Adshel Inspections of DSD public realm, seating, masts and public squares in city centre 12 x Monthly Reports (extended) 38 x Weekly Reports	BCCM with BCC, DSD, DRD, PSNI & Adshel	4 th Qtr 4 th Qtr 4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Reports delivered to an agreed timescale • Weekly inspections • Record and report findings • Identify recurring issues <ul style="list-style-type: none"> • Satisfaction rating of 8/10 on year end Business Survey
1.2 Trade Waste & Public Waste	Liaise between businesses and waste collection services to improve presentation and collection of trade waste in city centre Support key Belfast City Council Initiatives	BCCM with BCC & private sector waste companies BCC & BCCM	4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Work with businesses to ensure trade waste is presented at the correct times and in an acceptable manner. • Assist BCC to implement initiatives
1.3 Cleaner Neighbourhoods Act	Support BCC in dissemination of information regarding Cleaner Neighbourhoods Act to city centre businesses To support BCC staff in relation to enforcement activities associated with littering, graffiti and leaflet distribution offences	BCC with BCCM and BCTC BCC with BCCM and CCB	4 th Qtr 4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Distribution of information • Respond to enquiries <ul style="list-style-type: none"> • Liaison with litter wardens and enforcement officers • Identifying and reporting violations of the legislation
2. CITY DRESSING				
2.1 Festive Lighting Scheme	Manage the procurement, supply, installation, storage and maintenance of festive lighting in Belfast city centre	BCCM, BCTC, DSD & BCC	1 st Qtr 3 rd Qtr 3 rd Qtr 3 rd Qtr 3 rd Qtr 3 rd Qtr 4 th Qtr	<ul style="list-style-type: none"> • Secure £60k funding from DSD • Complete tender process and replace outdated features • Achieve £15k private sector contribution for new stock • Encourage businesses to install lighting on their facades • Manage supply contract - inspect features daily during festive season • Conduct annual eye-bolt stress testing • Satisfaction rating of 8/10 by business survey
2.2 City Banner Dressing	Manage promotional campaigns on cross-street & lamppost-mounted banners	BCCM, DRD, BCC, DRD & Visit Belfast	4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Achieve income of £10k • 6 banner dressing promotions undertaken • Contribute to BCC's policy development on city dressing • Complete annual stress testing of banner infrastructure & eyebolts

	Include feature lighting of maritime masts (Donegall Place) in promotional campaigns and complement city events	DSD supported by BCCM	4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Manage the lighting system • Develop banner promotions in coordination with city events
2.3 Belfast in Bloom	Encourage Landlords and tenants to complement the public realm by enhancing their premises through participating in the scheme	BCC supported by BCCM & private sector	2 nd Qtr	<ul style="list-style-type: none"> • Maintain the number of floral display installations
	Support City Dressing Campaign through provision of soft landscaping	BCCM with BCC, DSD & private sector	3 rd Qtr	<ul style="list-style-type: none"> • Secure £13k funding from DSD
2.4 City Animation	Manage programme of on street activities to increase footfall	BCCM with BCC, DSD and BCTC	4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Submit funding application to secure funding for project • Develop programme of activities • Manage agree programme of activities

3. URBAN REGENERATION

3.1 Public Streetscape	Ongoing monitoring and reporting of cleanliness of public realm and reinstatement of utility and road works in Areas 1, 2 & 3	BCCM with DSD, BCC, BCTC, NIE, DRD & private sector	4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Identify and catalogue utility and road works • Report on unsatisfactory reinstatements to DRD • Monitor timeframe for full reinstatement
3.2 Café Culture including Pavement Cafes	Support BCC in dissemination of information regarding pavement cafe legislation to city centre businesses	BCC with BCCM, DRD, DSD, PSNI, DOE & private sector	4 th Qtr	<ul style="list-style-type: none"> • Distribution of information • Respond to enquiries
3.3 Belfast Streets Ahead Programme	Support DSD BCCRD in the roll-out of the BSA projects, particularly through providing a strong communication channel with city centre business and other stakeholders	DSD supported by BCCM	4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Facilitate communications meetings • Host consultation meetings • Assist DSD with surveys in relation to project
3.4 Bank Square	Support DSD BCCRD in the roll-out of the Bank Square regeneration project, particularly through providing a strong communication channel with city centre business and other stakeholders	DSD, with assistance of BCCM, BCC, BCTC, DRD & private sector	4 th Qtr 4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Facilitate communications meetings • Host consultation meetings • Assist with the attainment of relevant approvals • Distribution of project information to key stakeholders
3.5 Shutters Project	Delivery of Environmental Improvement Scheme to reduce anti social behaviour and improve streetscape	BCCM, with DSD, BCC, DRD and private sector	4 th Qtr	<ul style="list-style-type: none"> • Secure £70k funding from DSD • Install 6 shutters on business alcoves

4. CITY CENTRE ACCESSIBILITY

4.1 Promote access facilities	Traffic Management into and within the city centre Distribute traffic awareness information Belfast on the Move	BCCM with CCB, DSD, DRD, Translink BCCM with DRD, Translink & CCB DRD, BCC, BCTC, BCCM	Quarterly 4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Deliver quarterly traffic management reports • Distribute via website, information notices and CCB • Provide information to businesses on Traffic Regulation Orders • Assist BCC and BCTC to lobby DRD to review the effectiveness of the BOTM enabling measures
4.2 Access Guide	2013 Access Guide	BCCM with IMTAC, Shopmobility, RNIB, DSD & Translink	1 st Qtr 4 th Qtr	<ul style="list-style-type: none"> • Audit accessibility provision • Update online Access Guide and liaise with other bodies to include on websites
4.3 Management of DSD infrastructure	Operate city centre infrastructure in pedestrian zone <ul style="list-style-type: none"> • rise and fall bollards • lighting masts • power pillars 	DSD with BCCM, DRD & PSNI	4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Deliver Service Level Agreement • Roll out communications strategy
4.4 Walking Corridors from transport hubs	Ensure delivery of walking corridor reports prepared by IMTAC and AECOM Consider other corridors e.g. city centre towards Titanic Quarter	BCCM supported by DRD, Disability Action, BCC & Shopmobility	4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Delivery of agreed actions • Review quarterly and report to Public Space Management Group • Integrate 2012 Imtac Audit
4.5 City Centre Change Working Group	Lobby key stakeholders on proposals affecting accessibility into and around the city centre	DRD, BCCM, Rapid Transit, Translink, DSD & BCC	Quarterly	<ul style="list-style-type: none"> • 4 quarterly meetings
4.6 Bus Tour operators	Work with operators and enforcement agencies to improve public image and service delivery to visitors.	BCCM, Visit Belfast, DoE, NITB, DRD, PSNI & BCC	Quarterly	<ul style="list-style-type: none"> • Co-ordinate multi-agency meetings
4.7 Stakeholder Walking Tours	Lead briefing tours of city centre for representatives of BCCM core funders	BCCM, BCTC, BCC and DSD	4 th Qtr	<ul style="list-style-type: none"> • Undertake 3 x stakeholder Walkabout Tours per year
4.8 Belfast Public Bicycle Hire	Work with BCC to deliver installation of scheme (due to commence March '15)	BCC, DRD, DSD, BCCM & BCTC	4 th Qtr	<ul style="list-style-type: none"> • Attend pre-planning and on-site meetings as requested and contribute to the delivery of the project. • Liaise with business owners to assist BCC in the successful implementation of the public bike hire scheme

Economic Performance Action Plan

ACTION	TARGET	LEAD AGENCIES	DATE	MEASURED BY
1. RESEARCH				
1.1 Research city centre performance	ATCM Health Check Surveys Qualitative city centre performance research Conduct quarterly stakeholder and public perception surveys Retail Gap Analysis Promotion of retail floor space Monitor Footfall	BCCM & BCTC	4 th Qtr 4 th Qtr 4 th Qtr 4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Produce quarterly reports • Annual 2% improvement per module • Provide bi annual reports • Produce annual statistical report • Present to 2 retailers not located in Belfast • Monthly analysis of 3 locations
2. SUPPORTING BUSINESS PERFORMANCE				
2.1 Belfast Chamber of Trade & Commerce	Deliver BCCM / BCTC Strategic Alliance including: - AGM, BCTC Council meetings, and sub groups as appropriate Lever funding for Chamber projects	BCCM & BCTC	Quarterly 4 th Qtr 4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Monitoring by Finance & Audit Committee • Administer in a timely manner • As agreed with BCTC • Produce surveys, reports and briefings as requested • Assist BCTC Executive Council with coordination of public relations • 8/10 Satisfaction rating of Executive Council
2.2 BCTC Membership	BCTC Membership Benefits Roll-out BCTC membership package. Ongoing development of specific BCTC benefits for business services members	BCCM & BCTC	4 th Qtr	<ul style="list-style-type: none"> • Maintain current BCTC membership levels • Satisfaction rating of 8/10 in members survey • Increase private sector representation on action groups
2.3 City Centre Marketing Campaign	Assist BCTC in the development and coordination of their city centre marketing initiatives Facilitate retailer activity to deliver co-ordinated programme of retail offers and incentives Liaise with VISIT BELFAST to deliver and evaluate	BCTC assisted by BCCM & VISIT BELFAST	2 nd Qtr	<ul style="list-style-type: none"> • Secure £25k private sector funding contribution to VISIT BELFAST city marketing campaign • Administer tactical offers as directed • Obtain and promote car parking and public transport deals to increase accessibility to the city

