

Public Document Pack

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

5th March, 2018

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

In addition to those matters previously notified to you, the following item(s) will also be considered at the meeting to be held at 5.15 pm on Wednesday, 7th March, 2018.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

AGENDA:

- 7 (a) City Events and Festivals Strategy (Pages 1 - 16)
- 7 (d) International Relations Update and Workplan (Pages 17 - 26)
- 7 (e) City of Music (Pages 27 - 32)
- 7 (h) Charity Abseiling Events at Belfast Castle (Pages 33 - 36)
- 8 (c) Growing the Economy - Working and Learning (Pages 37 - 46)

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Subject:	City Events and Festivals: proposed future investment and support
Date:	7 March 2018
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Gerry Copeland, City Events Manager Clare Mullen, Tourism, Culture, Arts and Heritage Manager Lynda Bailie, Development Department

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

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

1.0	Purpose of Report or Summary of Main Issues
1.1	The purpose of this report is to highlight the key findings and recommendations from the recent review of Council-funded Events and Festivals undertaken by Festivals and Events International (FEI) and to secure Committee agreement on a development plan for moving forward, taking account of FEI's recommendations.

2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • Note the key findings of the review of Events and Festivals undertaken by FEI • Endorse the findings and consider the recommendations set out in sections 3.13-3.14 as the broad direction of travel • Agree to proceed to engagement with key partner organisations on the basis of the current findings and recommendations and to consider a draft Events and Festivals Strategy – taking account of external partner input as well as ongoing engagement across Council departments – in June 2018 • Commission further analysis work on the potential to attract sponsorship funding to support additional investment in Events and Festivals.
3.0	Main Report
3.1	<p>In July 2017, Festivals and Events International Limited (FEI) were commissioned to develop a new Events and Festivals Strategy (2018-2023) for the Council, its partners and other stakeholders across the City. The brief included:</p> <ul style="list-style-type: none"> • A review of current portfolio • Consultation with stakeholders, Events and Festivals (via Festivals Forum) • Benchmarking how Events and Festivals are funded and delivered in other cities • Consideration of pre and post event impact modelling • Consideration of future structures for delivery • Making recommendations for the identification, securing, funding and delivery of Events and Festivals in Belfast.
3.2	<p>FEI undertook an extensive round of consultations with stakeholders. These included face to face meetings; telephone interviews and workshops with Events and Festivals organisers and cultural organisations. They also drew up a survey for completion by festival organisers. In total there were 36 face-to-face interviews; 11 telephone interviews; 2 workshops covering 45 groups; and 14 survey returns.</p>
3.3	<p>FEI also undertook engagement with Members of the Council’s City Growth and Regeneration Committee and the Council’s Corporate Management Team. In addition, they attended meetings of the Council-supported Festivals Forum Steering Group as well as a meeting of the Festivals Forum. Following completion of the draft report, Officers undertook</p>

Party Group Briefings with all parties to update on the key findings and recommendations.

Funding and Delivery of Current Festivals and Events in Belfast: Current Portfolio

3.4

As part of their review of the existing provision, FEI looked at the current portfolio of Events and Festivals in Belfast. Overall, FEI indicated that while Belfast has a strong reputation in organising, managing and delivering very successful Events and Festivals, is not currently recognised, nationally or internationally, as an Events and Festivals destination. If the Council has ambitions to sell the City in this way, FEI suggested that there will be a need to work with partners to re-focus investment in Events and Festivals, particularly those that have the potential to drive visitor numbers and spend. FEI did acknowledge that there was a broad programme of activity undertaken. However they noted that the objectives for many of the activities focused on supporting community cohesion and social development. They recognised the value of these events to local communities but considered that the Council and partners should take a differentiated approach to investment in events that aimed principally at supporting community cohesion and those aimed at generating economic value and profile for the City. In that way, FEI advised that funders could be clear about what outcomes they expected from their investment and project promoters could be clear about what deliverables were expected of them, in turn.

3.5

FEI identified around 200 Events and Festivals and categorised these according to an industry standard segmentation process (see Appendix 1). These categories are:

- Mega events
- Major events
- Signature events
- Growth events
- Local events
- Neighbourhood events (an additional category to capture some of the Council's Neighbourhood-level funding streams).

