

# Development Committee

Tuesday, 18th February, 2014

## MEETING OF DEVELOPMENT COMMITTEE

Members present: Councillor Hargey (Chairman);  
the Deputy Lord Mayor (Alderman Stalford);  
Aldermen Ekin and Stoker;  
Councillors Austin, Convery, Garrett,  
Keenan, Kelly, Kennedy, Kingston,  
Kyle, Magee, Mac Giolla Mhín, Ó Donnghaile,  
Reynolds, Spence, Webb, Verner and Kennedy.

In attendance: Mr. J. McGrillen, Director of Development;  
Ms. S. McCay, Head of Economic Initiatives  
and International Development;  
Ms. C. Taggart, Community Services Manager; and  
Mr. B. Flynn, Democratic Services Officer.

### **Apology**

An apology was reported from Councillor Beattie.

### **Minutes**

The minutes of the meeting of 14th January were taken as read and signed as correct. It was reported that those minutes had been adopted by the Council at its meeting on 3rd February.

### **Councillor Kennedy**

The Chairman welcomed Councillor Kennedy to his first meeting of the Committee.

### **Ms. Shirley McCay**

The Committee was advised that Ms. Shirley McCay, Head of Economic Initiatives and International Development, would be leaving the Council in March to take up the position of Director of Trade and Investment at the British Embassy in Dublin.

On behalf of the Committee, the Chairman thanked Ms. McCay for her work with the Members during her time with the Council and wished her well in her future position.

### **Declarations of Interest**

No declarations of interest were reported.

**Request to Address the Committee**

The Committee agreed to receive, at its meeting scheduled for 18th March, a presentation from JPR Consulting in respect of proposals which had been formulated to establish an entertainment and gaming centre in the City.

**Belfast Investment Development Agency**

Pursuant to the decision of the Council of 6th January, the Committee considered the undernoted notice of motion which had been proposed by Councillor Attwood and seconded by Councillor McCarthy:

"This Council notes the International Relations Framework which aims to enhance Belfast internationally for trade, investment and study. The Council notes that, in 2008, the Organisation for Economic Co-operation and Development undertook an economic review of Belfast which recommended that, post the Review of Public Administration, if Belfast was to realise its true economic potential, there was an urgent need to establish a new delivery vehicle, known as the Belfast Investment Development Agency, which would focus on securing strategic investment, attracting inward investment and investment in the built environment and communication infrastructure. The Council agrees to pro-actively consider the establishment of an economic delivery vehicle similar to the Belfast Investment Development Agency."

The Director reminded the Committee that the Council had, in 2013, commissioned a study entitled 'Barriers to Investment'. That study, which had been undertaken by Smith and Rooney Associates, had sought to identify factors which had hindered investment in the City. He added that, at the Council's 'Future Cities' seminar, which had taken place in May, 2013, the initial findings of the report had been presented. One of the key suggestions which had arisen was that Belfast should establish a single point of contact for investors and, as such, preliminary discussions had examined the merits of whether such a role should be undertaken by an external or internal agency.

The Director indicated that Smith and Rooney Associates would be providing an update in respect of their original report at a breakfast meeting which would be hosted by the Lord Mayor on 26th February. He added that the Party Group Leaders, together with the Chairman and the Deputy Chairman, would be invited to attend the meeting. Councillor Keenan, on behalf of Councillor Attwood, suggested that the scope of the notice of motion lay within the remit of the Strategic Policy Resources Committee. As such, it might be prudent to refer the matter to that Committee for its consideration.

After discussion, the Committee agreed to defer consideration of the notice of motion until after the aforementioned meeting which would be hosted by the Lord Mayor on 26th February. It was noted that, if deemed appropriate, a meeting of the Strategic Policy and Resources, to which the Members of the Development Committees would be invited to attend, to consider the issue.

### **Waterfront Hall Development**

The Committee received, from Mr. P. Minnis of Todd Architects, a presentation regarding the plans which had been formulated to extend the Waterfront Hall to incorporate a convention centre and conference facilities. Mr. Minnis gave an overview of the proposed plans, which would provide an additional 4,000 square metres of conference, exhibition and banqueting space. The new facility, he added, would cater for 750 delegates and would provide also five new breakout rooms, each with a capacity for 200 people.

During discussion, Mr. Minnis clarified a number of Members' queries. He confirmed that the plans would not impact on the existing public walkway which lay adjacent to the River Lagan. He outlined the energy efficiencies which would be incorporated within the design of the extension and indicated that the materials used would have a life expectancy of 50 years.

After further discussion, the Committee noted the information which had been provided and noted that additional updates would be provided in due course.

### **St. George's Market Strategic Review - Presentation**

Pursuant to its decision of 14th January, the Committee considered the undernoted report:

#### **"1 Relevant Background Information**

**1.1 The Committee agreed that Deloitte present on their findings and recommendations for St George's Market.**

**1.2 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.**

**1.3 Deloitte was appointed to undertake a review of the market and develop options in relation to:**

- 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.**

**1.5 Deloitte have completed their review, which involved:**

- 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, Spittal Fields and Borough; and
- a special meeting with Development Committee Members on 8 October 2013.

1.6 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. A view recently endorsed by the award of the title of 'Best Large Indoor Market' 2013 by NABMA. 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 Key Issues

2.1 A full copy of the report can be made available upon Members' request.

2.2 Specific conclusions in the report include:

- The customer base and operation of the market has evolved and is anticipated to develop further. This creates different pressures and requirements on the market staff.
- A good market layout will encourage shoppers to spend longer in the market and to buy more. Factors contributing to a good layout include:
  - Creating zones of certain types of products.
  - 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.
  - There should be reserved space for leisure, entertainment, demonstrations, and hospitality type activities.
  - External space (such as stalls on the pavement) can be used to draw attention to the main market. There is scope to develop the space around the market.

- Shoppers value 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 hence 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.
- Considering the size of the markets waiting list, St George's location and the charges made in other markets, the rent charged to traders is relatively low. Any rental increases should occur alongside a plan for investment and operational improvement.