2.4 BIDS	Raise awareness of BID's in business community	BCTC, BCCM, DSD, BCC and NITB	2 nd Qtr	<ul style="list-style-type: none"> Recruit BIDs Development Manager Secure funding from DSD and BCC Submit application to BIDs Academy Develop shadow BIDs Board
2.5 Belfast Awards	Deliver the Belfast Business Awards 2014	BCC supported by BCCM	3 rd Qtr	<ul style="list-style-type: none"> Sponsorship secured Number of entrants achieved Number of tickets sold
2.6 Vacant Premises and Windows	<p>Maintain database of vacant shops/frontages</p> <p>Act as a vehicle to facilitate effective communication with property owners and agents</p> <p>Dressing of vacant windows</p> <p>Assist BCC community initiative (P&T Unit) to animate vacant premises</p>	BCCM with BCC, BCTC, DSD, PLACE, Arts & Business	<p>Quarterly</p> <p>4th Qtr</p> <p>4th Qtr</p>	<ul style="list-style-type: none"> Quarterly vacancy report Maintain database of vacant property owners and agents Organise meetings and information sessions as required Secure £10k funding from DSD Dress 6 vacant windows Enable occupancy of community groups to animate vacant premises
2.7 BITES	Business Improvement through Environmental Solutions	BCC, supported by BCCM		<ul style="list-style-type: none"> Support BCC Initiative to roll out to business community
2.8 Cathedral Quarter	Work with the Cathedral Quarter Trust to encourage the Cathedral Quarter as the cultural hub of the city	CQT, DSD, BCCM & BCC	2 nd Qtr	<ul style="list-style-type: none"> City Centre Manager to serve as Cathedral Quarter trustee Assist CQT with delivery of their Business Plan as able
2.9 Tourism Officers Group	<p>Participate in BCC lead Tourism Forum and Tourism Officers Working Group.</p> <p>Deliver agreed actions</p>	BCC, BCCM, NITB, VISIT BELFAST	4 th Qtr	<ul style="list-style-type: none"> Deliver action points attributed to BCCM by this group
2.10 Events	<p>Support city events programmes in 2014/2015</p> <p>Anticipated events include: G'iro Italia Belfast Carnival Orangefest Independents Festive window competition Christmas Switch On St Patricks Day Parade Belfast Pride Parades and protests</p>	BCC supported by VISIT BELFAST, NITB, BCCM, BCTC	4 th Qtr	<ul style="list-style-type: none"> Disseminate events programmes to city centre businesses Provide information into the events planning process through the events advisory panel Host briefing meetings for the business community Handle queries from business sector Seek to ensure events contribute to economic performance of the city

3. SUPPORTING RETAIL				
3.1 Retail Steering Group	Identify strategic issues affecting city centre retailing Recommending projects and actions to Economic Performance Group Secure private sector funding for projects and actions	BCCM for BCTC	Monthly	<ul style="list-style-type: none"> • Deliver monthly meetings • Obtain monthly qualitative research on retail performance, including hotel occupancy data • sales and footfall • airport passenger numbers • Recommendations to EPAG • Initiatives identified and funding secured
3.2 Retail Incubation Unit	Open Retail Incubation Unit in vacant unit in retail core	BCCM	4 th Qtr	<ul style="list-style-type: none"> • Investigate opportunity to use vacant shop unit as 'pop up shop' for new retail businesses • Investigate opportunity to offer this sales space to traders on markets waiting lists • Bring project plan to BCCM Board
3.2 Independent Retail Assistance	Independent Retail Support Assist BCC in roll-out of Independent Retail Support Programme	BCC assisted by BCCM	4 th Qtr	<ul style="list-style-type: none"> • As agreed with BCC

Safer City Action Plan

ACTION	TARGET	LEAD AGENCIES	DATE	MEASURED BY
1. SAFETY INITIATIVES				
1.1 City Centre Policing	BCTC project to provide dedicated City Centre Beat Policing through a SLA with the PSNI: Manage and minimise the impact of: On-street drinking Begging Seek to reduce: Illegal traffic and ensure free flow of public transport system in the city centre	BCTC and BCCM with Translink & PSNI	4th Qtr 4th Qtr 4TH Qtr	Secure funding for scheme 8/10 Satisfaction rating by BCTC members Maximise time on street of which: 60% on-street drinking/begging 30% patrols illegal traffic 10% business liaison visits
1.2 Be Rewarded	Delivery of post primary school pupil discount cards through all library boards	BCCM, YJA, PSNI, BELB, SEELB, NIYF, BYF & NEELB	4th Qtr	5% increase in number of pupils 5% increase in number of shops Update School Edition newsletter via website bi annually

1.3 Be Respected	Delivery of adult discount cards to 50+ years via Age NI	BCCM, Age NI, Age Sector Platform, Young at Heart	4th Qtr	Promote scheme via relevant bodies and businesses 5% increase in number of shops
1.3 Nighttime Volunteer Group	Develop coordination group, which include membership of: SOS Bus Belfast Street Pastors Community Rescue Service Welcome Organisation Belfast Dream Centre Night Lite The Jesus Army PSNI Belfast City Council (DPCSP) Investigate 'Bottle Out' scheme	BCCM	1st Qtr 4th Qtr 2nd Qtr	Develop joint objectives for 2014/15 Seek joint training opportunities Deliver intergrated radio communications Produce 'Best Practice' Guide for volunteering on the streets Investigate scheme started by City Church to lobby the licenced trade to remove glass from the nighttime economy
1.4 Retail Crimewatch	Operation of a city centre retail crime network DoJ funded roll-out Retail Crimewatch across Northern Ireland Evaluation of head & body Cameras	BCCM with PSNI & retailers BCCM for DoJ, with PSNI, NIATCM & BCCM	4th Qtr 1st Qtr 4th Qtr	Track number of retail crime incidents 2% increase in number of retailers participating Distribution of monthly updates by BLO's Quarterly business visits Agree funding contract with DOJ Deliver DOJ contract
1.5 Retail Radiolink	Provision of existing radio network linking retailers in Belfast with each other and PSNI	BCCM	4th Qtr	Maintain membership numbers Present to BCTC the introduction of a digital radiolink system Secure funding upgrade to digital system Secure contract for installation of system
1.6 Publink	Provision of existing evening economy time radio system linking pubs and clubs with each other and PSNI	BCCM	4th Qtr	Maintain membership numbers
1.7 Youth Conference	Attend 12 Youth Conferences per annum		4th Qtr	12 Youth conferences per annum
1.8 Youth Engagement Project	Engage young people in the city centre with a programme of activity	BCCM, BCC, PSNI, Victoria Square, DCPSP	4 th Qtr	Deliver activites 2 Saturdays each month to engage young people in the city centre with a programme of activity Divert young people from gathering in a large groups, which inadvertently affects retailing, and will seek to discourage the misuse of alcohol and 'Legal Highs.

1.9 Emergency Contact Points	BCCM to manage Emergency Contact Point systems	BCCM with DSD, PSNI & BCC	4th Qtr	Weekly monitoring and recording of system by Operations Team Management of contract (ongoing)
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2. BELFAST RESILIENCE

2.1 Emergency Planning	Support BCC's work to prevent/reduce disruption in the event of a major incident Assist PSNI with development of the city centre evacuation plan Assist PSNI with development Be Prepared strategy for city centre	BCC, PSNI, BCTC assisted by BCCM	4 th Qtr	<ul style="list-style-type: none"> • Provide communications with businesses on behalf of BCC and PSNI • Deliver training seminars as requested • Communicate plans to members
2.2 Business Continuity Planning	Assist BCC in raising awareness of the importance of being prepared in the event of disruption to normal trading conditions	BCC assisted by BCCM	4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Assist businesses to devise a Continuity Management Plan • Deliver workshops to retailers as requested
2.3 Text Alert System	Support business community by delivering current and accurate information on key events and issues	BCCM, PSNI and BCTC	4 th Qtr	<ul style="list-style-type: none"> • Secure funding to roll out scheme • Liaise with PSNI on security issues • Maintain business database

Policy & Communications Action Plan

ACTION	TARGET	LEAD AGENCIES	DATE	MEASURED BY
1. POLICY				
1.1 Draft Policies	Adoption of strategic policies: <ul style="list-style-type: none"> ▪ BMTP ▪ BMAP ▪ PPS5 ▪ RPA 	BCCM & BCTC	4 th Qtr	<ul style="list-style-type: none"> • Assist BCTC to lobby for implementation of policies
1.2 Policy Consultation	Consult business members (and core funders upon request) in matters relating to: <ul style="list-style-type: none"> • DSD Street Trading legislation • Belfast Masterplan • Business Improvement Districts • City Centre Masterplanning • City Centre South Ring Section • Independent Retail / Clone Cities • Phasing of retail development • Regional Development Strategy • Streets Ahead Enabling Measures • Protection of city centre from out of town shopping developments • Belfast on the Move • Taxi Legislation 	BCCM & BCTC	4 th Qtr	<ul style="list-style-type: none"> • Provide representation as required • Provide coordinated consultation responses on behalf of BCTC and city centre businesses
1.3 Master Planning	<ul style="list-style-type: none"> ▪ Bank Square ▪ Cathedral Quarter ▪ Library Quarter ▪ New Regional Library ▪ North East Quarter ▪ North West Quarter ▪ South West Quarter ▪ Sprucefield Development ▪ Titanic Quarter ▪ University of Ulster City Development ▪ Westside 	DSD, with assistance of BCCM, BCC, BCTC, DRD, CQSG & Developers	4 th Qtr	<ul style="list-style-type: none"> • Host consultation and briefing sessions in partnership with DSD and private sector • Provide comms link to private sector businesses and organisations to reduce disruption • Respond to public realm consultation documents • Research best practice on public realm

2. LEGISLATION				
2.1 Taxi Legislation	Lobby for prioritisation of enforcement of taxi legislation	BCCM with BCSP, PSNI & DOE	4 th Qtr	<ul style="list-style-type: none"> • Achieve enabling legislation
	Assist BCC in investigating 'Patron Dispersal'	BCC with BCCM	4 th Qtr	<ul style="list-style-type: none"> • Assist as directed by BCC

	initiative			
2.2 Markets /Street Trading Stalls	Provide consultation on proposed stall design, product lines and locations	BCC with BCCM, DSD, CQSG & DRD	4 th Qtr	<ul style="list-style-type: none"> Coordinate consultation requests and responses between BCC and city centre businesses

3. INTERNAL POLICY

3.1 Corporate Social Responsibility	<p>Support the renewal and regeneration of the most deprived wards around the city centre.</p> <p>Social employment practices:</p> <ul style="list-style-type: none"> Temporary posts Work experience & student placement opportunities 	BCCM	<p>1st Qtr</p> <p>On-going through period of plan 4th Qtr</p> <p>1st Qtr</p>	<ul style="list-style-type: none"> Meet with five Neighbourhood Partnerships on the periphery of the city centre to discuss ways to progress social employment practices within BCCM." <p>Prioritise workers from 'Steps to Work' programme</p> <p>Prioritise:</p> <ul style="list-style-type: none"> Students who live in Neighbourhood Renewal Areas Long-term unemployed
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4. COMMUNICATIONS