3.6

Using this categorisation, FEI concluded that, if the Council wants to maximise the economic return on investment from its events, it may need to look again at the balance of investment across the various event “categories”. FEI identified the following breakdown of Events and Festivals in Belfast by number:

- 5 Signature Events/Festivals
- 17 Growth Events/Festivals
- 88 Local Events/Festivals

	<ul style="list-style-type: none"> • 90 Neighbourhood Events/Festivals.
3.7	<p>It should be noted that there are currently no Mega or Major Events identified within Belfast's Events and Festivals portfolio. Belfast is not likely to ever host a Mega Event (such as the Olympics), given the scale of the infrastructure required. The City has hosted Major events in the past, such as Giro d'Italia and MTV EMAs and is currently bidding to host the UEFA Super Cup in 2020. Given the significant investment and resources associated with hosting these events, they don't tend to happen every year. If the City was to secure Major Events on a more regular basis, consideration would need to be given to investing appropriate levels of resources on an ongoing basis in order to meet the significant financial commitments associated with these events.</p>
3.8	<p><u>Funding and Delivery of Current Festivals and Events in Belfast: Current Funding Mix</u></p> <p>FEI noted that the funding of Events and Festivals in Belfast is exceptionally complex. The Council is one of a number of funders – other major funders include Tourism NI, Sport NI and Arts Council of Northern Ireland (ACNI). In the financial year 2016/17, the Council invested around £3.42million in Events and Festivals, supporting 200 events.</p>
3.9	<p>The analysis suggests that the return on investment (ROI) for Events and Festivals in Belfast ranges from £9 to £25 across the different funding streams. In other benchmark cities – such as Edinburgh – public investment can lever up to £43 for every £1 invested. Although Edinburgh is widely acknowledged as a Festival City, other comparator cities also appear to drive a significant return on investment – at the higher end of the Belfast figure and above. FEI point out that the impacts of many of the Local and Neighbourhood Events are qualitative as well as quantitative – and it is important that the Council is clear about its metrics in supporting the range of Events and Festivals. FEI recommends that the smaller Neighbourhood Events should be separated out from other Events and Festivals funding and managed through the City and Neighbourhood Services Department, in order to ensure alignment with wider investment in Community Safety and Community Services. All Events and Festivals – as with all Council activity – needs to align to agreed metrics within the Belfast Agenda.</p>
3.10	<p><u>Benchmarking</u></p> <p>FEI undertook benchmarking against five European cities: Aarhus (one of the 2018 European Capitals of Culture); Edinburgh; Galway; Liverpool and Rotterdam. From this analysis, they concluded that Belfast could achieve a higher return from its Events and Festivals investment</p>

if a more strategic approach was taken to investment in some of these activities. The benchmarks provided a number of useful lessons for Belfast to consider, namely:

- There is an opportunity to generate significant commercial income if the right structures are put in place and if a more commercial approach to event delivery is taken (lesson learned from Liverpool)
- Independent Events and Festivals can make a huge contribution to the City's cultural and tourism offer, with the right approach to investment (lesson learned from Galway)
- There are a range of operating models across the benchmark cities for delivery of Events and Festivals. These range from in-house (current Belfast approach) to fully independent delivery, with City support (the approach in Rotterdam).

Key Findings

3.11

FEI found that the Events and Festivals portfolio showed a great deal of creativity, innovation and passion. However, they noted some weaknesses in the current approach to funding, principally the fragmented approach across a range of funders. Given that the various funding streams have evolved over time and have not been reviewed in recent years, there is no process to ensure strategic alignment to the key documents driving Council investment, particularly the Belfast Agenda. In addition, there is limited co-ordination across funders on mechanisms for supporting Events and Festivals. This can make the application process complicated and reduces opportunities to invest at the appropriate levels in those events that have the potential to grow and contribute to the cultural and economic life of the City in a meaningful way.

3.12

FEI also concluded that securing funding for Signature and Growth Events is particularly challenging and that, because of this fact, the ability of these events to reach their growth potential can be inhibited. FEI have proposed a longer-term investment in a number of targeted events to support their development and give them the time to focus on building the event without having the concern of applying for annual funding. In addition to the funding support, FEI note the important developmental role that Council Officers can play in supporting events, helping them to consider their artistic development, supporting them with their sales and marketing and considering their organisational development needs. This, in turn, will support the longer-term sustainability of the sector. It also means that, with the right support, Growth Events may become Signature Events in time. Likewise, Local Events may grow into Growth Events.

Key Recommendations from the FEI report

3.13

Given the issues identified, the consultancy team's key recommendations focused on a number of areas including Funding Streams, Capacity Building Support, Evaluation and Measurement and Governance and Delivery. A summary of their recommendations is set out below. A note has been added where Officers consider there would be a potential practical difficulty with implementation in the short-term, or where Members have already expressed alternative views through the Party Briefings.