2.3 Officers will prepare more detailed proposals, based on the Deloitte list, for further consideration by Committee in due course.

#### 2.4 Pricing Policy

- 1) Rental charges - In January 2010 Members approved an increase, of £1 per stall, in stallage and hire charges for a 2 year period from 1st April 2010 to 31 March 2012. There was no price increase in 2012/2013 as a result of the difficult economic trading conditions and in 2013/2014 the Development Committee, at its meeting on 19 February 2013, agreed that as a result of disruption within the city and the negative impact on traders that hire fees for stalls would not increase in the 2013/2014 financial year. It is recommended that the Development Committee increase hire fees for stalls by £1.00, from £13.00 to £14.00, for 2014-2015 with effect from 1 April 2014 notwithstanding

consideration of the Structural Review of St Georges Market and any future investment and pricing decisions agreed by the Development Committee;

- 2) **Payment terms – The majority of traders in St George’s are designated as ‘permanent traders’ and their stall space is guaranteed subject to abiding by the market trading terms and conditions. Once permanent, their business is expected to trade every weekend. Currently, if they do not trade (for any reason) they are not charged for their stall rental. We would like to change this so that permanent traders are liable for rental for the duration of their permanency regardless of absence.**

- 2.5 **The current budget proposal for the Markets, 2014-15, does not include provision for significant financial investment.**

### **3 Resource Implications**

- 3.1 **As per Deloitte’s Executive Summary plus staff time to implement the changes.**

### **4 Recommendation**

- 4.1 **Members are asked to note this report and agree that officers would progress the recommendations.**

The Chairman on behalf of the Committee welcomed Mr. C. Mountstephen, representing Deloitte, to the meeting and he outlined the principal aspects of the findings of the review.

During discussion, a number of Members suggested that the distinctive character of St. George’s Market should not be impacted upon by any proposals which would be formulated. In addition, the Committee expressed its support, in principle, for the development of the market to incorporate Verner Street, together with the proposals to examine the opening hours and the feasibility of the market trading on an additional day.

The Committee agreed to adopt the recommendation as set out within the report and agreed to consider the proposed increase to stall hire charges later in the meeting as part of the ‘Scale of Charges 2014/2015’ report.

### **Trade Mission to the United States**

The Committee was advised that the Lord Mayor would be undertaking a visit to New York and Boston between 19th and 25th March which would seek to enhance trade links between North America and Belfast. The Director indicated that the visit would present an opportunity to promote the key findings of the Council’s International

Development Framework and enhance Belfast's reputation as a destination for inward investment. He outlined the principal aspects of the visit, the itinerary for which would include:

- a meeting with Mr. Thomas P. Di Napoli, New York State Comptroller;
- a meeting with Boston business leaders at an event hosted by Invest NI; and
- a meeting with the American Ireland Partnership Board.

The Director outlined also the range of key political and business leaders who would host meetings with the Lord Mayor. Accordingly, he recommended that that the Committee authorise the attendance of an officer on the visit to provide administrative support for the Lord Mayor. It was noted that the Lord Mayor would undertake the visit at no cost to the Council.

The Committee agreed that the Director (or his nominee) be authorised to accompany the Lord Mayor on the North American visit at a cost not to exceed £2,500.

#### **European Economic and Social Committee**

The Committee was advised that a request had been received from Ms. J. Morrice, one of Northern Ireland's representatives on the European Economic and Social Committee, seeking permission to host a meeting of that body in the City Hall on 3rd and 4th April. The Director outlined the benefits which the City would accrue in hosting the event and outlined the range of international delegates who would be attending the meeting. He gave an overview of the networking opportunities which would be afforded and reported that the costs associated with providing hospitality for the delegates would be £700.

After discussion, the Committee agreed to recommend to the Director of Property and Projects, under the authority delegated to him, that the City Hall be made available for the hosting of the meeting and authorised expenditure in the sum of £700 towards the provision of hospitality.

#### **Creative and Cultural Belfast Fund**

The Committee considered the undernoted report:

**“1 Relevant Background Information**

**1.1 As Members will be aware, the Council's Cultural Framework for Belfast 2012–15 was agreed at September Development Committee and published in October 2012.**

**1.2 By 2020, everyone in Belfast experiences and is inspired by our city's diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city's culture and creativity is renowned throughout the world.**

1.3 On 20 June 2013, the Committee agreed to launch a new 'Flagship Fund' for arts and heritage projects called the Creative and Cultural Belfast (CCB) fund. Its purpose is to challenge social exclusion. Proposals must demonstrate how they support the objectives of the funding scheme: namely projects must support the Cultural Framework's Distinctly Belfast and Inspiring communities themes and be:

- cross-community
- cross-city
- delivered in partnership between cultural and community organisations
- benefit hard-to-reach areas and communities.

1.3 Budget

£150,000 has been ring-fenced for the Flagship Fund in the 2013/14 Department budget, with the same level of support projected for 2014/15 and 2015/16 subject to approval of draft budget estimates. The Arts Council of Northern Ireland (ACNI) agreed to provide match funding of £450,000, bringing the total available budget for the CCB fund to £900,000.

1.5 Grants will be administered in two bands:

1. Standard grants of up to £95,000. Three grants will be awarded in 2013/14. Projects can run for up to a maximum of 18 months. Applications for standard grants are likely to open again in April 2015; and
2. Exceptional grant of up to £300,000. Only one grant in this band will be awarded. Projects must run for a minimum of 18 months and finish no later than 31 March 2017.

1.6 Criteria for decision-making

Interested organisations were required to submit an expression of interest to the Tourism, Culture and Arts (TCA) Unit. TCA officers determined whether the project proposal was likely to meet basic eligibility criteria and be a good fit with the objectives of the funding scheme. Applicants were then issued with an application form.

1.7 Completed application forms were then assessed in three stages.

1. Eligibility check. Applications were checked against the basic eligibility criteria.
2. Risk assessment. Officers carried out a risk assessment to determine whether the proposal was realistic and achievable.