4.1 Strategic Overview	Produce quarterly KPI snapshot		Quarterly	Distribute quarterly to core funders & key stakeholders
4.2 Business Forum (Membership drawn from multiple and independent retailers in Belfast)	2 x Business Forums annually		2 nd Qtr 4 th Qtr	<ul style="list-style-type: none"> 120 attendees Briefings delivered on strategic issues <p>Highlight BCC, DSD, BCTC initiatives and events</p>

4.3 Pop Up Surgeries	These surgeries are set up to improve the trading environment within each of the three geographical areas by developing bespoke action plans for improvement.		4 Qtr	<ul style="list-style-type: none"> • Co-ordination of surgeries by geographical area • Liaise with statutory bodies for representation at surgeries
4.4 Action Groups	Established to deliver the BCCM Operating Plan		Quarterly	<ul style="list-style-type: none"> • Co-ordination of public/private sector action groups: <ul style="list-style-type: none"> • 4x Public Space Management • 4x Economic Performance • 4x Safer City
4.5 City Business Magazine	Produce 4 editions of City Business magazine		Spring, Summer, Autumn, Winter	<ul style="list-style-type: none"> • 4 editions x 7500 copies • Satisfaction rating of 8/10 by survey
4.6 Online Communica- tions	On-line business support services: Manage and develop BCCM website Manage and develop BCTC website		4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • Ensure all content is relevant and published in a timely manner • Investigate opportunity for sponsorship income • Increase number of hits by 25% per annum • Increase number of hits by 25% per annum
4.7 Information Distribution	Monthly direct mail shot / e-zine to all members, advising members on city centre initiatives Respond to membership queries and issues		Monthly 4 th Qtr	<ul style="list-style-type: none"> • Continuous e-zines, mail shots and text messaging services • Members satisfaction rating of 8/10 by survey
4.8 Social Media	BCCM messaging via Facebook and Twitter Maintain: BCTC Facebook and Twitter City Business Magazine Facebook and Twitter		4 th Qtr 4 th Qtr	<ul style="list-style-type: none"> • 3 messages per week including 'call to action' via Facebook and Twitter sites • Increase number of hits by 25% per annum • Increase number of hits by 25% per annum
4.9 Evaluation on behalf of core funders	Conduct surveys as requested by BCC /DSD / BCTC		Monthly Quarterly Annual	<ul style="list-style-type: none"> ▪ Retail Sales Tracker ▪ Vacant Units ▪ Traffic Survey ▪ Annual Retail Sales Tracker ▪ Lord Mayors Carnival ▪ Orangefest Survey ▪ Royal Black Institution survey report ▪ Christmas Lights switch-on ▪ Vacant Windows Dressing report

				<ul style="list-style-type: none">▪ BCTC membership Survey▪ St Parick's Day▪ Belfast Pride
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BCCM Annual Budget Forecast

Annual Budget Forecast		
Income		
Core Funding - BCC		190,000.00
Core Funding - DSD		155,000.00
Core Funding - Private Sector		28,000.00
Membership - BCTC		80,000.00
Retail Crimewatch - BCCM		20,000.00
Radiolink/Publink - BCTC		18,000.00
Radio Equipment		2,500.00
City Beat Police - BCTC		60,000.00
City Centre Dressing		23,000.00
Festive Lighting		3,000.00
Festive Lighting Replacement Funding		68,000.00
Shutters Campaign		62,000.00
Be Rewarded		1,000.00
Orangefest		4,100.00
Miscellaneous Income		1,000.00
Project costs - BCTC		-
TOTAL INCOME		715,600.00
Project Costs		
Radiolink Licence Costs		325
Other licence costs - sage licence		2000
Retail Crimewatch - BCCM		300
Membership Fees - BCTC		450
Radionlink/Publink - BCTC		2,000.00
City Beat Police - BCTC		60,000.00
City Centre Dressing		21,700.00
City Business Magazine		5,800.00
Festive Lighting		75,000.00
Festive Lighting Replacement Scheme		61,200.00
Shutters Campaign		55,800.00
Project Costs - BCTC		4,000.00
Project Costs - BCCM		2,000.00
Orangefest		3,574.50
Be Rewarded		750
ATCM		1,000
ACIS		770
Be Respected		750
TOTAL PROJECT COSTS		297,419.50

Establishment Costs		
Rent and Service Charges		18,000.00
Rates		8,734.56
Premises Insurance		1,600.00
Heat and Light		3,000.00
Cleaning		2,310.48
Premises Expenses		650
TOTAL ESTABLISHMENT COSTS		34,295.04
Administration Costs		
Wages and Salaries		288,732.00
Training Costs		4,000.00
Postage and Carriage		3,500.00
Office Stationary & IT Consumables		4,000.00
Telephone		6,400.00
Advertising and PR		1,000.00
Machine Lease - Photocopier		12,000.00
Office Machine Maintenance		5,000.00
Miscellaneous Office Equipment		-
Audit and Accountancy		11,300.00
Professional Fees		5,000.00
Travel and Subsistence		1,650.00
Canteen Costs		2,200.00
Clothing Costs		900
Sundry Expenses		500
Bad Debt		10,000.00
Bank Charges		250
Membership & Comms Officer		26,076.48
Irrecoverable VAT		-
TOTAL OPERATING COSTS		382,508.48
TOTAL INCOME		715,600.00
TOTAL EXPENDITURE		714,223.02
Surplus		1,376.98

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Report to:	Development Committee
Subject:	Belfast Dublin Economic Corridor
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3463

1	Relevant Background Information
1.1	The Belfast Dublin Economic Corridor is a term used to describe the geographical area between both cities recognising the economic wealth and future potential that is created from the concentrations of business, industry, educational institutions, technology and transport infrastructure and other capital developments located in this area.
1.2	Over the last 10-20 years a number of research reports and analytical discussion pieces have emerged on this concept. These have included reports by the University of Ulster, the Centre for Cross Border Studies, the joint CBI/IBEC Council, the Irish Planning Institute and John Yarwood, a former Director of the Urban Institute at University College Dublin. Recommendations within the various reports and emerging from the seminars and workshops held have centred on how both cities and the 2 governments could capitalise on the latent potential of the area by consciously promoting the Belfast Dublin economic corridor in policy terms and developing a range of initiatives to build up its economic strength even further.
1.3	The idea behind the Belfast Dublin economic corridor is essentially to build up the economic strength of the area to create a poly centric city region on a scale large enough to compete with the major urban clusters of continental Europe.
1.4	Between 2001 and 2002 University of Ulster held 2 conferences in association with other Irish Universities and the Harvard Graduate School of Design on major planning challenges affecting the key urban locations. The central theme focused on partnership, prosperity and place identifying the need for the delivery of sustainable development of the Belfast Dublin leg of the Eastern seaboard corridor as they defined it. They pointed out

	that this is the geographical area where development pressure is most apparent and where economic growth is evident thereby requiring a coordination of policy and practice to promote it as a location of choice for investors, entrepreneurs and successful companies.
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2	Key Issues
2.1	Following recent discussions between the Lord Mayor of Belfast and the Lord Mayor of Dublin, a proposal has emerged to re-invigorate the concept of the Belfast Dublin economic corridor to bring new economic opportunities to both cities and the wider corridor region in between. Whilst new updated research and analysis would be required to investigate the potential in depth, in the first instance discussions could take place with a wider range of partners in Belfast and Dublin to ascertain interest in working together to develop the corridor proposal.
2.2	Initial discussions have taken place between officers of Dublin City Council and the Director of Development and the Head of Economic Initiatives on how such a project might be developed. There are already significant areas of commonality in the key economic sectors that are being promoted and in the technology and communications infrastructure required to support business development.
2.3	Some examples of initiatives that could be developed in concert are the super connected broadband and digital projects; rapid transit and other public transport infrastructure enhancements to connect both cities with higher speed and more efficient services; the security of an all Ireland energy supply; linked technology and enterprise parks with incubation and growth support; new trade and investment initiatives to promote business; joint campaigns to attract new inward investors and encourage expansion of existing companies already located in the corridor area.
2.4	Overall it would be necessary to create a sound strategic base for the corridor concept working not only with Dublin but with the other strategically important locations in between such as Newry and Dundalk. Leadership from the Councils would in turn attract support from the key organisations representing business and industry, education and communication providers. There may be the potential of attracting European Interreg funding for such an initiative
2.5	In order to take this forward it is proposed that both Belfast City Council and Dublin City Council take the lead in instigating a set of discussions with other potential partners on how to reinvigorate the corridor concept and make it into a meaningful project. It is also proposed that these discussions are managed through a bespoke programme of two seminars/receptions which would spotlight the growth opportunities in both Belfast and Dublin.
2.6	Specifically it is proposed that a business breakfast is held in Dublin around 28 th March 2014 (provisional) in conjunction with the Lord Mayor of Dublin and attended by leading business people from the Dublin region. Following this opening event, the Lord Mayor of Dublin and the Lord Mayor of Belfast will travel by train to Belfast for a bespoke leadership forum with Belfast business leaders on how to strengthen the Belfast Dublin Economic Corridor. The spotlight of the discussion fora will be on profiling the key opportunities in Belfast and Dublin. Also invited to participate in the full day's programme of events will be the

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Report to:	Development Committee
Subject:	St George's Market Strategic Review
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	St. George's Market provides a place to trade and grow for over 170 small businesses, including 6 shop units and a restaurant. It supports around 385 jobs and welcomes approximately 600,000 visitors each year. The total value to the Belfast economy is estimated to be approximately £15m p.a.
1.2	The environment that St. George's market operates within has changed considerably in recent years. New office accommodation and facilities have been developed, additional trading days have been introduced and the Waterfront is due to be expanded. This has increased natural footfall in the area.
1.3	In response, during 2012 an improvement plan was developed in partnership with the Traders Committee and with input from traders themselves. The majority of recommendations from this plan have now been implemented. Improvements included:
1.4	<u>Operational</u> - reducing the time needed for the allocation of permanent stalls; a loyalty points system to avoid problems experienced by casual trader; a storage policy; and reducing the time needed for the collection of rent.
1.5	<u>Capital</u> – a number of upgrades have been made including upgrading the electrics and renovating the toilets.
1.6	<u>Marketing</u> - Launching St. George's on tour; erecting new directional street signs; adopting the 'Real Deal' standard; and updating the buildings external signage.

