



# Belfast

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## **Belfast City & Region Place Partnership**

City Growth & Regeneration Committee

4th June 2025





# INNOVATION

...it's in our DNA



**Joe O'Neill**

Chair, Belfast City & Region  
Place Partnership  
Chief Executive, Belfast Harbour



**Marie Doyle**

Partner, Deloitte

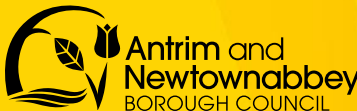


# Belfast City & Region Place Partnership

2024/25



Belfast  
City Council



Ards and  
North Down  
Borough Council



Comhairle Ceantair  
an Iúir, Mhúrn  
agus an Dúin  
Newry, Mourne  
and Down  
District Council

ARUP

AVISON  
YOUNG



CBRE

Deloitte.

GRAHAM



MRP



Tughans

## Objectives

1

Continue to build collaboration and partnership in the city and wider region.

2

Continue to promote and market the Belfast region outside Northern Ireland.

3

Increase engagement and advocacy with all key stakeholders, in particular, investors and government.

4

Support delivery of the Belfast Region City Deal programme of investment by attracting collaborative partners

5

Support delivery of our shared ambition and drive inclusive, sustainable growth.



**The Belfast Agenda**  
continuing the conversation

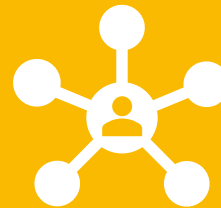
## **Pillared Programming**



**Programme**



**Engagement  
& Advocacy**



**Media &  
Communication**



**Research**

# Belfast City & Region Place Partnership

Endorsement from BCRPP

"BCRPP has been instrumental in providing the platform enabling increased investor engagement in the Belfast Region and has resulted in a significant uplift in investor visits here. Without the focus that the partnership provides, it would be much more difficult to secure investment in the city region and we look forward to supporting the partnership and its activities in the future."

**Jago Brett, Principle and Managing Director of Avison Young in Northern Ireland**

"The Belfast region has a wealth of real estate projects which have the potential to unlock not just economic growth, but which will also strengthen local communities and build social cohesion. To do that we need investment so the work of BCRPP is critical in promoting opportunities to the investor community. As designers, we also get significant value from meeting international architects through the partnership and bringing their expertise for the benefit of local projects. We wholeheartedly support BCRPP's work."

**David Algie, Director at Arup**

"The importance of the work carried out by the Belfast City Region & Place Partnership in driving and promoting real estate investment cannot be overestimated. The connections made both locally and further afield through the key BCRPP activities have, on a number of occasions, led to investment decisions in the Belfast region which would otherwise have not come to fruition. We need to be unashamedly ambitious about our promotion of the potential of the region and the investment opportunities, so the work of the BCRPP is vital. The connections made across the Partnership have also been a key driver in unlocking a number of important and regionally significant projects that had stalled and may otherwise have fallen away, without the benefit of the close the working relationships that have been established over the years."