3. Scoring criteria. Officers then scored applications against the following criteria:

1. Fit with the objectives of the fund
2. Effective project management
3. Value for money

## 2 Key Issues

### 2.1 Applications received

The CCB fund opened on 6 September 2013. It was widely advertised in local newspapers, via the TCA Unit and Community Services mailing lists, on the Council website and on partner websites, such as ACNI and Community Arts Partnership (CAP). Representatives from 61 cultural and community organisations attended an information session in City Hall on 30 September. Officers from the TCA Unit also provided one-to-one advice sessions to 19 organisations seeking further guidance and support.

2.2 Twenty-six expressions of interest were received, of which 23 organisations were invited to make an application. Proposals that were unsuccessful were offered a debrief and signposted to alternative sources of funding where appropriate.

2.3 The closing date for receipt of completed applications was 29 November 2013. A total of 15 applications were received. Ten applications were for the standard grant of up to £95,000. Five applications were for the exceptional grant of up to £300,000. All applications were deemed eligible.

### 2.4 Principles of the assessment process

Applications are received and eligibility checked by the Central Grants Unit before being passed to TCA officers for scoring. Officers undertook thorough assessments of the applications, which were then agreed by a panel of officers and a representative from ACNI.

2.5 As part of new centralised grants processes, an independent moderation panel made up of a Head of Service, Unit managers and a second representative from ACNI was established. This moderation panel sampled applications and verified and validated scores.

### 2.6 Recommendations

Due to the finite number of grants available, only the highest scoring application for the exceptional grant, Cultúrlann McAdam Ó Fiaich working in partnership with the Spectrum Centre, is recommended for funding.

- 2.7 Cultúrlann also applied for a standard grant for a scaled-down version of their project as contingency. While their standard grant application also scored highly, it has been deemed ineligible as the same project cannot be funded twice. Therefore, the three highest scoring applications for the standard grant (excluding Cultúrlann) are Replay, ArtsEkta and Golden Thread Gallery, and these applications recommended for funding.
- 2.8 Partnership working to strengthen the sector  
In addition to supporting individual arts and heritage organisations and projects, the Cultural Framework aims to strengthen the sector at a strategic level.
- 2.9 Members agreed previously to establish annual service level agreements with two of the sector's key umbrella organisations, Audiences NI and CAP. These organisations delivered specific work with Council-funded arts and heritage organisations, maximising the benefit of the Council's investment and contributing to the targets published in the Cultural Framework. Actions included:
- An audit of Belfast audiences to increase our knowledge and understanding of audiences
  - Training and skills development in subjects such as marketing, audience development and cultural tourism
  - Development of a community ticketing scheme to encourage community groups to attend arts events
- 2.11 Extension of the SLAs in to a second year is subject to satisfactory performance. Officers have now carried out a performance review and recommend that the SLAs are renewed for 2014/15 at a cost of £15,000 per organisation, which is standstill funding. The SLAs will include actions to support the delivery of the CCB projects, such as support for marketing, audience development and community engagement, as well as actions to support the wider sector.
- 2.12 Annual meeting of culture and arts sector  
As Members will recall, in August 2012 during the public consultation on the draft Cultural Framework for Belfast, Members took part in a workshop with the cultural sector. This event was very successful, and the sector is keen to continue to develop closer relationships with Members. The Cultural Framework also contains commitments to establish forums and facilitate networking.

- 2.13 It is therefore recommended that the Council establishes an annual meeting between Members and the cultural sector. It is proposed that the first meeting would take place in City Hall at 5.30pm on Wednesday 19 March 2014.
- 2.14 Similar to the format of the previous workshop, the Chair, Deputy Chair and representatives would be invited to sit on a panel and give a short presentation on the Cultural Framework. This would be followed by a question and answer session with existing arts and heritage funding clients and other stakeholders. The evening would conclude with a small reception and light buffet, which all Members would be invited to attend.
- 2.15 Next steps  
As the CCB fund is match funded by ACNI, these recommendations are also subject to the approval of the ACNI board on 26 February 2014.
- 3 Resource Implications
- 3.1 Financial  
Funding is included in the TCA Unit's draft budget estimates for 2013–2014. ACNI has agreed to provide match funding of £450,000. The budget for the annual meeting will be a maximum of £1500 and is included in the TCA Unit 2013/14 budget.
- 4 Equality and Good Relations Considerations
- 4.1 The Cultural Framework was subject to a full Equality Impact Assessment and relevant equality and good relations implications have been taken in to consideration.
- 5 Recommendations
1. note the contents of this report and agree the recommendations for Creative and Cultural Belfast funding;
  2. agree to renewing service level agreements with Audiences NI and Community Arts Partnership; and
  3. that the Chair and Deputy Chair indicate whether they can attend the annual meeting and nominate Members to participate in the panel from each of the other parties."

The Director clarified a number of issues for the Committee in respect of the recommendations which had been presented. In addition, he undertook to provide

information in respect of the manner in which the scheme had been advertised and promoted across the City.

The Committee adopted the recommendations.

### **Social Sofas - Public Art Proposal**

The Committee deferred, until its meeting on 18th March, consideration of the above-mentioned item to enable further information in respect of the proposed costs to be obtained.