1.7	<u>Communications</u> – Three major out-of-hours meetings with traders; questionnaire/surveys on key issues; monthly meetings with the traders committee; and introducing a St George’s Market Trader newsletter.
1.8	<u>Other</u> - Installing new recycling and food waste bins; producing a guide to trading in St. George’s; installing a defibrillator and training market staff; and social media training for traders.
1.9	Our work with traders also identified a need for improving the shopping experience in the market so as to increase footfall, and hence spend, and also to make St. George’s an even more appealing attraction for tourists. Members will be aware that Committee approved an independent review of St. George’s to establish how this could be achieved.
1.10	Deloitte were appointed to undertake the major part of the review and they have been developing options in relation to: <ul style="list-style-type: none"> - Marketing and branding of the market. - Market facilities. - Achieving the right balance of categories of stalls/products. - The effect of the layout of stalls within the market and how the layout could be improved. - Associated operational issues and impacts.

2	Key Issues
2.1	Deloitte have completed their review of St George’s Market. The review involved: <ul style="list-style-type: none"> - significant desk based research; - two major workshops with approximately 120 traders plus three meetings with the Traders’ Committee and Council staff; - completion of approximately 485 questionnaires from shoppers and traders; - research into good practice at other markets including Leeds, Newcastle, Leicester, Bury, Spitalfields and Borough; and - a special meeting with Development Committee Members on 8 October.
2.2	Their research and analysis has revealed a number of conclusions with regard to how we could improve St George’s Market. The overall headline conclusions are that St George’s is an asset for Belfast that is successful and enjoyed by both locals and visitors. Therefore any improvements will be working from a strong starting position. Additionally, the market provides a good deal for traders but its potential is not fully realised.
2.3	Specific conclusions include: <ul style="list-style-type: none"> - A good market layout will encourage shoppers to spend longer in the market and to buy more. Factors contributing to a good layout include: <ul style="list-style-type: none"> o Creating zones of certain types of products. o Colours or names for different areas of the market and clearly defined aisles should be employed to help shoppers find their way around the market. o There should be reserved space for leisure, entertainment, demonstrations, and hospitality type activities. o External space (such as stalls on the pavement) can be used to

	<p>draw attention to the main market. There is scope to develop the space around the market.</p> <ul style="list-style-type: none"> - Shoppers valued the quality and variety of food and the recreational and atmospheric elements of the market. This is different to what Traders supposed as they believed shoppers valued price as the most important aspect and that market improvements should focus on signage and marketing. - A significant portion of shoppers (24%) do not buy while in the market despite staying for a reasonable length of time. There is scope for traders to encourage those shoppers, who already visit, to spend more money. - There is some support among traders and shoppers to make adjustment to opening hours and trial an additional trading day. - The market is highly rated by customers. 65% rated it as very good and 28% said it was quite good. Only 1% said it was poor. - Most people surveyed felt that the Council should pay for any improvements though they did not think Council rates should be increased. There was some support from traders (57%) who said they may be willing to pay an increase in stall rental to fund market improvements. The average suggestion was for an extra £2/day per stall. <p>2.4 Based on their conclusions Deloitte have developed a range of options and recommendations that will increase the appeal of St. George's to tourists and shoppers and so increase footfall. This in turn increases the potential for profit for the businesses within the market and ultimately supports employment opportunities. Over the longer term, enhancements to St. George's should help to support redevelopment in the area more generally. For the Council, this creates the potential for increased rental and rates income.</p> <p>2.5 Deloitte will present a report of their recommendations in February.</p>
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3	Resource Implications
3.1	Estimated costs will be included within Deloitte's report to Committee.

4	Equality and Good Relations Considerations
4.1	No equality or good relations issues have been identified through the consultation process.

5	Recommendations
5.1	Members are asked to note this report and ask Deloitte to attend the next meeting of Committee in February where they will present their recommendations for St George's.

6	Decision Tracking
Timeline: February 2014	Reporting Officer: Shirley McCay

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Report to:	Development Committee
Subject:	International Relations Update
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that one of the key commitments in the Council's Investment Programme 2012- 2015 is that the Council will work with city partners to promote Belfast proactively on the international stage to attract trade and investment, increase visitor and student numbers and build the networks necessary to support growth.
1.2	Over the last year work has been undertaken to develop a draft International Relations Framework that seeks to shape how city stakeholders can work together in a stronger and purposeful way to maximize the economic impact for Belfast as a whole.
1.3	This framework and a 2 year plan were agreed by Members at the August Development Committee. At this time, Members requested an update at a later stage in the year, outlining delivery of the action plan, highlighting additional areas of work that have arisen as the year progresses and resources to deliver these.

2	Key Issues
2.1	In summary, the aims of the International Relations Framework are as follows: <ul style="list-style-type: none"> - To maximise economic return of development for Belfast. - To increase the economic benefits of marketing Belfast internationally.
2.2	The following objectives are intended to help increase the economic benefits of developing a city-wide approach to proactively market Belfast internationally: <ul style="list-style-type: none"> - Deliver increased economic return to Belfast through collaborative international promotion. - Develop meaningful international partnerships and civic relationships to support Belfast's growth. - Promote the attractiveness of the city for business, education and tourism. - Create the optimum mechanisms for international promotion of Belfast.

2.3	<p>The framework sets out:</p> <ul style="list-style-type: none"> - targets for each of the three primary market segments – trade and investment, tourism, education & learning; and - key actions for each of the geographical target areas - China, Europe, India, North America. 																								
2.4	<p>The agreed action plan is appended for the period 2013 – 2015. It identifies the suggested role of Council as a co-ordinating partner and presents proposed priority actions for Council at this stage. Joint Projects emanating from other stakeholders have yet to be added to this plan which will occur during the next phase of consultation.</p>																								
2.5	<p>Proposed outcomes and annual targets for BCC are outlined in the Framework, focusing on Business & Leisure Tourism, Education, Learning & Talent and Trade & Investment. This includes longer term outcomes and annual targets which will be achieved most effectively by Council working with key stakeholders in the delivery of the Framework. As the regional driver, Belfast has a key role to play in helping to deliver a number of regional targets; however, it is important to recognise the targets and longer term outcomes need to be agreed with city stakeholders as they can only be achieved in partnership.</p>																								
2.6	<p>Key actions proposed and underway under International Relations for the current year are tabled below.</p>																								
2.7	<table border="1"> <thead> <tr> <th data-bbox="336 1032 478 1066"><u>BCC Role</u></th> <th data-bbox="555 1032 815 1066"><u>Framework Actions</u></th> <th data-bbox="1219 1032 1361 1066"><u>Timescale</u></th> </tr> </thead> <tbody> <tr> <td></td> <td data-bbox="555 1099 1086 1167">Ensure BCC alignment to NI Assembly's International Relations Strategy</td> <td data-bbox="1219 1133 1350 1167">Dec 2014</td> </tr> <tr> <td></td> <td data-bbox="555 1200 1002 1234">Lead Country Stakeholder groups</td> <td data-bbox="1219 1200 1334 1234">Ongoing</td> </tr> <tr> <td></td> <td data-bbox="555 1267 999 1301">Create Belfast international brand</td> <td data-bbox="1219 1267 1358 1301">Sept 2014</td> </tr> <tr> <td></td> <td data-bbox="555 1335 999 1368">Support NI Connections Diaspora</td> <td data-bbox="1219 1335 1334 1368">Ongoing</td> </tr> <tr> <td></td> <td data-bbox="555 1402 951 1435">Produce quarterly newsletters</td> <td data-bbox="1219 1402 1334 1435">Ongoing</td> </tr> <tr> <td></td> <td data-bbox="555 1469 1158 1603">Refresh the city brand and develop an agreed City Narrative and suite of narratives for: - Trade & Investment; - Tourism & Leisure; - Education, Learning, & Talent</td> <td data-bbox="1219 1570 1342 1603">Oct 2014</td> </tr> <tr> <td></td> <td data-bbox="555 1637 1046 1671">Update International shared calendar</td> <td data-bbox="1219 1637 1334 1671">Ongoing</td> </tr> </tbody> </table>	<u>BCC Role</u>	<u>Framework Actions</u>	<u>Timescale</u>		Ensure BCC alignment to NI Assembly's International Relations Strategy	Dec 2014		Lead Country Stakeholder groups	Ongoing		Create Belfast international brand	Sept 2014		Support NI Connections Diaspora	Ongoing		Produce quarterly newsletters	Ongoing		Refresh the city brand and develop an agreed City Narrative and suite of narratives for: - Trade & Investment; - Tourism & Leisure; - Education, Learning, & Talent	Oct 2014		Update International shared calendar	Ongoing
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2.9	China	Support Chinese New Year	Mar 2014		
		Support Hefei inward visit	Jan 2014		
		Hold a Chinese Travel Industry Seminar as BCC's international dimension of Chinese New Year 2014	Dec 2014		
		Agree collaborative approach with local educational institutions, schools and Chinese counterparts under the Confucius model	June 2014		
		Continue relationship with UU Confucius Institute and source additional opportunities for collaboration	Ongoing		
		Receive and welcome new Chinese students to Belfast	Nov 2014		
		Potential bid to secure China investment conference in support of Invest NI	Nov 2014		
2.10	USA	Prepare Belfast in Shenyang showcase and explore collaborative outward mission with partners	Dec 2014		
		Establish working relationship with US Consulate	Ongoing		
		Continue co-operative music industry programme with Nashville Sister City	Dec 2014		
		Refocus Belfast's showcase at South by South West to highlight wider digital industry sector and link with Tourism Ireland promotion	June 2014		
		Investigate creation of incubation facility for Belfast companies in Silicon Valley in conjunction with University of Ulster	Oct 2014		
		Explore Sister City agreement with Berkeley, California	Oct 2014		
		Develop cooperative programme on connected health with Boston	Dec 2014		
		Develop cooperative programme around financial services industries with New York	Sept 2014		
		2.11	Europe	Explore potential inward mission from city of Seattle	Sept 2014
				Identify funding opportunities and partners for	Oct 2014

2.12	2014-2020 funds	
	Develop Belfast – Dublin economic corridor concept and launch initiative	April 2014
	Reinvigorate Cities of the Isles relationship connecting with core cities in UK & Ireland	Oct 2014
<p>Members are asked to note that there is a considerable volume of work attached to international relations activity. Given the limited staff resources as noted below, priority has been given to advancing only the most productive and relevant initiatives. This means the focus of efforts over the next year will be on developing a meaningful relationship with Shenyang in China and developing trade and investment initiatives, and to a lesser extent continuing the relationship with Hefei. Similarly there will be a focus on the US Market particularly strengthening Belfast's companies' presence in Silicon Valley and on developing cooperative sectoral programmes with New York, Boston and Nashville.</p>		

3	Resource Implications
3.1	Members have agreed a budget of £80,000, in the current financial year, for international relations, as well as a £150,000 budget specifically for the Global India Business Meeting. A further budget of £150,000 has been requested within the 2014/15 budget estimates.
3.2	Currently International Relations work is being undertaken by staff within the European Unit. This has resulted in a significant increase in workload in the unit which is expected to continue to rise given that the new EU funding calls 2014-2020 have now begun to open.
3.3	Consideration has been given by Senior Management with respect to the need to provide additional staff resources to deliver the International work and allow the EU team to ramp up its EU activity to pursue funding opportunities for BCC.
3.4	However, given the pending election of the new Council and appointment of a new Chief Executive it is expected that the governance and structure of Council will change. It is therefore proposed at this stage to focus on priority work and continue to operate within the current structure to deliver International Relations with the offer of an honorarium to the EU Unit staff. This is currently being considered at Senior Management and HR level as an interim solution. It is anticipated that a staff resource for future delivery of International Relations in the context of the new Council structures will be determined.