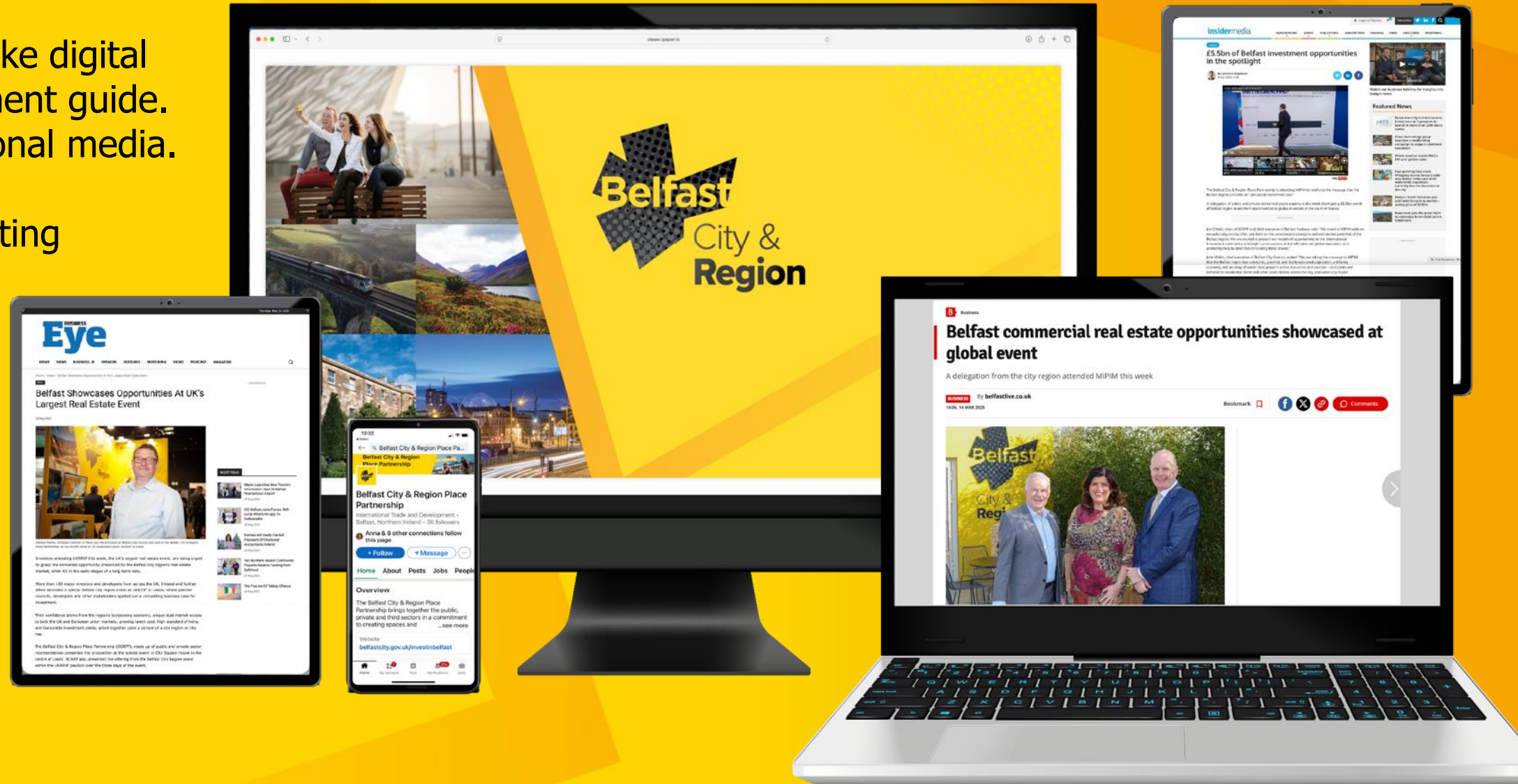
**David Jones, Partner and Head of Real Estate at Tughans**

"Other cities and regions show us that true collaboration across the public, private and third sector is vital if we want to deliver on our shared ambitions for the city and wider region - strengthening us as a place where people want to live, work, visit and invest. The Belfast Region and City Place Partnership enables us to do that, allowing us to present a united front to the global investment community and ultimately deliver inclusive, sustainable growth for the city."