### **Game of Thrones Exhibition 2014**

The Committee considered the undernoted report:

#### **“1 Relevant Background Information**

- 1.1 The Game of Thrones (GoT) is a major worldwide production by HBO which is broadcast in 74 countries worldwide. It has been a global phenomenon in terms of its success and the huge following that the show has garnered. Game of Thrones is shot on location in across Northern Ireland with Titanic Studios in Belfast being one of the key locations. The show is estimated to have generated in excess of £65M for the local economy and the tourism sector is now beginning to recognise and capitalise on the global appeal of the show. The show has the ability to reposition Belfast and NI as a cutting edge destination and has been identified as a key motivator by Tourism Ireland in its forthcoming marketing campaigns.**
- 1.2 In the US, the most recent series of the show averaged 14.2M viewers per episode, with over 4.4M tuning into the new season on Sky Atlantic in the UK. Viewing figures do not encompass the reach of the show as the boxset and online viewing figures are hard to attain. The boxset for season two is the fastest selling boxset HBO has released and sold 241k unit on the first day of release in the US. HBO is a global company with over 10.6M Facebook followers and over 8.6M followers of the specific Game of Thrones Facebook page.**
- 1.3 The Game of Thrones offers the opportunity to highlight the tourism offer associated with the show and to build new tourism products and experiences based on the show's locations and association with NI. However, the show also offers a platform to showcase the creative industries in Northern Ireland and the craft and workmanship of the Belfast cast and crew involved in the production.**

- 1.4 The show enables the Belfast and NI tourism sector to reach new demographics and provides as truly global showcase through the association with HBO.
- 1.5 In 2013, Belfast hosted the HBO curated Game of Thrones exhibition at Titanic Belfast. The exhibition attracted almost 19k visitors. Over 12,500 tickets were distributed in advance of the show with over 30% of those being distributed out of state. The exhibition attracted significant press interest in the local market and NITB hosted a press trip of 22 international journalists including journalists from the New York Times, the Guardian, The Telegraph, Radio Times, Huffington Post and Paris Match. The exhibition was supported with a comprehensive NI and ROI marketing campaign and international competitions facilitated by HBO, TIL and NITB.

## 2 Key Issues

- 2.1 The proposal seeking approval will bring the HBO curated Game of Thrones exhibition back to Belfast in June 2014 in partnership with NITB, Northern Ireland Screen and Belfast City Council. The exhibition is significantly bigger than last year and will feature new interactive elements. NITB have committed to support the exhibition with a PR and Marketing campaign which will link into any campaigns that BCC wish to run. There are a number of new tourism experiences based on screen tourism which will combine with the exhibition to create a compelling and time bound reason to visit Belfast. BCC will work with NITB and other key partners to engage and enable the tourism and hospitality trade to capitalise on the opportunity that the exhibition presents and create additional opportunities to spend in the city. NITB has committed to work with TIL to ensure full buy in to the exhibition and create marketing campaigns focusing on the exhibition in key markets.
- 2.2 The exhibition will offer the chance to showcase the host venue to an international audience and highlight Belfast's ability to host large scale events and exhibitions.
- 2.3 Currently the cost to secure the exhibition will be \$150K and will be shared by NITB and NI Screen. The costs of the marketing campaign, digital campaign, web build, email marketing, competitions, PR, Media visits and hosting, and media/ launch event have yet to be fully scoped but will represent a significant cost. There will also be costs for Tourism Ireland in terms of their marketing campaigns.

- 2.4 To support the above BCC proposes to contribute to the costs to host the exhibition. BCC has identified a number of potential venues and is keen that the venue is city centre based to secure high footfall. The Waterfront Belfast has been provisionally booked and will cost in the region of £40,000 to host.
- 2.5 Objectives of Project
- To strengthen and build the relationships with NITB, HBO, NI Screen, and other key partners.
  - To secure footfall of approx. 20k to the Game of Thrones Exhibition in 2014.
  - To create a compelling marketing focusing on Game of Thrones and utilising HBO to leverage the campaign.
- 2.6 The marketing campaign will:
- Raise awareness of Belfast as a holiday/ short break destination on a worldwide stage
  - Challenge perceptions of Belfast
  - Increase footfall, spend and bed nights
  - Profile Northern Ireland as a viable destination for major films and TV productions positively impacting the development of the creative industries in NI
  - Create positive PR value in excess of £500k locally.
  - Host an international press trip in conjunction with HBO.
  - Utilise the exhibition to support trade to develop compelling visitor experiences based on Game of Thrones and/ or film productions and contributing to the development of the Creative Vibe pillar experience.
  - Support Tourism Ireland to utilise the exhibition and the GoT brand to profile NI internationally, create standout, increasing international visits and spend.

### **3 Resource Implications**

- 3.1 One Officer from the TCA team will work with NITB and other key partners on the project and ensure that all opportunities are maximised and objectives met.
- 3.2 A financial contribution of up to £40,000 from departmental budget 2014–2015 will cover venue hire costs at the Waterfront Hall.

### **5 Recommendation**

- 5.1 Approve a contribution up to a maximum of £40,000 towards securing the exhibition and hosting the exhibition in Belfast.”

The Committee adopted the recommendation and agreed that officers would undertake to discuss with the organisers the feasibility of engaging with local community groups and arts organisations in any outreach work which would take place as a result of the exhibition.

### **Events Programme 2014/15**

(Mr. G. Copeland, Events Manager, attended in connection with this item.)

The Committee agreed that the following events would, subject to the securing of rights, be broadcast on the screen in the City Hall gardens during 2014/2015, viz., international football games; Ulster and international rugby games; Ulster and all-Ireland Gaelic games; Wimbledon men's and women's finals; and 2014 World Cup games. The Committee endorsed also the undernoted programme of events for the year 2014/2015:

<b>Event</b>	<b>Date</b>	<b>Budget £</b>
<b>Circuit of Ireland Rally</b>	<b>Thu 17 – Sat 19 Apr</b>	<b>25,000</b>
<b>Easter Belfast</b>	<b>Sat 19 to Tue 22 Apr</b>	<b>115,000</b>
<b>Belfast City Marathon</b>	<b>Mon 5 May</b>	<b>42,000</b>
<b>Lord Mayor's Event</b>	<b>TBC</b>	<b>80,000</b>
<b>Giro d'Italia</b>	<b>3 to 11 May</b>	<b>400,000</b>
<b>Belfast Titanic Maritime Festival</b>	<b>Sat 24- Mon 26 May</b>	<b>180,000</b>
<b>UK Piping Championship</b>	<b>Sat 14 June</b>	<b>198,000</b>
<b>BBC Proms at Titanic Slipways</b>	<b>Sat 6 Sept TBC</b>	<b>100,000</b>
<b>Autumn Fair</b>	<b>Sat 13 &amp; Sun 14 Sept</b>	<b>30,000</b>
<b>Halloween</b>	<b>Sun 26 Oct</b>	<b>120,000</b>
<b>Christmas Lights Switch-on</b>	<b>Sat 15 Nov</b>	<b>104,750</b>
<b>St Patrick's Day</b>	<b>Sun 15 March 2014</b>	<b>140,000</b>
<b>Belfast Big Screen events</b>	<b>Across the year</b>	<b>27,250</b>
<b>Ocean Youth Trust</b>	<b>Across the year</b>	<b>20,000</b>
<b>Support for Sport Grant</b>		<b>97,000</b>