4	Equality and Good Relations Considerations
4.1	There are unlikely to be any Equality and Good Relations issues attached to this report, although the International Relations Framework is currently undergoing equality screening.

5	Recommendations
5.1	It is recommended that Members: <ul style="list-style-type: none"> – Note the content of the report

	<ul style="list-style-type: none">- Note the proposed action plan for 2014/15- Note that consideration is being given to offer honorariums to EU Unit staff to deliver an increased programme of activity with regards to international relations
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6	Decision Tracking
Regular update reports will be brought to the Development Committee by the Director of Development.	
Reporting Officer: John McGrillen	

7	Appendices
Appendix 1 – International Relations Framework	

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International Relations Update – Appendix 1

General: Development of the Framework and relationships

- Held stakeholder workshop with Lord Mayor
- Carried out stakeholder analysis
- Produced two International Belfast newsletters
- Joined NI Connections Diaspora and participated in NYC launch of the network
- Produced a shared International calendar with stakeholders
- Connection made to promote Belfast through HMS Duncan
- Developed Belfast civic welcome programme format including a generic New Belfast video and city presentation
- Commissioning a Belfast International Marketing Strategy and brand refreshment

China

- Facilitated and supported Chinese New Year 2013 including
 - Lantern display at City Hall
 - Economic Conference
 - Fashion Show
 - Chinese Cultural Day at Ulster Hall
- Produced China briefing
- Held 2 stakeholder workshops and now facilitating collaboration on education and tourism themes
- Reviewed Sister City relationship with Hefei
- Hosted Jilin students with Lord Mayor
- Attended the annual Hefei Sister Cities Conference in November 2013
- Signed a Cooperation agreement with Mayor of Shenyang
- Hosting a Hefei inward business, civic and arts mission from 13-15 January 2014

India

- Secured and hosted Global India Business Meeting
- Developed GIBM programme and secured 300 delegates, 20 investment leads and 50 local companies connected to Indian opportunities
- Delivered 40 plus India in Belfast Week events
- Delivered GIBM and India Week communications plan
- Undertook study visit to India
- Produced India country briefing
- Held 2 India stakeholder workshops
- Hosted Mumbai VIP on renewable energies
- Undertaking review of planned stakeholder India activity for 2014

USA

- Undertook mission to Nashville, South by South West and Austin
- Reviewed Friends of Belfast network
- Produced country briefing
- Undertook November 2013 mission to Washington, New York, New Brunswick and Toronto
- Undertook high tech October 2013 trade mission to California with 20 Belfast companies
- Consulted with stakeholders
- Hosted Nashville delegation during Belfast Music Week

Europe

- Ongoing lobby to maximise EU funds for Belfast 2014-2020
- Leading on NI European Regional Forum in Europe

- Secured £375,000 from OFMDFM to support the Forum and members via a 2 year capacity building fund
- Re-established cooperation links with Dublin, Liverpool, Glasgow and Edinburgh
- Held stakeholder workshop on future Interreg V programme
- Undertook Bilbao tourism mission in November 2013



Report to:	Development Committee
Subject:	Economic Impact Study Update
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3463

1	Relevant Background Information
1.1	As Members will be aware, within the Investment Programme, Belfast City Council has committed to maximising the impact of procurement spend and supporting local procurement with the aim of increasing local spend by 10% to 60% by 2015.
1.2	Members will be also aware that, at the 20 November 2012 meeting of the Development Committee, approval was given to deliver a programme of activities aimed at increasing the value of local spend and supporting local businesses to improve their opportunities of winning public sector contracts – including contracts from Belfast City Council.
1.3	This multi-layered programme of activity focused upon a number of key areas including; information and capacity building, maximising and measuring the impact of Council's procurement spend and improving access to Council opportunities for small companies.
1.4	As part of the work under "measuring and maximising the impact of the Council's procurement spend", an economic impact study of the Council's expenditure has recently been undertaken.

2	Key Issues
2.1	In July 2013, the Centre for Local Economic Strategies (CLES) was commissioned, following a competitive procurement process, to undertake a study on the economic impact of the Council's 2012/13 expenditure and to identify means through which the Council could further maximise the economic, social and environmental benefit derived from its spending.

2.2	<p>The first stage of this study analysed employee, supplier and grant expenditure and also incorporated a survey amongst each of these groups to understand how they further impacted the local economy through their spending decisions. Through this research a baseline has been created identifying where the Council's spend is going and how this expenditure is being spent within the existing and new Belfast City Council boundaries, Belfast Metropolitan area and regional economy.</p>
2.3	<p>Key findings from this research have identified that, for every £1 of Council expenditure;</p> <ul style="list-style-type: none"> - 76 pence is spent or re-spent in the Belfast economy - 80 pence is spent or re-spent in the post LGR boundary - £1.02 is spent or re-spent in the Greater Belfast Area - £1.35 is spent or re-spent in the regional economy.
2.4	<p>This means that, for example, for every £1 of the Council's expenditure budget, 76 pence of that pound is spent or re-spent in the Belfast City Council area. This figure compares favourably when compared to other localities, for example in Swindon the multiplier figure was 64 pence for every £1.</p>
2.5	<p>These findings have been calculated using an economic multiplier model, which measures how money flows into the economy through the Council's suppliers and employees, who in turn may spend a portion of that money locally as well. This effectively multiplies the value of the money to the local economy because it is spent multiple times locally rather than being lost to another region where it is much less likely to be re-distributed to local businesses.</p>
2.6	<p>The final stage of this study involved a review of the Council's existing procurement practices. The study recognised the positive work already being undertaken by Council to align procurement and economic priorities, disaggregate contracts; standardise tender documentation and business development activities targeting Belfast based small businesses to increase their ability to respond to procurement opportunities.</p>
2.7	<p>Whilst this study supports the continuation of these activities, additional areas of development have been recommended by CLES as a means of enhancing the Council's efforts to increase local spend and maximise economic impact. The full list of recommendations has been included in the report's executive summary which is attached as Appendix 1 for Members' consideration. Some of the key themes emerging from this study include:</p>
2.8	<p><u>Strategic Direction of the procurement approach</u></p> <ul style="list-style-type: none"> - This focuses on embedding local economic priorities within the council's draft Procurement Strategy to highlight the strategic importance of improving local spend and economic impact. In practice, this means that the council should be explicit and clear about its ambitions to increase the value of local spend and should also communicate these priorities internally amongst purchasing officers and externally through local business networks and suppliers.
2.9	<p><u>Community & Voluntary Sector Engagement</u></p> <ul style="list-style-type: none"> - The study has highlighted an opportunity to investigate innovative approaches to engaging third sector organisations in the design of local services and developing their ability to respond to upcoming opportunities.

2.10	<p><u>Targeted business development support</u></p> <ul style="list-style-type: none"> - The study identifies the potential of delivering of targeted capacity building amongst key sectors or in defined areas in advance of specific tender opportunities arising. Practically this could involved identifying sectors where spend on local suppliers is currently identified as being proportionately low, but there is a local supply base that could supply these goods/services. Potential also exists to target businesses located in areas of deprivation to encourage them to engage in the public sector supply chain, including Council, by developing their capacity to respond to procurement opportunities.
2.11	<p><u>Supplier engagement</u></p> <ul style="list-style-type: none"> - Findings suggest that the economic impact could be improved by engaging with suppliers post the award of contract to communicate council priorities and encourage suppliers to support priority activities, for example through their employment and supply chain activities, on a voluntary basis.
2.12	<p>Recommendations from the Economic Impact Study will be used to inform ongoing work to encourage local businesses to engage with the public sector procurement process. This will include the series of monthly procurement workshops currently being delivered which focus upon educating local businesses on the Council's procurement process and on forming consortia for tendering purposes. In addition the study findings will also inform the promotion for the recently launched wave of the Smarter Procurement Programme which supports Belfast based small businesses with limited experience of public sector tendering. This initiative has supported over forty businesses to date, with a further 70 expected to participate by June 2015. Typical areas of support provided through this programme include supporting businesses to identify sales opportunities in the public sector, engage with buyers and developing bids for live tender opportunities.</p>
2.13	<p>To facilitate the future measurement of the Council's economic impact, a toolkit has also been developed through this study. This will enable officers to continue calculating the economic impact against the geographies earlier identified for the current and future financial years, in order to ensure that the activities being undertaken are making an impact.</p>

3.	Resource implications
3.1	Officers from the Economic Development Unit and Corporate Procurement Service will be required to recalculate the economic impact for future financial years.

4	Equality and Good Relations Considerations
4.1	There are no specific equality or good relations considerations attached to this report.

5	Recommendations
5.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Note the key findings of the economic impact study - Note the recommendations identified in Appendix 1.

6	Decision Tracking
Regular reports on the impact of the support activities will be brought to future meetings of the Development Committee.	

7	Documents Attached
Appendix 1 – Executive Summary	

ECONOMIC IMPACT STUDY
Final report prepared by
Centre for Local Economic Strategies
Presented to
Belfast City Council

November 2013



EXECUTIVE SUMMARY

Introduction

This report presents the findings of research undertaken by the Centre for Local Economic Strategies (CLES) between August and November 2013. The research has sought to understand the economic impact of Belfast City Council's (BCC's) spend and identify means through which the Council can further maximise the economic, social and environmental benefit derived from its spending processes, practices, and choices.