**Jessica Way, Development Manager, Titanic Quarter Limited**

# Communications & Digital Marketing

- Development of bespoke digital Belfast Region investment guide.
- National and international media.
- Targeted newsletter
- Targeted digital marketing





# Belfast City & Region Place Partnership

Advocacy & Engagement



Supporting approach to **place-based growth proposition** for Belfast



**Advocacy & engagement** with NI, UK & Irish Government



**Support for BCCRIS Stocktake and DBEC**



**Engagement** across local communities



Ministerial engagement

AVISON  
YOUNG





mipim®

11-14 March 2025



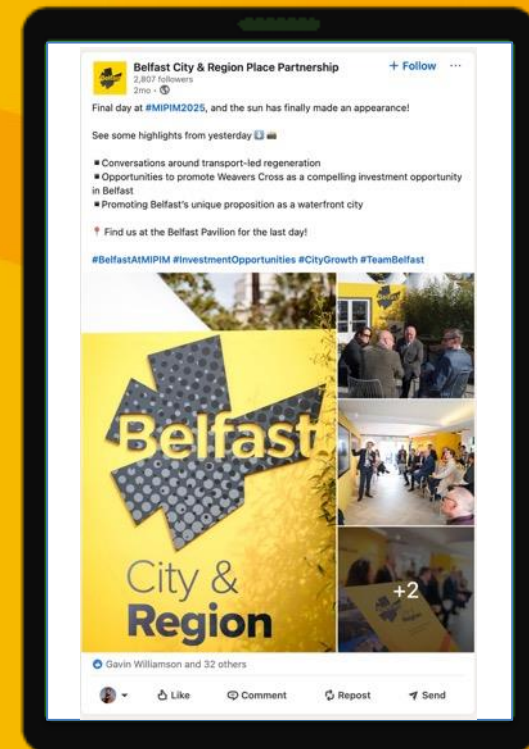
**Belfast sharing stages alongside other UK and European cities and partners, including supporting UK Cities Dinner:**  
London, Liverpool, Manchester, Central South, Cardiff and British Property Foundation



**Team 'Belfast Region'**  
21 delegates across  
13 organisations  
BRCD partnership approach



**Highlighting opportunities across Belfast Region including:**  
Housing-led regeneration;  
Transport-led regeneration;  
Tourism





19-21 May 2025

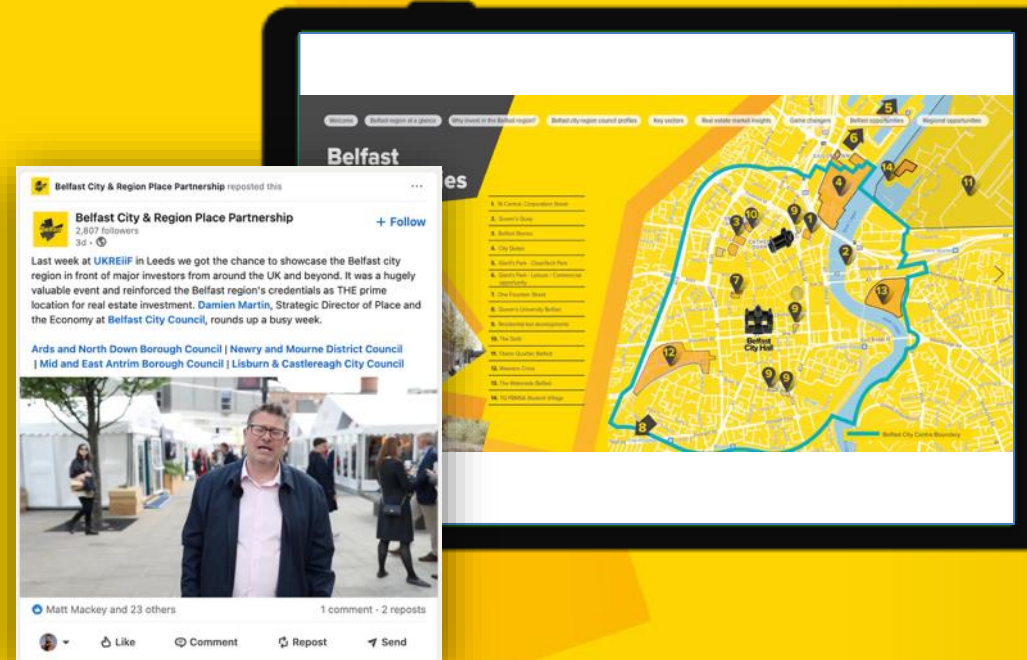
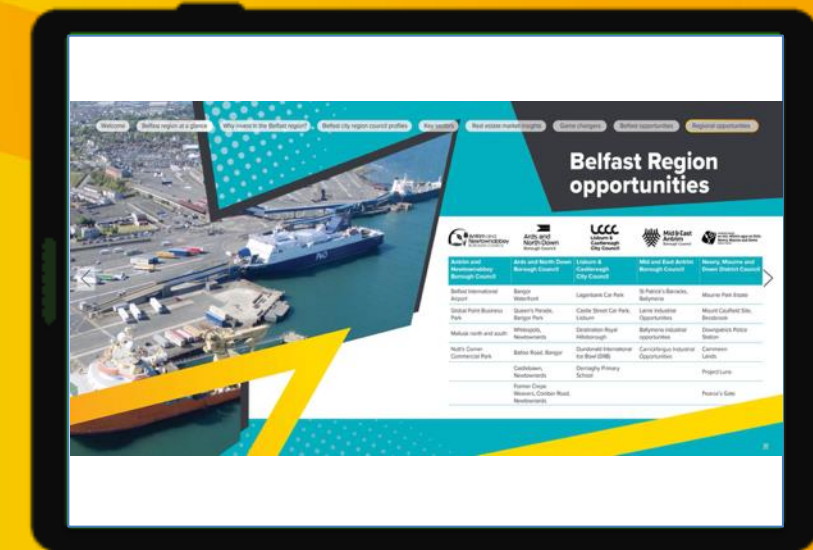