Funding Streams

- Need to adopt the standard classification of Events and Festivals as Major, Signature, Growth, Local and Neighbourhood (see **Appendix 1**). This is used by most other locations and by many other funders. Adopting this will make it easier to develop a joined-up approach to events funding with other partners;
- Need to re-position investment to maximise return by supporting a smaller number of Signature, Growth and Local Festivals to a greater value, aligned to the Belfast Agenda. Note: it is recognised that Belfast City Council also invests for social as well as economic return and that this is an important aspect of the Belfast Agenda. It is acknowledged that the circumstances in Belfast at the time that a lot of the Events and Festivals were developed (particularly in Neighbourhood and Local Events and Festivals) were very different to those being experienced in other benchmark cities used in this study. FEI do make the point, however, that if Belfast wants to be recognised as an Events and Festivals City, and if it does want to generate a higher level of economic return from Events, there will need to be a higher level of investment and more focused support for Major, Signature and Growth Events and Festivals;
- Need to consider the implications of the ongoing Grants Review for the funding of Events and Festivals;
- Need to separate the funding and reporting of Neighbourhood Events from Major, Signature, Growth and Local Events and consider relevant metrics for measuring impact of these events (which should be different from the other events);
- Need for greater engagement with partners from government e.g. Tourism NI, Sport NI to bid for major events that offer a proven investment, using agreed investment/evaluation criteria, and Visit Belfast in terms of Event marketing.

Capacity building support

- Need to develop a "portfolio" approach with all Signature and Growth events. This will involve Council Officers developing a "client management" relationship with these

Events and considering how they can bring together packages of support, training and capacity building appropriate to the scale and ambition of the respective Events and Festivals, in order to help them achieve their growth potential and ambitions;

- Need to consider multi-annual funding arrangements for Signature and Growth Events and Festivals (four year agreements for Signature Events; two year agreements for Growth events, with five year and three year business plans respectfully)
- Need to consider bidding for at least one Major event every third year;
- Need to support at least six Signature Events each year (those events with budgets of £800k+);
- Need to support at least twelve Growth Events each year (those events with budgets of £50k+);
- Need to develop a programme of support and development for Local Events and Festivals at an appropriate level. This support should include opportunities to consider how some of the Local Events and Festivals can become Growth Events and Festivals.

Evaluation and Measurement

- Adopt the proposed investment/evaluation criteria for all Events and Festivals funding and simplify annual evaluation based on demonstrating value against the Belfast Agenda, ensuring that the level of evaluation is commensurate with the scale of the event;
- Introduce standardised reporting in line with relevant indicators set out in the Belfast Agenda.

Governance and Delivery

- Need to improve internal co-ordination across Council for those working on events. FEI proposed simplification of the internal structures and sub-sections who deal with Events and Festivals in the City, particularly to ensure integration between the City Events Team, Parks Events Team and the Tourism, Culture, Heritage and Arts team. This may include merging elements of existing activity at the appropriate time;
- Need to consider moving towards commissioning for certain events – this will support the development of the cultural sector by providing long-term sustainability and improved partnership working;
- Establish an internal Events and Festivals Coordination Group to consider how events can be better planned and how Council can engage with external

organisations to support the delivery of Events and Festivals;

- Consider the establishment of a Members Working Group to monitor the work of the internal group (above). Note: Members have expressed a view that the practicalities of this need to be considered and reports may need to be brought back directly to Committee;
- Given the need for greater partnership with other major funders of Events and Festivals, need to establish a “Strategic Events Partnership” to coordinate Events and Festivals strategy and funding across Belfast City Council, Arts Council of Northern Ireland, Tourism Northern Ireland and other relevant funders;
- Consider the potential of moving towards joint agreement by the key funding partners (as set out above) on the City approach to Events and Festivals with a view to possibly establishing an independent organisation to deliver the annual events programme and support collaboration across Events and Festivals at a future date. Note: It is recognised that there is unlikely to be a political appetite to take such a radical step at this stage.

Feedback from Member briefings

Following completion of the draft report, the Director of Development undertook a series of Party Briefings to provide insight into the key findings and the recommendations within the report. A summary of the key issues identified by Members included:

3.14

- Wide-ranging support for the current investment in Events and Festivals and recognition of the value of this support within local communities;
- Need to secure alignment with other major funders (Tourism NI, Sport NI, ACNI) in taking long-term approach to investment in events – otherwise the Council approach will be undermined;
- Support for simplification and streamlining of existing processes, commensurate with the level of investment;
- Support for additional openness and transparency in the process for supporting Events and Festivals;
- Need to give consideration to opportunities for generating revenue through Events where appropriate. At the September 2017 meeting of the Strategic Policy and Resources Committee, Members agreed that the Council should take a commercial approach to more activities, including sponsorship/events, to generate additional income. Approval has been given to create a new post of Commercial Manager, funded from Invest to Save, to support this approach;

- Need to consider how Events and Festivals can support delivery of Belfast Agenda ambitions, including inclusive growth;
- Support for making the distinction between Signature/Growth/Local events and Neighbourhood Events – agreement with proposal to transfer Neighbourhood Events to City and Neighbourhood Services Department to ensure alignment with core service delivery and wider investment;
- Recognition of the impact and role that Neighbourhood and Local Events and Festivals can play in local communities;
- Acceptance that further/additional investment is required in Signature and Growth Events if these Events and Festivals are to generate the return on investment that other cities are experiencing
- Lack of agreement around the establishment of a Members Working Group on this issue – consideration that there are too many meetings and structures and that it may be better to update through the regular Committee process.