The report looks in particular at the findings of a Local Multiplier 3 (LM3) analysis of BCC's revenue, capital and grant spending. Analysis of local economic impact has been undertaken at four geographical levels of Belfast, Post Reform Belfast, Greater Belfast and Northern Ireland. It additionally applies CLES' existing framework for maximising benefit from procurement to Belfast City Council's processes and practices as a means of identifying gaps; and alongside the LM3 work proffers recommendation for change and improvement.

The executive summary broadly follows the structure of the report with the first section detailing the findings of the LM3 study; the second the analysis of BCC's processes; and the third the core recommendations.

Economic impact of Belfast City Council spend

The analysis of the economic impact of BCC's spend is explored at four geographic levels: Belfast boundary; Post Reform Belfast; Greater Belfast; and Northern Ireland. Using the Local Multiplier 3 methodology, the impact of BCC's spend on the local economy is assessed over three rounds of spending:

- the first round is BCC's total spend;
- the second round is BCC's spend on suppliers, grant recipients and employees;
- the third round is the money spent by the suppliers, grant recipients and employees themselves.

In each round, the proportion of money spent in the relevant local economy is calculated in order to assess the overall impact of BCC's spend on the local economy.

Round one: Total spend

The total spend by BCC for the financial year 2012/2013:

- spend on suppliers, grant recipients and employees (gross) = £140,646,465.64.

Round two: Spend on suppliers, contractors and employees

- BCC spent a total of £50,008,531.40 with revenue suppliers. Of this:
 - £26,357,934.89 (53%) was among suppliers based in Belfast;
 - £27,188,929.90 (54%) was among suppliers based in the Post Reform Belfast boundary;
 - £30,653,687.07 (61%) was among suppliers based in Greater Belfast;
 - £40,073,573.68 (80%) was among suppliers based in Northern Ireland.
- BCC spent a total of £15,173,383.01 with capital suppliers. Of this:
 - £3,788,389.00 (25%) was among suppliers based in Belfast;
 - £3,794,864.67 (25%) was among suppliers based in the Post Reform Belfast boundary;
 - £8,643,757.84 (57%) was among suppliers based in Greater Belfast;
 - £13,680,903.18 (90%) was among suppliers based in Northern Ireland;
- BCC spent a total of £12,336,966.80 with grant recipients. Of this, £12,038,203.76 (98%) was spent with Belfast based organisations.

- BCC spent a total (gross) of £63,127,614.43 (£46,411,308.22 net) upon 3,307 different employees. Of this net figure:

- £22,660,867.23 (49%) was on employees resident in Belfast;
- £25,957,066.84 (56%) was on employees resident in the Post Reform Belfast boundary;
- £35,419,988.21 (76%) was on employees resident in Greater Belfast;
- £46,345,900.75 (99.9%) was on employees resident in Northern Ireland.

Recommendation 2 – develop a 'find it in Belfast/NI' platform
 CLES recommends that Belfast City Council works with sourcing NI to develop a more mature 'find it in Belfast/NI' platform. The platform would serve the purpose of:

Recommendation 1 – promote the principles of the procurement strategy widely
 CLES recommends that Belfast City Council promotes the three core principles of the Procurement Strategy at Belfast City Council with devolved responsibility for purchasing; other anchor institutions in the City; business and voluntary and community sector networks; and small businesses based within the locality.

The economic impact study concludes with a series of recommendations as to how Belfast City Council can maximise the impact of their spend. The recommendations relate to each of the gaps identified above and are as follows:

Recommendations

- Gap 1 – a lack of commissioner to procurer relationship;
- Gap 2 – promotion of the Procurement Strategy externally;
- Gap 3 – promotion of sub-contracting opportunities;
- Gap 4 – training on sustainable procurement principles;
- Gap 5 – using targeted business intelligence;
- Gap 6 – promotion of opportunities through business networks;
- Gap 7 – addressing the changing nature of community organisations;
- Gap 8 – a systematic approach and evidence of clauses in action;
- Gap 9 – continuous influencing of behaviour of supply chain;
- Gap 10 – influencing the behaviour of suppliers based in areas of deprivation;
- Gap 11 – continuous monitoring of supplier contribution to wider outcomes.

The framework also identified a number of key gaps in which Belfast City Council could make improvements in terms of their processes to maximise impacts. The gaps were as follows:

- The relationship between procurement and economic development priorities;
- Disaggregating and packaging contracts;
- Seeking quotations from businesses which have not previously undertaken activity with the Council and from local business;
- Standardising tender documentation; and
- Pre-procurement potential supplier engagement and capacity building activities;

The CLES framework for progressive procurement can be utilised to assess the procurement processes and practices of local authorities and to identify how they can enable economic, social and environmental benefit. The framework has been designed by CLES, and was utilised to assess the current practice of Belfast City Council and identify key gaps. The analysis found that Belfast City Council is undertaking positive work in terms of:

Maximising the impact of Belfast City Council spend

- For every £1 spent by BCC 76pence is spent or re-spent in the Belfast economy.
- For every £1 spent by BCC 80pence is spent or re-spent in the Belfast economy (post reform of local government).
- For every £1 spent by BCC 102pence is spent or re-spent in the Greater Belfast economy.
- For every £1 spent by BCC 135pence is spent or re-spent in the Northern Ireland economy.

Local multiplier 3 analysis

- Suppliers re-spend £27,975,181.96 back in the Belfast economy (or 36p in every £1) and £34,870,554.43 in the Greater Belfast economy (or 45p in every £1).
- Employees re-spend £14,546,429.80 back in the Belfast boundary, which is equivalent to 29p in every £1 spent. Employees re-spend £20,863,866.72 back in Greater Belfast or 42p in every £1 spent.

Round three: re-spend of suppliers and employees

Recommendation 9 – engage the voluntary and community sector in service design

CLES recommends that Belfast City Council selects suitable service opportunities on the revenue side where there is scope to pilot a co-produced approach. This would be beneficial in that it would support voluntary and community sector organisations to develop their capacity and potentially bid for opportunities once they reached the procurement stage and it would ensure that service delivery met service demand thus enabling efficiencies.

Recommendation 8 – develop a suppliers network

CLES recommends that Belfast City Council sets up revenue and capital side supplier networks. The purpose of the networks would be two-fold. First, they would provide suppliers with the opportunity to detail barriers they face in the procurement process. Second, they would enable Belfast City Council to detail their wider priorities to suppliers with a view to them changing behaviour and deriving further benefit through service delivery and the provision of goods.

- As a contract performance condition;
- As a core requirement;
- As a post-award voluntary agreement.

Recommendation 7 – develop a systematic approach to social clauses

CLES therefore recommends that Belfast City Council continues to screen tenders for social clause inclusion, but implements different types of requirement based upon the contract or service activity. There are three ways in which Belfast City Council could implement social clauses:

Recommendation 6 – widen scope of Smarter Procurement Programme and training

CLES recommends that the scope of the Smarter Procurement and Procurement Training is widened out to the voluntary and community sector. This would develop the capacity of the sector to bid for opportunities and develop skills that move beyond being a passive recipient of grant. This will be particularly important for Belfast based voluntary and community sector organisations which are in receipt of grant from central government departments in Northern Ireland.

Recommendation 5 – utilise business networks to promote opportunities

CLES recommends that the procurement and economic development teams at Belfast City Council work more closely with business networks such as the Northern Ireland Chamber of Commerce and Federation of Small Businesses. This can come through asking business networks to advertise opportunities and through business networks providing the required intelligence for suitable businesses for targeting in relation to recommendation 5. CLES also recommends that departments work with the central procurement team and the economic development unit to list upcoming quotations in advance of formal release of the opportunity. Economic development can then work with business networks to identify suitable local small businesses to target for quoting.

Recommendation 4 – target sectors for improved local spend

CLES recommends that Belfast City Council when looking to re-let contracts in particular sectors explores the potential of Belfast based business to engage in the tendering process. The sectors of focus are those where there is slippage of spend out of Northern Ireland and include: ICT; security equipment and services; professional services; business support services; and facilities management. Further analysis of the existing Belfast business base has identified a propensity of businesses based in Belfast which deliver arts, sport and leisure activities; ICT; professional services; and food, beverages and catering in particular which could be targeted. However, it should be remembered that certain specialist services may not be available in the local economy.

Recommendation 3 – develop progressive procurement training programme

CLES therefore recommends that Belfast City Council, again using the Procurement Strategy and its principles as a basis, develops a training programme for officers with devolved responsibility for procurement. The training would focus upon compliance and efficiency, but also upon how local economic benefit can be maximised and how the other recommendations detailed in this report can be realised.

- Enabling procurers to advertise opportunities;
- Enabling contractors to promote sub-contracting opportunities to local small businesses and the voluntary and community sector;
- Enabling local businesses to provide information about themselves, including the sector they operate in and the types of goods and services they could potentially provide;
- Arranging 'meet the buyer' and other network events.

Recommendation 11 – monitor economic, social and environmental outcomes

CLES recommends that Belfast City Council develops a suite of outcome indicators which form part of the contract management process. Suppliers would be expected to provide data around indicators such as number of apprenticeships created in order to demonstrate their wider impact. The indicators should be developed collaboratively across departments within Belfast City Council, but implemented by the procurement team through category and contract management.

Recommendation 10 – work with suppliers based in areas of deprivation

CLES recommends that there is also a target detailed in the Procurement Strategy 2013 to 2016 that seeks to increase levels of re-spend by suppliers back in the Belfast economy. Belfast City Council should look to achieve this target by engaging with and cajoling existing suppliers based in areas of deprivation to achieve wider benefits beyond the delivery of services. This could include: considering the local population and the long term employed when looking to recruit; and engaging more effectively with local businesses as sub-contractors. Belfast City Council should also seek to influence the behaviour of Belfast and Greater Belfast based suppliers with spend of over £100,000; so that they derive wider economic benefits through their service delivery activities.