### **Bolshoi Exhibition**

The Committee considered the undernoted report:

“1 **Relevant Background Information**

- 1.1 An approach has been made to Council, via the Lord Mayor's office, to consider an opportunity that has emerged to host an exhibition from the internationally renowned Bolshoi's collection of costumes. This will be a first of its kind with no substantial tour of this material outside Russia to date. The closest comparison has been a select exhibition of designs and other associated artefacts in some of Europe's leading cultural venues and capitals including La Scala, Milan. Due to a series of local connections this unique opportunity has been presented to Belfast. UK-Russia Year of Culture has

helped leverage the necessary funding from the Russian government to cover the high insurance costs to support this first ever exhibition of original costumes.

**1.2 Cultural Framework**

The vision for our Cultural Framework is that

‘By 2020, everyone in Belfast experiences and is inspired by our city’s diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city’s culture and creativity is renowned throughout the world.’

1.3 In support of this vision in 2012-13 Belfast City Council’s Tourism, Culture and Arts Unit invested just over £1.4m to support arts activity. The majority of this funding was distributed through the Annual and Multi annual Funding schemes which gave core support to 53 local arts organisations and in addition there were three other grant schemes. In addition a £900,000 flagship fund was launched to challenge social exclusion.

1.4 Another essential element of the Cultural Framework for Belfast is to attract authentic world class cultural experiences that have the potential to provide people in Belfast with an opportunity to access international arts as well as attracting visitors to the city.

**1.5 Bolshoi history**

Founded in 1776, the Bolshoi is perhaps the world’s most renowned ballet company and distinguished opera producer. Bolshoi is associated with many of the world’s leading ballets including famously premiering Swan Lake in 1877. This collection of costumes will help build Belfast’s reputation as host city for leading international exhibitions.

**1.6 2014 UK Russia year**

2014 is the UK-Russia Year of Culture supported by the Russian Department of Foreign Affairs and the British Council. As part of this connection there is a major programme of events and corresponding series of cultural showcases. In the UK Belfast would host the only flagship event outside of the Greater London area. This cultural event would create a critical platform to develop commercial and business relationships between Russia and Belfast. In support of this exhibition the Russian government will contribute up to £250,000 to cover transport, insurance, staff and other associated costs.



## **2 Key Issues**

**2.1** This exhibition has the potential to attract over 30,000 people including up to 50% being out of state visitors. A full exhibition and engagement programme would take place in Belfast from July to September 2014. Potential venues for the exhibition include Titanic Belfast with a wider accompanying programme of outreach events and activities in other locations across the city. This would include -

- 45 original Bolshoi costumes
- 12 costumes from National Ethnography Museum
- Selection of original sketches, drawings and set designs
- Masterclasses from Bolshoi's current repertoire
- Performances from Bolshoi's current repertoire
- Events focussed on potential Belfast-Russia business connections
- Events focussed on potential Belfast-Russia tourism connections
- International marketing campaign
- Education and community engagement programme

## **2.2 Potential Benefits**

### **2.3 Cultural**

The company has the highest name-recognition and has never before shown this material, inside or outside Russia

- In Belfast the exhibition will attract national and international attention
- It will associate Belfast with culture of the highest prestige
- It will indicate that Belfast is a safe and appropriate place in which to mount high value exhibitions
- It will generate major international coverage

### **2.4 Economic**

Economically, there are considerable potential benefits

- For every £1 investment there will be a return of approx. £7
- There are clear short term revenue benefits and return for the local economy
- It will support for longer term tourism growth and entry into new and emerging markets
- It will improve infrastructure and provide capacity gains.

### **2.5 Infrastructure & Reputation**

If the exhibition takes place in Titanic Belfast it will have further major benefits

- It will refresh Belfast's cultural profile
- It will reposition Belfast as having capacity to host major touring exhibitions
- It will establish the wider cultural credentials of Belfast
- It will provide the necessary infrastructure to mount other major exhibits, lacking in Belfast

**2.6 Connections**

The partnership with Bolshoi has further potential as the only UK – Russia year event outside Greater London

- It will create the potential for other partnerships and relations with Russia
- It will position Belfast as competitive regional hub in the context of Edinburgh and Cardiff
- It will reinforce partnership with British Council with the potential to build other international relationships
- It will offer potential for high-profile business engagement, e.g. Russian companies or others working in Russia using the exhibit for corporate events

**2.7 Artistic**

Culturally, the Bolshoi is absolutely in the premier league globally, and this is the only event of this type they have ever put together.

- It will provide access to the costumes to inspire local designers
- It will provide inspiration for local singers and dancers for the exhibition
- It will provide inspiration and capacity building for local singers and dancers through the masterclasses
- It will provide inspiration for local audiences and performers through the public performances

**2.8** There is plenty of international evidence to demonstrate the success of costume displays of this type, especially the ongoing popularity of a series of Ballet Russe exhibitions in a range of venues from Australia to Paris.

**2.9 Investment**

A total budget of £75,000 is required with a commitment of £25,000 from Council. The project would be delivered in partnership with other key organisations. Potential partners and funders include ACNI, British Council, NITB and Tourism Ireland. If hosted by a Council venue the ticket revenue at a maximum cost of £5 per person would hope to recover the majority of Council's investment.