3.15

During the course of the Party Briefings, Members were also updated on the key findings of the report from Féile an Phobail regarding future opportunities for the development of the St Patrick's Day celebrations in the City. It is recommended that the report recommendations are considered as part of the implementation plan for the Events and Festivals Review recommendations.

Alignment with European Capital of Culture Activity

3.16

Members will be aware that, since the European Commission's decision in November 2017 that the participation of the UK in the European Capital of Culture in 2023 is still under dispute, Officers have been in discussions with the other four bidding cities and the Department for Digital, Culture, Media and Sport (DCMS). Work is ongoing to resolve this issue and agree on a clear way forward for the cities involved.

3.17

Officers are also considering how, regardless of the outcome of these discussions, an effort is made to ensure that the energy, enthusiasm and work undertaken by the cities and partners is harnessed and mobilised. Any future developments in this activity will be considered in light of the recommendations set out in this report to ensure a joined up approach across Council.

Regardless of the outcome, plans are being made to deliver some of the ambitious cultural projects considered during the first phase of the bidding process with a view that these would

3.18	<p>be linked to the desire to growth the number of Signature Events and Major Events. It would still be the ambition to build up this strategic programme from now to 2023, which could culminate in a significant year-long programme.</p>
3.19	<p>It is recommended that the financial planning process initiated to deliver the European Capital of Culture is aligned to this framework which would then allow a series of Major Events and programmes to be delivered between now and 2023 and provide more sustainability beyond 2023 as well. However, a more detailed report will be brought back on this following Member meetings with DCMS and the European Commission</p>
3.20	<p>The proposals in the report on a City of Music (see separate report) are also part of this more strategic approach to Events and Festivals, focusing on our unique strengths and building our reputation internationally, using local talent.</p>
3.21	<p><u>Proposed Implementation Plan</u></p> <p>Subject to Member feedback on the key recommendations, it is proposed that the implementation plan for the revised approach to Council support for Events and Festivals will involve a number of key steps in order to ensure that this renewed approach is in place for the 2019/20 financial year. In line with any policy change, the draft strategy will also need to go to public consultation, in keeping with guidance from the Council's Equality and Diversity Team. Feedback from this consultation exercise will also be critical in the development of the final approach. Consideration will need to be given to the establishment of a specific improvement should be given to the establishment of a dedicated Project team to oversee and manage the implementation of this important area of work.</p>
3.22	<p>A draft implementation plan, focusing on activities in the coming year, is set out in Appendix 2. The key actions will include:</p> <ul style="list-style-type: none"> • Engagement with other key funders (Tourism NI, Department for Communities, Arts Council of Northern Ireland, Sport NI) to secure agreement around re-alignment of existing funding streams in line with the report recommendations and engagement with Visit Belfast to consider opportunities for enhanced marketing of Events and Festivals • Securing appropriate levels of financial support to ensure delivery of the relevant funding programmes across the Council departments and exploring opportunities to lever additional resources through other public or private partners • Development of and agreement on assessment criteria for each of the funding

streams

- Development of an engagement programme with the cultural sector to advise of proposed changes, update on consultation outcomes and advise on changes to funding streams, in order to enable them to plan for future investment proposals
- Consideration of staff resource implications of the proposed approach, including any skills development support issues
- Establishment of the Internal Officer Events and Festivals Co-ordination Group in order to improve co-ordination and planning across the various teams involved in Events and Festivals delivery and support and consideration of any potential Member Engagement mechanisms.
- Creation of a Strategic Events Partnership Group with key City stakeholders in order to improve co-ordination and forward planning in attracting Major Events.

3.23

Following the public consultation process, a report will be brought back to the Committee highlighting progress made to date; updating on feedback from the public consultation exercise and the engagement with key partner organisations and making final recommendations on the way forward for the Council in supporting Events and Festivals from the financial year 2019/20. This emerging framework for investment will align to the Belfast Agenda and, given that the aspiration is that the final approach will lead to agreement on a City Strategy for Events and Festivals as opposed to a Council approach, it will be essential that the other funding partners are in agreement with the proposals put forward.

Financial & Resource Implications

3.24

The Council's current investment in Events and Festivals is around £3.4 million annually with £295,000 of that amount met through a variety of external funders. A significant proportion of this budget is allocated via grants at a local and neighbourhood level and some of the funding is from external partners. The consultants' recommendations are based on maintaining the current budget, but re-focusing resources to maximise return on investment. However, when the implementation plan is brought forward, it is likely to recommend that further allocation is made to ensure the delivery of more Signature and Major Events, and that this aspiration is met through additional sponsorship and other forms of revenue raising from the private sector, as well as aligning the financial allocations for European Capital of Culture.

The budget is subject to annual agreement, as part of the rates setting process.