## Highlighting opportunities across Belfast Region including:

Housing-led regeneration;  
Transport-led regeneration;  
Tourism



**Team 'Belfast Region'**  
26 delegates across  
8 organisations  
BRCD partnership approach





# Belfast City & Region Place Partnership

What next? Approach to 2025-26

1

## Continuation of BCRPP Partnership 2025-2026

Including the **objectives** and **pillared approach** to programming

2

## Advocacy & Engagement

Working collaboratively to support place-based growth proposition for Belfast.

3

## Investor focused events

Positively showcasing and positioning the city region as a place for investment inc. UK or ROI showcase event, MIPIM 2026 and UKREiIF 2026

4

## Strategic Communications

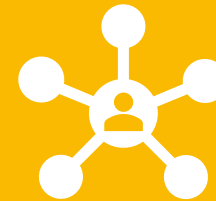
Positively positioning the city to attract inclusive investment to deliver regeneration and development across the city



**Annual  
Programme of  
Activity**



**Engagement  
& Advocacy**



**Media &  
Communication**



**Research**

# Place based growth proposition for Belfast

## Benefits of investment

The contribution that Belfast city centre makes to the wider region includes economic growth, job creation, access to services and cultural and recreational amenities



**For every 1,000 new homes** delivered in the city, Belfast would benefit from **an additional £10.2m in rates** over 10 years



**For every 500 new businesses** occupying commercial space in the city, Belfast would benefit from **an additional £87.9m in rates** over 10 years



**Every 10,000 sqft additional commercial floorspace** will support around 50 new jobs, **adding £25.7m GVA** to the regional and national economy over 10 years



**Spending by new employees** (each 10,000 sqft) would total **£9.3m** over 10 years on goods and services in the regional economy



# **There is clear alignment with BCRPP's objectives and those of the role of the City Growth & Regeneration Committee**



**Influencing and contributing to regional regeneration and growth strategies and activities**



**Developing and implementing city-wide economic strategies and policies**



**Managing and maximising the impact of major physical developments in the city**



**Providing support for economic development initiatives**



**Working with other agencies to promote Belfast as a key investment and tourism opportunity**



**Developing programmes and actions to support local businesses and attract inward investment**



**Influencing and contributing to strategies and policies affecting skills, employability, transportation and energy in the City**



# Belfast

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