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Report to:	Development Committee
Subject:	Renewing the Routes Programme Update
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Keith Sutherland, Urban Development Manager, ext 3578

1	Relevant Background Information
1.1	The ongoing Renewing the Routes Programme has delivered local regeneration projects at targeted locations across the arterial routes of Belfast since 2004. The Programme has facilitated the investment of approximately £6.5 million across these key routes and neighbourhoods.
1.2	The Committee agreed a four year rolling programme for the continuation of local regeneration across the target areas of the city in February 2012 (Appendix 1).
1.3	The purpose of this report is to provide updates in respect of: <ul style="list-style-type: none"> - Progress of works under our current agreed programme in Ormeau and Newtownards Roads - Progress on the development of the Department of Social Development (DSD) funded local regeneration programme on Newtownards Road and on Lower Ormeau incorporating Cormac Street - Update on 2013/2014 programme on Oldpark Road and Andersonstown Road - Update on additional working using underspend monies to maximise Council's investment in Sandy Row, Castlereagh Street, Antrim Road and Grosvenor Road

2	Key Issues
2.1	<u>Newtownards Road Update</u> The commercial improvement programme is the main emphasis of work on the Newtownards Road (from Bridge End to Witham Street). The Newtownards Road scheme is being delivered in two phases, the Council funded programme (£150,000) is now complete with around 37 units receiving cosmetic improvement; and the DSD funded programme (£155,000) which will target around 35 further businesses by March 2014.
2.2	<u>Renewing the Routes Ormeau Road Update</u> Work is now complete on Ormeau Road (from Ormeau Embankment to Ravenhill)

	<p>Road Roundabout). Cosmetic upgrades to 31 commercial properties are now complete. The work to the commercial properties was supplemented by the completion of environmental improvement schemes on some of the road's prominent buildings including Ballynafeigh Orange Hall and Ballynafeigh Community Development Association.</p>
2.3	<p><u>Ongoing collaboration with DSD: Update on Cromac Street/Lower Ormeau Road and Newtownards Road</u> In May 2013, Committee supported a joint programme of regeneration activity in partnership with DSD's Belfast Regeneration Office (BRO), on the basis of a funding offer, to extend our current work by implementing a commercial improvement scheme from Cromac Street to Stranmillis Embankment incorporating Lower Ormeau and add value to our current work on the Newtownards Road from Bridge End to the junction at Albertbridge Road with the support for £310,000.</p>
2.4	<p>The DSD funded programme on the Newtownards Road (£155,000) is targeting approximately 35 businesses who are currently signing up to the programme. On site work is currently underway on a number of units and it is anticipated works will be completed by March 2014. As part of the wider local regeneration activity on the road, a number of vacant sites have been identified and council is working with local stakeholders and statutory partners in developing projects to address the issues presented by the underutilised areas.</p>
2.5	<p>Similarly on Cromac Street/Lower Ormeau Road programme (from Cromac Street to Stranmillis Embankment), approximately 27 businesses are targeted as part of the commercial improvement programme. Negotiations with shop owners are currently underway with traders responding positively to the proposed commercial improvement programme. Works are due to commence early January with an anticipated completion date of March 2014. A number of small scale environmental improvement projects are being scoped to complement the proposed works to the shops.</p>
2.6	<p><u>2014/15 RTR Programme Andersonstown and Oldpark Roads</u> Since approval in August 2013, the team have continued to develop projects agreed in the Regeneration Action Plans for Andersonstown (Stewartstown Road) from Hillhead Crescent to Suffolk Road and on Oldpark Road from Oldpark Ave to Cliftondene Crescent.</p>
2.7	<p>Design schemes for the commercial improvement programmes on both roads are in an advanced stage and it is anticipated contact will be made with owners and tenants in January 2014.</p>
2.8	<p>Environmental improvements to vacant sites are the main emphasis of work on Stewartstown Road. Discussions to identify opportunities for joined working are ongoing with Department of Regional Development's (DRD) appointed consultants (Amey) on the implications of the enabling measures to facilitate the introduction of Belfast Rapid Transit (BRT) on these sites.</p>
2.9	<p><u>2011/12 Programme Underspend</u> Integrated Regeneration Plans for Sandy Row, Castlereagh Street, Antrim Road and Grosvenor Road were approved by Committee in August 2011. The completion of these initiatives in the agreed Regeneration Plans was achieved within the agreed allocations with an underspend identified to allow further consideration of additional projects across all four areas which was agreed by</p>

	Committee in May 2013. Work on the commercial improvement programme is currently underway on Antrim Road. Design schemes are at the final stages on Castlereagh Street, Sandy Row and Grosvenor Road with work proposed to commence in January 2014.
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3	Resource Implications
3.1	There are no additional resource implications.

4	Equality and Good Relations Considerations
4.1	There are no relevant equality and good relations implications attached to this report.

5	Recommendations
5.1	<p>Committee are requested to:</p> <ul style="list-style-type: none"> - To note the work in relation to the current programme on Ormeau Road (Ormeau Embankment to Ravenhill Road roundabout) and Newtownards road (Bridge End to Witham Street); - To note the progress with the DSD funded local regeneration programme on Lower Ormeau Road incorporating Cromac Street and on Newtownards Road - To note the progress on the 2013/2014 Renewing the Routes programme, Andersonstown Road (Hillhead Crescent to Suffolk Road) and Oldpark Road (from Oldpark Ave to Cliftondene Crescent) - To note the progress on the 2011/12 underspend projects for Sandy Row, Castlereagh Street, Antrim Road and Grosvenor Road

6	Decision Tracking
	There is no decision tracking attached to this report.

7	Key to Abbreviations
	<p>BRO – Belfast Regeneration Office BRT – Belfast Rapid Transit DRD – Department of Regional Development DSD – Department for Social Development</p>

8	Documents Attached
	Appendix 1 – Renewing the Routes Programme Programme Areas 2012-2016

Appendix 1: Approved Renewing the Routes Programme Areas 2012-2016

Year	Area	Road	Location
2012/13	South	Ormeau Rd £150,000	Ormeau Embankment to roundabout at Ravenhill Rd Bridge End to Witham Street
	East	Newtownards Rd £150,000	
2013/14	North	Oldpark Rd £150,000	Oldpark Ave to Cliftondene Crescent Hillhead Crescent to Suffolk Rd
	West	Andersonstown Rd £150,000	
2014/15	South	Lisburn Rd £150,000	Bradbury Place to Tates Avenue
	East	Castlereagh Rd £150,000	Beersbridge Rd to Grand Parade
2015/16	North	York Rd £150,000	Fife Street to York Street
	West	Shankill Rd £150,000	Peters Hill to Agnes Street



Report to:	Development Committee
Subject:	Creative Industries Update
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Members will be aware that Belfast City Council has been playing a key role in supporting the development of the Creative, Digital and Technology sectors in Belfast, since 2004, through the work of the Economic Development Unit including the Council's Super Connected Cities project and Belfast Tech - the first Council led trade mission to the west coast of America.
1.2	To continue to support this high growth sector and build on the momentum created through the Belfast Tech Mission, we are now in the process of developing a series of new initiatives for 2014.
1.3	The recent Belfast Tech mission saw over 50 SMEs apply for 20 places to participate and resulted in new sales, clients and partnerships secured among local companies and venture capital organisations and businesses in San Francisco and Silicon Valley. Following the success of this mission, discussions have taken place with the participating companies, the University of Ulster, Department of Enterprise, Trade and Investment, Invest Northern Ireland and the Department of Culture, Arts and Leisure in relation to opportunities for further development and support.

2	Key Issues
2.1	It is now recommended to Members that Belfast City Council take the lead in scoping out and implementing a number of projects which are outlined as below.
2.2	<u>Health Hack 2014</u> Health Hack NI is a Weekend event that brings together clinicians, developers, designers, business people and other interested parties to work on problems or ideas that improve health. The 2014 event is due to take place on the 22 and 23 February at the Northern Ireland Science Park and will engage with clinicians (including consultants, GPs, Nursing Staff and NHS managers), technologists and entrepreneurs to produce high quality software that improves health. Clinicians will be encouraged to bring problems and ideas and technologists, their skills. In advance of the weekend, these ideas and problems will be

	<p>captured, discussed and prioritised using online collaborative tools (e.g., a Wiki). Developers may form teams in advance to address a selected problem or they may be matched with an appropriate clinician on the day. All software will be produced using freely available technologies and will be released to the clinical community on a flexible Open Source license.</p>
2.3	<p>The project will support 20 local SMEs from the developer community and will help increase engagement between NHS, industry and universities; expose the NHS to applications of modern and emerging technologies and expose industry/students to the real challenges of the NHS. It will also provide good PR for the Council and the Super-connected Belfast project; create reusable technology components for Healthcare and provide opportunities for local SMEs to access new funding through the Small Business Research Initiative with a focus on Health and well being. The total cost of the project is £6050 and is being delivered in partnership with Queen's University and Kainos Software. The finance requested from Council is £4450.</p>
2.4	<p><u>Belfast Technology Conference 2014</u> The inaugural Belfast Technology Conference event is due to take place on the 2–4 April 2014 at the Europa Hotel/NYSE Offices and aims to be the premier high tech event of 2014. The event is being organised by Aisling Events Ltd.</p>
2.5	<p>The aim of the conference is to inform technology professionals and businesses of the emerging technologies and approaches that will allow them to innovate and compete effectively at a global level. It will also educate and inspire kids/parents/teachers about the potential of a career in Technology, thereby building the NI digital skill base and reinforcing Belfast's global lead in this area.</p>
2.6	<p>Overall, it will showcase the best NI talent and achievements and will illustrate how Belfast is the perfect location to create and grow digital businesses. The conference will bring together tech and business leaders as well as politicians from Belfast, USA and Europe including Julie Hanna, IdeaLab/Socialtext, San Francisco; Mike Bracken, Executive Director of Digital, UK Government, and Sheree Atcheson, Founder Women Who Code, Belfast.</p>
2.7	<p>"BelTech 2014" will run over 3 days in key Belfast locations and will feature a series of half day Masterclasses and conference keynotes and panels for local tech/digital businesses covering topics such as Big Data and Analytics, Agile Project Delivery, Emerging Technologies and Starting a Tech Business.</p>
2.8	<p>Outside of the core conference, an exhibition will be held on days 2 and 3 allowing attendees to get a more detailed understanding of the people, products and innovations covered in the conference and a chance for Belfast based tech entrepreneurs to showcase their products and services. BelTech will also provide an opportunity for secondary school children, their parents and teachers to participate in a mix of engaging technology demos and conversational sessions as above.</p>
2.9	<p>The aims of the conference for local SMEs and for Belfast City Council are as follows:</p> <ul style="list-style-type: none"> - Gain an awareness of emerging technologies and practices that will improve their effectiveness and career development. - Interact with highly successful tech/business leaders and role models - Build their personal network and enhance career prospects - Contribute to building a vibrant Technology community and culture in Belfast and NI.