<p>3.25</p> <p>3.26</p> <p>3.27</p>	<p><u>Equality or Good Relations Implications</u></p> <p>The development of a strategically-directed programme of Events and Festivals will assist in creating a City that is open to all and as such has the potential to promote good relations and equality by bringing together people from a wide range of backgrounds.</p> <p>The consultation process will allow further consideration of any equality and good relations implications and these will be addressed in the final report to Committee.</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
	<p>Appendix 1 – Industry Standard Classification of Events</p> <p>Appendix 2 – Draft Development Plan</p>

Appendix 1: Industry Standard Classification of Events

MEGA EVENTS

- Peripatetic events with global reach
- Major bidding effort
- High level of government resource and support
- Come with broadcast partners
- E.g. Olympic, World Cup

MAJOR EVENTS

- Peripatetic and one off events
- Required to be bid for
- Rights owned by a third party
- International reach through media coverage
- Significant national (out of area) and some international attendance
- Significant economic impact
- Partnership bidding effort
- Mostly sporting, sometimes cultural
- E.g. Grand Depart Tour de France, MTV awards

SIGNATURE EVENTS

- Recurring event - annually or periodically
- Home produced or commissioned
- Distinctive to the location
- Enhance senses of place and visitor experience
- National reach through media coverage
- Local, regional and international attendance
- Economic, social and cultural impact
- Often require public funding
- E.g. Edinburgh Festivals, London Marathon

GROWTH EVENTS

- Recurring events; occasionally peripatetic
- Regional or sectorial event or new local events ambitions to become signature events
- Distinctive to the location
- Grow the capacity of the place and visitor experience
- Regional reach through media coverage
- Mainly local attendance but with potential to attract visitors
- Economic, social and cultural impact
- Mostly cultural events, sometimes sporting
- E.g. White Night, mixed arts festivals

LOCAL EVENTS

- Recurring events; occasionally on-off
- General interest but aimed mainly at residents
- Citywide interest
- Local media coverage
- Local attendance
- Limited economic impact, often significant social impact
- E.g. Civic Events

NEIGHBOURHOOD EVENTS

- Recurring events; occasionally on-off
- Aimed at single community / community of interest
- Of limited citywide interest
- Low or no local media coverage
- Local attendance usually from one community
- No economic impact, often significant social impact
- E.g. Bonfire Parties, Party in the Park

With appropriate investment, Growth Events can become Signature

With appropriate investment, Local Events can become Growth Event

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Appendix 2: Events and Festivals: Draft Development Plan

Activity	Lead	Timeframe
Funding Streams		
Explore opportunities to re-profile or increase current investment in Events and Festivals, in line with recommendations (Council investment)	BCC - Development - in liaison with Financial Services	March-August 2018
Engagement with key funders (Tourism NI, DfC, ACNI) to secure agreement around the possibility of re-alignment of existing funding streams to support report recommendations	BCC - Development	March-June 2018
Additional analysis of existing funding commitments under the standard classifications (Appendix 1) to assess potential implications for funded organisations	BCC - Development	April-June 2018
Take account of outcome of ongoing Grants Review led by C&NS Department and implications for investment in Events and Festivals across all current funding streams	BCC - Development (in liaison with C&NS Department)	March-May 2018
Commission work to understand the potential for additional sponsorship income to increase investment in Events and Festivals	BCC - in partnership with specialist input	March-June 2018
Secure agreement for separation of Neighbourhood Events from Major, Signature, Growth and Local Events	BCC - Development	April-June 2018
Capacity Building Support		
Consideration of multi-annual funding arrangement for Signature and Growth Events - liaison with Legal Services and Finance regarding approvals, financial assessment support etc.	BCC - Development	April-September 2018
Assessment of skills development needs for Council staff engaging in support activity and provision of required support	BCC - Development in liaison with Legal Services, HR, Finance	April-August 2018
Develop capacity building programme for Events and Festivals - to include information and training for funding applicants	BCC - Development in partnership with cultural sector	April-August 2018 (roll-out from October 2018, subject to Council approval)
Evaluation and Measurement		
Develop agreed assessment criteria for each of the proposed funding streams, ensuring alignment to Belfast Agenda	BCC - Development in liaison with CX Department	April 2018-June 2018)
Development appropriate reporting frameworks - ensuring that reporting requirement is commensurate with level of investment	BCC - Development in liaison with Central Grants Unit	April 2018-August 2018
Governance and Delivery		
Establishment of Internal Officer Events and Festivals Co-ordination Group	BCC - Development in liaison with CNS Department	March-April 2018
Creation of Strategic Events Partnership Group to improve coordination and planning in resourcing and bidding for larger events - agree aims and objectives/desired outcomes from collaborative investment in Events and Festivals (link to engagement on funding for events)	BCC - Development in liaison with partner organisations	March-August 2018
Consider internal staffing implications, taking account of delivery resources across a number of different parts of the Council	BCC HR in conjunction with Development and CNS	March-August 2018
Secure Committee agreement on revised approach to Events and Festivals Support	BCC Development	August-September 2018
Complete consultation with key partner organisations	BCC Development in conjunction with external partners and relevant internal departments	April-June 2018
Undertake public consultation exercise, including equality impact assessment	BCC Development in conjunction with Equality Team	August-October 2018