**3 Resource Implications**

- 3.1 There is a need to allocate a budget of up to £25,000 subject to leveraging an additional £50,000 from other sources. £25,000 would come from 14/15 Tourism, Culture & Arts budget.

**5 Recommendations**

1. That a provisional commitment is made to proceed with the project subject to raising necessary external funding; and
2. That a budget of £25,000 be allocated from departmental budgets.

The Committee adopted the recommendations.

**Belfast Festival at Queen's**

The Committee considered the undernoted report:

**“1 Relevant Background Information**

Belfast Festival @ Queen's is an established event in the cultural landscape of the City, 2013 was the 51<sup>st</sup> annual festival. The vision for the festival is:

*‘to provide the best total arts experience in Ireland, portray a positive image of Belfast and act as a catalyst for creative initiative’.*

The Festival receives £39,000 per year for 3 years (2012 - 2015) via Council's Core Multi-annual Funding programme. This is delivered through the Tourism Culture and Arts Unit. This is supplemented by additional funding from the Parks Department for delivery of events in Botanic Gardens.

The festival is aligned with Belfast City Council's Cultural Framework; The vision for the Cultural Framework is that: 'By 2020, everyone in Belfast experiences and is inspired by our city's diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city's culture and creativity is renowned throughout the world.'

In support of this vision in 2012-13 Belfast City Council's Tourism, Culture and Arts Unit invested just over £1.4m to support arts activity. The majority of this funding was distributed through the Annual and Multi-annual Funding

schemes which gave core support to 53 local arts organisations and in addition, there were three other grant schemes.

Belfast Festival @ Queen's is committed to delivering a positive international cultural profile for Belfast. There is strong evidence that they wish to connect with the distinctiveness of the City and this is apparent within their previous programme.

In total during the 2013 festival 45,924 tickets were distributed. A total of 28,685 tickets were made available to City residents free-of-charge across 14 events. Innovative programming included 'Wish' in 2013 which was visible from the air flying into Belfast City Airport.

Belfast Festival @ Queen's is a strong brand in the annual International marketing efforts of Tourism Ireland and Visit Belfast to encourage visitors into the City. The potential is for the festival to have a similar profile to the key festivals in Edinburgh, Dublin, and Manchester. This is an important element in any City's brand proposition.

**2** Key Issues

In 2014 Belfast Festival @ Queens has had a major reduction in funding, in the main from its core Sponsor, Ulster' Bank. The reduction from Ulster Bank equates to a £212,500 shortfall from private sector sponsorship. This has created a pressure on finances for the 2014 festival. The festival hosted a meeting of key stakeholders on Friday 14 February to discuss how the funding shortfall can be addressed. 2013-14 funding and projected funding for 2014-15 is as in the table below;

	<u>2013/2014</u>	<u>2014/2015</u>
Arts Council	£189,150	£189,150
City Council	£57,000	£57,000 (£39,000 Core funding)
British Council	£30,000	£30,000
EU	£80,000	
NI Screen	£55,333	£60,000
NITB	£60,000	£175,000 (TBC)
Ulster Bank	£312,500	£100,000
Queen's	£259,011	£259,011

In terms of the Council's core funding, £39,000 is exactly the same amount of funding granted to comparable festivals such as Cathedral Quarter Arts Festival and Feile.

There is a recognition from the Festival Organisers and the wider stakeholder group that there is a need to review the festival. The Arts Council of Northern Ireland has agreed to fund this review looking towards a revamped festival in 2015.

Part of the review will see the festival adopt a more city-wide approach. There will be more emphasis in engagement with existing festivals such as Feile, East Belfast Arts Festival and the use of venues across the City.

### Finances

The total shortfall for the festival at present is £369,821. The application to NITB is for £175,000 and that is currently out to economic appraisal.

NITB have indicated that it is likely that the full £175,000 will be secured for the festival with the proviso that the additional funding required is secured from other partners.

Arts Council NI and Queens University have been requested to consider a further £50,000 each. Other funders have been asked for a smaller additional amount.

The request is that Belfast City Council provides an additional £25,000 towards the delivery of the festival.

The £25,000 would be a one-off contribution for 2014. This would in part help fund the transition in 2015 to a more City-wide approach for the festival.

### **3** Resource Implications

The request from the festival organisers is for an additional £25,000 from Belfast City Council for the delivery of the 2014 festival. Core Multi-annual funding is fully committed to the 53 organisations. The additional funding can be found in existing Departmental budgets.

### **5** Recommendations

1. That £25,000 is agreed to help secure the festival in its current format in 2014, with a view to a reviewed business model being considered in 2015. This is subject to funding being secured from other partners to deliver the festival in its entirety.
2. That further discussions be pursued at officer level with regard to the longer term sustainability of the festival”

During discussion, a number of Members pointed out that the Belfast Festival at Queen’s played a vital role in the promotion of the arts in the City. Other Members

suggested that there was a perception that the Festival was somewhat exclusive and did not seek to promote its programme to a wider audience across the City.

After further discussion, the Committee agreed to provide an additional £25,000 funding to the Belfast Festival at Queen's, as requested, subject to:

- a positive outcome of the economic appraisal of the Festival as undertaken by the Northern Ireland Tourist Board;
- the securing by the Festival organisers of the funding requested from the other bodies; and
- the organisers agreeing, during the interim period, to continue to seek funding from the private sector which, if secured, would offset the Council's additional contribution.

#### **Children and Young People - Service Update**

(The Chairman, Councillor Hargey, declared an interest in this matter in that she was related to the Council's Young People Co-ordinator.)

The Committee considered a report which provided an update on the initiatives which had been delivered as part of the Council's objective of delivering priority services to children and young people. The Director outlined the principal aspects of the report and pointed out how the scope and membership of the next Youth Forum, for which recruitment would commence in June, 2014, would be enhanced to take into account the new Council boundaries.

Noted.