	<ul style="list-style-type: none"> - Building on success of Belfast Goes to Silicon Valley in Oct 2013 - Enhanced profile for Council as a supporter of Digital skills and opportunities - Contribute to building a vibrant Tech culture in Belfast - Contribute to the delivery of the NI Innovation Strategy - Exemplar event that can be referenced during FDI investment discussions
2.10	The total cost of the project is £66,000 and other project partners include Invest Northern Ireland, Department of Enterprise, Trade and Investment, University of Ulster and private sector companies. The finance requested from Council is sponsorship of £15,000 towards the cost of the event.
2.11	<u>South by Southwest (SXSW) 2014</u> For the past four years, the Council has been part of a delegation that has attended South by Southwest in Austin, Texas with a specific focus on promoting the City's music industry and promoting Belfast as a key investment location.
2.12	SXSW has seen a significant growth in the digital/tech and film elements of the conference and as such is now seen as key business development initiative for companies in the priority sectors of Film, Television, Digital Media, Music and Design. It involves a conference and exhibition as well as a series of pre-arranged meetings, seminars, networking events and creative showcases. The 2014 event will be held from 7-16 March.
2.13	South by Southwest (SXSW) is the premier global event focusing on the creative industries through conference keynotes, City/Regional networking events and conference and exhibition. By day, the 10,000+ conference registrants do business in the SXSW Trade Show in the Austin Convention Centre and partake of a full agenda of informative, provocative panel discussions featuring hundreds of speakers of international stature. SXSW remains the key US showcasing, deal striking, networking and media forum for the international media industry and attendance at the event remains a key priority for all of those interested in the business of media and creativity.
2.14	For the 2014 event, Invest Northern Ireland have agreed to support 50% of the costs for local businesses to attend with 20 of these predicted to be from Belfast. In addition, through the new music support programme run by Generator NI, 4 bands/artists will be supported to participate. To build on the success of the Belfast Tech Mission and Belfast Music Week, it is recommended that Belfast City Council support a networking/demo showcase event and contribution to the exhibition in partnership with UK Trade and Investment.
2.15	The networking event will take place in Latitude 30, the UK Trade and Investment official venue for the duration of SXSW. The 'Creative Belfast' event will provide the opportunity for participants to showcase their digital content, film and music products to an invited audience of international businesses and provide a 'City' specific platform to showcase selected artists performing at the event.
2.16	The 'Creative Belfast' event will be the main showcase and networking event for the delegation as part of the conference and local businesses will use the venue and the event as their main meeting and showcase space. The event will also be used as an opportunity to promote Belfast as a whole, specifically under the themes of tourism, creative industries and foreign direct investment, with additional support from Tourism Ireland.

	<p>The event will target key individuals who can help support the growth of participating businesses by developing new partnerships, providing access to capital or creating new networks and distribution channels.</p> <p>It is proposed that that Chair and Deputy Chair of Committee (or nominees) along with two officers attend the SXSW event and conference. The total cost per delegate for travel, accommodation and conference registration is up to a maximum of £2000. The total amount of finance requested from Council is £20,000, with £3k secured from Tourism Ireland.</p>
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3	Resource Implications
3.1	<p><u>Financial</u></p> <p>Members are asked to approve up to £39,450 towards a number of key support initiatives for the creative industries in the coming year, namely Health Hack 2014, Belfast Technology Conference 2014 and SXSW 2014.</p>

4	Equality and Good Relations Considerations
4.1	There are no specific equality and good relations implications attached to this report.

5	Recommendations
5.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Approve the proposed activities and associated budgets - Approve the attendance of Chair and Deputy Chair of Committee (or nominees) along with two officers

6	Decision Tracking
There is no decision tracking attached to this report.	

7	Key to Abbreviations
<p>SXSW – South by Southwest NHS – National Health Service NYSE – New York Stock Exchange</p>	



Report to:	Development Committee
Subject:	World Trade Centre licence update
Date:	14 January 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	Members will be aware that Belfast City Council acquired the licence for World Trade Centre Belfast (WTCB) in 2003 in partnership with property development company AM Development (since then re-named Multi Development).
1.2	At that stage, Multi Development had expressed an interest in acquiring the land at Musgrave Street Police Station and developing a World Trade Centre (WTC) on that site. When it became apparent that the land was not going to be made available, the development company agreed to allow Belfast City Council to purchase their 50% of the licence. Since 2008, the council has been the 100% licence holder.
1.3	There are approximately 300 WTCs across all continents. Around 200 of these operate virtually i.e. do not have a physical presence. For those that do operate from a building, this can take many forms, including office space, hotels and conference centres. WTCs are operated by both private and public operators.
1.4	Four cities in the UK have licences for WTCs, namely Belfast, Milton Keynes, Hull and Edinburgh. Of these, only Hull operates from a branded World Trade Centre (WTC Hull and Humber). An operator has acquired a licence for a WTC in Dublin and is currently using the branding to provide a range of export support services for local companies on a paid-for basis.
1.5	Only one licence is granted per economic region and Belfast City Council holds the licence for Northern Ireland. There is an annual fee for holding the licence and this is currently set at \$10,000.

2	Key Issues
2.1	<p>As the licence holder, the Council developed a delivered a series of pilot activities under the banner of WTC in previous years. These have included:</p> <ul style="list-style-type: none"> - Global Business Skills workshops - Business Development Programmes - Channel Development Clinics - Trade Mission to Doha, Qatar– a trade mission to Futurallia in Doha, Qatar, was organised in conjunction with Invest NI. <p>Consideration was also given to a membership structure for the private sector but the administration involved in this made it prohibitive, given the available resources within council at the time.</p>
2.2	<p>These programmes were match funded by DETI, using EU funds. However given changes in the business support environment, a review of the services at that time indicated that there would be merit in “packaging” these services as part of the wider EDU offering, linking into other export support services e.g. from Northern Ireland Chamber and Invest NI. For example, members will be aware that the council has just completed a successful “Belfast Tech” Mission and this was branded under the Council’s wider Economic Development programme of activities and was carried out in conjunction with other business support partners, including Invest NI and the NI Chamber of Commerce.</p>
2.3	<p>With regard to the property options associated with the membership, there were a number of discussions with potential developers to assess potential interest in developing a World Trade Centre in the city since acquiring the licence outright. However since the downturn, there not been any significant follow-up on this activity from the private sector. While individuals did express some interest at that time, it may be possible to refresh this process, given that recent economic projections are more positive than they have been over the last few years.</p>
2.4	<p>There is also the potential to explore options for deploying the branding on some of the council’s assets. Members will be aware that there has been significant progress in accessing external funding for the extension of the Waterfront Hall to incorporate a new conference and exhibition centre. Other cities e.g. Boston have branded their conference facilities as “World Trade Centre” and have brought together a range of related facilities and services under this umbrella. The opportunity exists to explore a similar model for the Waterfront facility and this is currently being considered as part of the business plan for the new development.</p>

3	Resource Implications
3.1	<p><u>Financial</u></p> <p>In order to maintain the licence and ensure that we have access to the branding, resources and facilities, an annual fee of \$10,000 will be payable to the World Trade Centers’ Association. The amount has been set aside within the EDU financial provisions for the current financial year.</p>

4	Equality and Good Relations Considerations
4.1	There are no specific equality and good relations considerations attached to this report.

5	Recommendations
	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Note the update on the WTC licence - Agree the payment of the annual membership fee of \$10,000 subject to ongoing exploration of the potential for usage of the branding as part of a physical development in the city.

6	Decision Tracking
Progress report on outcomes to be presented to Committee by June 2014.	
Timeframe: June 2014 Reporting Officer: Shirley McCay	

7	Key to Abbreviations
WTC – World Trade Centre.	

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Report to:	Development Committee
Subject:	Community Festivals Fund
Date:	14 January 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives and International Development, ext 3459

1	Relevant Background Information
1.1	Belfast City Council accepted the commission from the Department of Culture, Arts and Leisure (DCAL) to administer the Community Festivals Fund in the Belfast area. The fund is 50 per cent funded through DCAL and 50 per cent through Council revenue. At the Development Committee in August 2008, Members agreed to delegate the authority to award grants under this fund to the Director of Development.
1.2	The Community Festivals Fund invites applications from arts, heritage and community organisations that are planning a community festival in Belfast. The primary aim of the fund is to increase the capacity of festival providers, and it also supports the cost of festival programming. The maximum grant available for each festival is £10,000.
1.3	DCAL offered BCC match funding of £75,300 for the Community Festivals Fund in 2013/14. This has supported 33 local festivals taking place across the city. It is projected that these festivals will engage up to 12,000 participants and reach an audience of approximately 500,000. There is no money left in the Community Festivals Fund budget for 2013/14.

2	Key Issues
2.1	DCAL's contribution to the Community Festivals Fund 2014/15 is subject to the outcome of the central government budget consultation. They have indicated that they will offer us match funding in the region of £72,000 for 2014/15. This allocation is worked out in context of population size and areas of deprivation. Confirmation of their subvention is expected by March 2013.

2.2	Applications to Community Festivals Fund 2014/15 are currently open and the fund will close on 8 January 2014. No funding for festivals in 2014/15 will be approved prior to confirmation of an offer from DCAL and ratification of the 2014/15 budget estimates.
2.3	Match funding of up to £74,500 is included in the BCC Development Department's budget estimates for 2014/15. The Community Festivals Fund will be administered by the Central Grants Unit and the Tourism, Culture and Arts Unit.

3	Resource Implications
3.1	Match funding is included in the Tourism, Culture and Arts Unit's draft budget estimates for 2014/15.
3.2	Human Resources will be covered within the work programmes of the Central Grants Unit and the Tourism, Culture and Arts Unit.

4	Equality and Good Relations Considerations
4.1	There are no Equality and Good Relations Considerations attached to this report.

5	Recommendations
5.1	It is recommended that Members note the contents of this report and agree to accept match funding from DCAL to administer CFF for 2014/15.

6	Decision Tracking
There is no Decision Tracking attached to this report.	

7	Key to Abbreviations
DCAL - Department of Culture Arts and Leisure BCC – Belfast City Council CFF – Community Festivals Fund	