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Subject:	International Relations Update and Action Plan 2018/2019
Date:	07 March 2018
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Laura Leonard, European & International Relations Manager

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

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

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to: <ul style="list-style-type: none"> – Update Members on the delivery of the International Relations Framework, focusing on activity over the last six months since September 2017 – Seek approval for the delivery of the 2018/2019 Action Plan.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> – Note the range of activities and associated outputs of International Relations actions

	<p>over the course of the second half of this financial year</p> <ul style="list-style-type: none"> – Approve the International Relations Action Plan outlining activity and budgetary commitments for 2018/2019, as set out in sections 3.7-3.12.
3.0	Main report
3.1	Members will recall the November 2016 approval of a new International Relations Framework for the period 2016 - 2021.
3.2	The aim of this Framework is to continue to promote Belfast on the international stage with other stakeholders as a place to invest, work, visit and study. The Framework will deliver primarily on the formal relationships already in existence through our Sister City Agreements with Shenyang, Boston and Nashville, and developing relationships with Dublin, and with the City of London. New areas of opportunity will be considered on their merits and relevance to Belfast.
3.3	Members will be aware that, at the 13 September 2017 meeting of the City Growth and Regeneration Committee, an update report on International Relations activity for the previous six months was presented and the outline plans for the coming period were set out for endorsement. This report provides an update on the activities and associated outcomes over the six-month period from October 2017 to March 2018, and outlines an Action Plan for international activity and associated costs for 2018/2019. These activities have, for the most part, been led by Belfast City Council working in partnership with stakeholders in government, education, tourism, business, culture, legal sector and sport.
3.4	<p>Members will be aware that the International Relations activity set out in this report focuses principally on our focused relationships with our Sister Cities and partner cities. The Council is also involved in a range of additional engagement activity in international markets. These include:</p> <ul style="list-style-type: none"> – Support for Visit Belfast to promote the city as a vibrant tourism destination – for both leisure and business tourists. The Council investment in additional conference and exhibition space at Belfast Waterfront has meant that the venue is now able to attract additional national and international conferences and events – thereby increasing visitor numbers from new markets. – Promoting the City for international real estate investment: a Council-led delegation will take part in the annual European property investment showcase in Cannes in March 2018 – MIPIM. The public-private partnership will promote the City as an

investment location, focusing on attracting both investors and end-users in the key FDI sectors as well as hospitality and international education and training opportunities

- Supporting local companies to export and develop an international presence: Members will be aware of the City's presence at the annual music, digital and convergence event in Austin, Texas – SXSW. The Lord Mayor will lead a delegation of local businesses and musicians and will host a number of promotional events to showcase the best of 'Creative Belfast'. Through our business support, we are also helping local companies to access new export markets and to develop new products and services in order to enhance their competitiveness.

3.5 This range of activity is delivered in collaboration with Council's Private and Public Stakeholders represented on the various stakeholder groups set up to support international framework delivery. This includes key agencies such as Invest NI. **Appendix 1** outlines some of the key activities and outputs for the last six months. By their nature, these activities often take some time to deliver on outcomes so it can be difficult to track the impact of the Council's investment over a short period. However, through our partnerships and stakeholder arrangements, we have taken a collective approach to developing linkages and activities in our priority areas of focus and have a shared investment in activities. In the coming year we will improve how we demonstrate outcomes on business tourism and education.

3.6 With regard to the key activities for 2018/2019, it is proposed that these will be driven by a number of the priority outcomes set out in the Belfast Agenda. Activities will be assessed in order to consider how they can deliver on these outcomes before making investment decisions. The key outcomes will contribute to the 'Growing the Economy' theme of the Belfast Agenda. The Council's national and international relationships are also an important foundation for the developing City Deal, harvesting investment and collaboration for skills, innovation and infrastructure. Outcomes will focus on:

- Building the City's position as a magnet for FDI
- Maximising the City's connections worldwide to drive growth
- Positioning the City internationally as a key tourism, education and business destination
- Helping local companies to internationalise their business and increase business connections and exports

While many of the activities are still under development, it is proposed that the 2018/2019