#### **Generalist Advice - Update**

The Committee noted the contents of a report which provided an update on the Council's role in providing Generalist Advice services across the City.

#### **Revenue Grants for Community Buildings - Restricted Call 2014/15**

The Committee was reminded that the Council had, in 2004, instigated the Revenue Grant for Community Buildings scheme. As part of that scheme, the Council had granted funding to community groups to assist them in the running and maintenance of their facilities with priority being afforded to groups which operated within areas of greatest social need. The Director reminded the Committee that preference was given to neighbourhood groups which could demonstrate a broad based programme of activity. He added that the scheme was open only to applications from new groups which had acquired their building since the last open call, which had taken place in 2010.

The Committee was advised that nine applications for funding had been received by the closing date of 6th December, 2013, three of which had been deemed ineligible since the groups were in receipt of either revenue funding or a capacity building grant. The Director outlined the methodology which had been used as part of the assessment of the applications and indicated that, after evaluation, only one group, viz., the Roma

Community Association Northern Ireland, had met with the criteria and had been deemed eligible for assistance. He pointed out also that those applicants whom had been rejected had been offered the right to appeal the Council's decision.

Accordingly, the Committee agreed to adopt the recommendation as set out hereunder and noted also the applications which had been deemed unsuccessful, together with the reasons as outlined:

**Recommended**

Name of Organisation	Amount Requested	Recommendation
Romanian/Roma Community Association NI	£17,280.00	£7,231.00

**Not Recommended**

Name of Organisation	Amount Requested	Reason for Rejection
Lower Falls Newstart Project	£37,594.01	The organisation does not meet the specific assessment criteria of a 'Broad Based Programme' – targeting a range of age groups (Children and young people, adults, senior citizens) with a broad range of activities (social, recreational, educational). Not a new organisation with a new building – established in 1989
Artillery Youth Club	£6,450.00	The organisation does not meet the specific assessment criteria of a 'Broad Based Programme' – targeting a range of age groups (children and young people, adults and senior citizens) with a broad range of activities (social, recreational, educational). Not a new group with a new building – established 1997
Ardoyne Association	£8,712.00	Specific criteria for revenue funding targets new groups who have acquired a building since the last open call for application in 2010. The Organisation have not acquired their building since 2010 (acquired 1994) and are not a new group (established in 1978).
Cumann Culthura Mhic Reachtain	£10,620.	Specific criteria for revenue funding targets groups who have acquired a building since the last open call for application in 2010. The Organisation have not acquired their building since 2010 (acquired in 2004). In addition the Organisation has not complied with its governing document relating to AGM quorum.
Cliftonville Community Regeneration Forum	£13,220.	Specific criteria for revenue funding targets new groups who have acquired a building since the last open call for application in 2010. The Organisation has not acquired their building since 2010 (acquired in 2003) and are not a new group – (established in 2002).

**Development Trusts Northern Ireland - Annual Conference**

The Director informed the Committee that a request for financial assistance had been received from Development Trusts Northern Ireland to assist with the costs associated in the hosting of its 2014 conference. He outlined the principal aims of the organisation, which was led by community enterprise practitioners and which sought to assist in the development of local trusts which would empower communities to develop projects and promote sustainability.

He reported that the organisation would be hosting its annual conference on 18th and 19th June, which would be entitled 'The NI Conversation 14: Making Local Work (Government Reform, Community Ownership and Community Enterprise)'. He outlined the programme for the conference and indicated that its scope would be far-reaching and would address concepts such as urban and neighbourhood planning, social finance and investment and would showcase examples of best practice in community enterprise initiatives. He gave an overview of the range of bodies, agencies and speakers who would be partaking in the event and the potential benefits which the Council would accrue should it agree to provide sponsorship. He added that the subjects for discussion at the event would be pertinent to economic and community development in Belfast and would complement the Council's aims and objectives as set out in within the Investment Programme.

The Committee agreed to provide funding in the sum of £5,000 for the event.

**Grosvenor Recreation Centre - Lease Renewal**

The Director reminded the Committee that, at its meeting on 20th April, 2009, it had agreed to renew the lease of the Grosvenor Recreation Centre to the Roden Street Community Development Group for a period of five years. He reported that that Group had been successful in its management of the Centre and had worked in partnership with the Council, local community organisations and a range of statutory agencies to enhance the facilities.

The Director indicated that, as contained within the terms of the agreement, the Group had sought permission to extend its lease of the facility for a period of 10 years, to be effective from 1st April, 2014. Any extension, he added, would be subject to the drawing up of a revised agreement by the Council's Property and Projects Department and to the drafting of an appropriate legal agreement by the Town Solicitor.

The Committee agreed to recommend to the Strategic Policy and Resources Committee that, under Standing Order 60, it would accede to the request to extend the lease at the Grosvenor Recreation Centre, subject to the stipulations as outlined.

It was noted that any plans to re-develop the facility, which would be formulated by the Roden Street Community Development Group, in conjunction with any statutory agencies, would be presented to the Committee for its prior consideration.



**Department of Culture, Arts and Leisure –  
Inquiry into the inclusion in the  
Arts for Working Class Communities**

The Committee considered a draft response to the above-mentioned consultation exercise, a full copy of which was made available on the mod.gov website. The Director reported that the aim of the consultation was to make recommendations to the Assembly's Culture, Arts and Leisure Committee which would improve policies, delivery mechanisms and collaboration amongst stakeholders to promote social inclusion in the arts in working class communities. He outlined the terms of reference of the study and indicated that it had sought to examine the degree of social inclusion in the arts in Northern Ireland, focusing particularly on engagement in areas of high deprivation.

The Committee endorsed the draft response, subject to the inclusion of the undernoted comments:

- that steps should be taken to acknowledge and build on the work of voluntary and community-based arts, cultural and musical organisations which operated at a localised level in Belfast;
- that measures be implemented and supported at a localised level to promote indigenous culture; and
- that arts and culture be promoted by statutory bodies and agencies on an equitable basis across all working class areas of the City.