3.7	<p>Action Plan will focus on the following priority areas in order to maximise the return on investment, given the limited resources available:</p>
3.8	<p><u>China/Shenyang</u></p> <ul style="list-style-type: none"> – Development work to support the delivery of a Belfast/Shenyang tourism showcase in Shenyang. The opportunity for this event was identified during the China-UK Summit held in Belfast in December 2017. An indicative date of September 2018 has been set for this event, subject to agreement with relevant partner organisations, including Tourism Ireland and Visit Belfast. The costs associated with this event will not exceed £25,000 – Ongoing support to the Chinese Consulate Team to support relevant civic or political visits – Supporting additional engagement by the local tourism industry in the “China Ready” programme – helping them to benefit from the growing visitor numbers from China. Tourism Ireland estimates that there were around 65,000 Chinese visitors to Ireland in 2016 and this number has the potential to grow significantly – Supporting the work of the local universities and FE college in developing their teaching and research links with partner institutions in China – Development work to explore the potential for a Fintech mission to Shenyang, subject to agreement and support of Invest NI. This work is at an early stage. As it develops, further information will be brought back to the Committee for information and approval if required – Work will continue to develop partnership projects on Smart Cities, involving research and industry partners from Belfast and Shenyang – Support for the 2019 Chinese New Year event in Belfast, at a cost not to exceed £5,000. <p><u>Boston</u></p>
3.9	<ul style="list-style-type: none"> – Belfast City Council will undertake a civic mission led by the Lord Mayor in April 2018. The purpose of this visit will be to: <ul style="list-style-type: none"> • Launch the 2018 Friendship Four tournament with Mayor Walsh • Support the Belfast Bridge to Mass Challenge entrepreneurs pilot programme – this will involve 8 local tech businesses attending a Boston-based bootcamp helping them secure investment and new business partnerships • Finalise details for a Belfast philanthropy fund with Boston investment • Seek agreement for a Boston led business mission late in 2018 and define sectors

<p>3.10</p>	<ul style="list-style-type: none"> • Discuss further engagement with Harvard around arts and theatre • Continue discussion to develop a joint pilot city Economic Resilience project (Boston is also a member of the 100 RC Resilient Cities network). • The visit will incur a maximum cost of £5,000 for Belfast City Council. <p>– Belfast who will host an inward mission led by the Mayor of Boston’s international team, comprising businesses, business support organisations and representatives from the education sector. The delegates will undertake a programme developed by Belfast City Council in partnership with key stakeholders, including the universities, Belfast Metropolitan College, the US Consulate, the Venture Capital sector and the NI Chamber. The visit will take place in early May 2018. The above will incur a maximum cost of £5,000 for Belfast City Council.</p> <p>– Belfast City Council will support the 2018 4th Annual Friendship Four Ice Hockey tournament in partnership with the SSE Arena. This event will build on the success of the previous events and will attract new teams, thereby increasing its profile in the US Market</p> <p>– Belfast City Council will also support the 2018 2nd Annual Basketball Hall of Fame tournament. This event will build on the success of the inaugural event (see Appendix 1) and will involve eight teams from across key US locations. This represents an opportunity to profile Belfast in each of the locations. The development work this year will focus on increasing the involvement of colleges, schools and the community sector in these tournaments to promote study abroad and scholarship opportunities. Both the Friendship Four event and the Basketball Hall of Fame event will require a financial contribution from Belfast City Council of up to £50,000 maximum each. Planning work for both events is currently well underway. Future updates will be brought to the Committee to provide more detail on teams involved, funding levered and promotional opportunities</p> <p>– Belfast City Council will continue to work with the tourism sector to co-host familiarisation visits to promote the City as a business and leisure destination, and will explore opportunities for future tourism showcases, in partnership with Tourism Ireland.</p> <p><u>Nashville</u></p> <p>– Belfast City Council will deliver the ‘Nashville in Belfast’ week in April/May 2018 (budget already secured). This will involve a series of cultural performances as well as a range of partner activities to support business linkages, promote tourism and encourage student exchanges</p>
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- Belfast City Council will work with Invest NI and the US State Department along with the Nashville Economic Development Team, to host a business mission to Belfast in 2018/2019 linking Nashville businesses to potential Belfast partners and companies seeking to do international trade. A budget of £20,000 towards the cost of hosting this event was approved by the Committee in December 2017.
- Belfast City Council will continue to support the FE college and both universities as they develop their education linkages in Nashville with Belmont and Vanderbilt Universities
- Belfast City Council will support educational exchanges between schools in both cities, including hosting work placement opportunities as required (as we have done recently).