**Waterfront and Ulster Halls - Performance Report**

The Director provided an overview of the performance figures for both the Waterfront and Ulster Halls for the period from 1st April till 31st December, 2013. He outlined the programme of events which had been staged at both venues during that period and provided figures in respect of the income derived through conference and box office sales.

The Director indicated that the performance figures for both the Waterfront and Ulster Halls had been encouraging. He pointed out that, whilst actual bookings of the venues had shown an increase, tickets sales had been slightly lower than anticipated and this had impacted on the Council's overall income. However, the gross turnover at both venues had increased by 5% when compared to the same period in 2012. He indicated that the actual operating expenditure was slightly higher than the estimated figure which, he pointed out, had been due in part to greater than anticipated utility charges. In addition, this had been due to the enhanced marketing and promotion of the new conference and exhibition facilities at the Waterfront Hall, which would be opened in 2016.

Noted.

**Scale of Charges for 2014/15**

The Committee considered a scale of charges for Markets, the Belfast Waterfront Hall, the Ulster Halls and Community Centres for 2014/2015. The Director outlined the

principal aspects of the scale of charges and indicated that it was proposed that there would be no increase in the charges at the Belfast Waterfront Hall, the Ulster Hall and the Council's Community Centres in 2014/2015.

In respect of the St. George's Market, the Director pointed out that the stall hire fees had remained unchanged since 2011/2012. He reminded the Members that the Council had agreed, in light of the difficult economic conditions, not to increase the stall hire fees in the 2012/2013 and in the 2013/2014 financial years. He recommended that the Committee agree to increase the hire fees for stalls at the market by £1.00, from £13.00 to £14.00, for 2014/2015 from 1st April, 2014.

Moved by Councillor Garrett,  
Seconded by Councillor Mac Giolla Mhóin,

That the Committee agrees that no increase be made to the hire costs at the Belfast Waterfront Hall, the Ulster Hall and the Council's Community Centres and defers consideration of the proposed increase in stall hire charges at the St. George's Market until the findings of the strategic review of the facility had been implemented.

On a vote by show of hands five Members voted for the proposal and six against and it was declared lost.

Accordingly, the Committee adopted the recommendations as outlined by the Director.

### **Quarterly Financial Report - Quarter 3**

The Committee noted the contents of a Quarterly Finance Report which indicated that there would be an estimated £20,000 departmental underspend at the end of financial year-end.

### **Services Contracts for Belfast Waterfront and Ulster Halls**

(Mr. C. Campbell, Principal Solicitor, attended in connection with this item.)

The Committee considered the undernoted report:

**1.1 A number of procurement exercises are ongoing in relation to provision of external services for both Waterfront and Ulster Halls.**

- **Cleaning Services Contract Waterfront (T1281)**
- **Catering and Bar provision Ulster Hall (T1340)**
- **Event Cleaning Services Ulster Hall**

**2 Key Issues**

**2.1 Cleaning Services Contract Waterfront**

In relation to this contract, Members will recall that, at its meeting of 9 April 2013, in order to accommodate the extended timeframe for an OJEU tender, approval was given to extend the current contract, held since 2008 by Totalis, to February 2014.

2.2 The initial stage of the procurement process drew an unprecedented interest on both a local and national scale. On the advice of Legal Services, the Procurement Unit made a number of requests for further detailed information through the e-sourcing portal in order to provide a high level of assurance on decisions made at the pre-qualification stage and with a view to avoiding any potential challenge from an unsuccessful applicant.

2.3 These additional assurance steps have resulted in an unavoidable over run of 3 months for the procurement process. As a result Legal Services have advised that the current contract be extended until 30 June 2014. Standing Order 62(a) of the Council allows for derogation from the normal procedures on Contracts on the recommendation of a Chief Officer where the exception is justified in special circumstances, such as this.

**2.4 Catering and Bar provision Ulster Hall (T1340)**

The committee will be familiar with the existence of a concession services contract held at The Ulster Hall by Shine Productions Ltd for the period March 2009-March 2014 and with the re-tendering exercise authorised at the Development Committee meeting of 22 October 2013.

2.5 As a result of issues, and queries raised, of a legal nature, during the tender process we have been advised by Legal Services and Procurement that the preferable course of action is to suspend the current procurement exercise.

2.6 To re-tender the contract with a revised specification, that resolves the issues, Legal Services have advised that the current contract with Shine Production Ltd be extended for 6 months to 31 August 2014. Standing Order 62(a) of the Council allows for derogation from the normal procedures on Contracts on the recommendation of a Chief Officer where the exception is justified in special circumstances, such as this.

**2.7 Event Cleaning Services Ulster Hall**

The extensive cleaning requirements associated with large scale events are currently met by an external contractor who supplies staff at an appropriate volume, as and when required, in line with the events programme for the building.

2.8 Since 2008 the contract for the external service has been let 3 times and on varying value scales: initially as a tender and twice as a quotation with the current contract being held by OCS on a maximum value of up to £30,000 and a period of one year.

2.9 In evaluating the current volume of events and scale of demand for the cleaning service the Ulster Hall Management Team have concluded that a contract tendered on a longer 3 year term is likely to return a more economically advantageous offer for the Council.

2.10 The Director is seeking approval to commence a procurement exercise at the earliest opportunity subject to capacity within the Procurement Unit, to award a contract, for event cleaning services, to commence in January 2015.

**3 Resource Implications**

- **Financial:** The current Ulster Hall cleaning contract has an annual value of approximately £25,000. It is anticipated that a longer contract term will achieve possible savings.

**5 Recommendations**

- To approve an extension of the current cleaning contract at Belfast Waterfront to a limit of 30 June 2014; and
- To an extension of the current catering contract at Ulster Hall up to a limit of 31 August 2014;
- To authorise the Director to begin a procurement exercise for supply of an event cleaning service at Ulster Hall and to award this contract under the Scheme of Delegation”

The Committee adopted the recommendations.

Chairman