In addition to involvement with our Sister Cities, Belfast also works in a number of additional locations that have relevant business, educational or tourism links. These include:

Dublin

- Work has been ongoing with Dublin City Council and other over the last number of years to develop joint activities and programmes for initial interest both on a City to City basis and along the economic corridor.
- The Lord Mayor of Dublin, Mícheál Mac Donncha, will visit Belfast in March 2018. The purpose of the visit is to consider areas for future engagement between Belfast and Dublin in the coming year. A report on any proposed actions will be brought back to this Committee for information and approval, if required
- Given that one of the priority strands within the emerging City Deals work is on infrastructure, there has been recent engagement between Dublin City Council and its neighbouring Councils along with the six Local Authorities in the Belfast Region City Deal area, to consider whether Belfast-Dublin infrastructure links might be considered as part of this investment package. Arising from the issues identified during presentation and discussion at the Members Brexit workshop held on 21 November 2017 and reported on 6 December 2017, Officers are exploring the potential for a Belfast–Dublin Economic Conference with support from public stakeholders including Invest NI and IntertradeIreland, private partners and potentially impacted neighbouring Councils. It is anticipated that the Conference will be hosted in May 2018 (tbc). The programme is currently under development but likely discussion topics include Infrastructure (e.g. Rail Connections and Fibre), Trading Relationships, Migration, education and Innovation. Innovation will include place shaping and how we can influence the creation of an Innovation hub across

3.11

Belfast and Dublin. The Conference will be high profile presenting two cities open for business and investment. It is anticipated that it will be held over two days, one in Belfast and the other in Dublin. It is proposed that a series of business seminars are developed alongside the Conference. Topics may include: City Leadership Skills for SMEs, Workforce Scenario Planning, impact of Brexit on Future Sector Growth, International Trade and Export Post-Brexit and the Changing Funding Landscape

- To encourage trade between Belfast and Dublin, it is proposed that consideration is given to working with local companies to develop business leads that may generate new partnerships, joint ventures, sourcing relationships or market development opportunities. The maximum Council contribution to the Conference (above) and the business support is £40,000.
- To encourage joint inward and outward business investment activities between Belfast and Dublin for example in the coming months a Lead Development Agency is managing an inward Trade Mission from Luxemburg to Dublin relating to Professional Services such as Asset Management. Officers are exploring opportunities for Belfast to also feature in the Trade Mission. The timescale for the Trade Mission is still to be scheduled.

City of London

- Members will be aware that there has been ongoing engagement between Belfast and the City of London. At present, a member of Council staff is seconded to the City of London Cooperation in order to explore opportunities for further collaborative engagement.
- One of the areas of particular joint interest that has emerged is support for the financial services sector post-Brexit. There is both a sectoral ecosystem which should be promoted between London and Belfast as well as Belfast and Dublin.
- Members will be aware that the City of London now has a regional strategy for financial and professional services which features Belfast and that the Lord Mayor of London is promoting this internationally.
- Members will also be aware that Belfast City Council has been supporting the Belfast Partners network in London for the last two years. Belfast Partners is a network of London-based companies with an interest in Belfast – focusing on the city as a business and investment location. As part of our engagement with the network, we have now hosted two major receptions in the City of London (the last one took place in the Mansion House on 23 November 2017) and organised a business mission for six local tech companies to engage with London based partners on 22 and 23

3.12

November 2017. As a result of this mission, the businesses were each able to meet four high profile prospective customers in Central London. Post-programme evaluation will be undertaken in April 2018 but initial feedback suggests that the businesses all made valuable connections with significant potential for new business.

An inward investment visit for 10 Venture Capital companies based in London is scheduled in Belfast for 6 and 7 March 2018, in collaboration with Belfast Partners and the British Business Bank as well as local partners including Invest NI, CSIT, Novosco and KPMG. The delegates will participate in an organised visit programme, designed to showcase Belfast's technology sector. Local companies will have an opportunity to engage directly with Venture Capitalists to explore opportunities for leveraging Venture Capital finance to grow their business.

The Council and partners also engage in a number of international profiling events and support Belfast-based activities aimed at attracting international audiences to the City. Planned activities for 2018/2019 include:

New York - New Belfast: 6-9 June 2018

- Members will be aware that, for the last number of years, the Council has supported the New York – New Belfast Conference. This annual event takes place in New York in June. It attracts Belfast-based business and tourism leads and provides an opportunity to profile developments and investment opportunities in the City and to encourage greater levels of US investment and visitor numbers
- In previous years, the Chair of the City Growth and Regeneration Committee has attended along with one Officer. The Chair is given significant profile as part of the Conference programme. It is proposed that the Chair and one Officer attend the June 2018 event. This will provide the Chair with an opportunity to profile the City's new investment opportunities, using the new City narrative and brand. The costs associated with attendance at this event will not exceed £7,500 – comprised of sponsorship (£5,000) and travel/accommodation (up to £2,500 in total).

3.13

Belfast International Homecoming: 3 – 5 October 2018

- Members will also be aware that the Council has supported the Homecoming Conference which takes place each year in Belfast in October. The Conference attracts the diaspora who have significant business networks and connections in the USA and looks at how they can lever this social capital to support economic growth in Belfast and among Belfast-based businesses.
- The event will present a significant opportunity for the Council to set out its vision and

3.14

leadership ambitions in promoting inclusive economic growth in Belfast. There will be a number of speaking opportunities for both Elected Members and senior Officers. It is proposed that the Council agrees to sponsor the event at a cost of £5,000. As part of the sponsorship, there will be opportunities for attendance by the Chair and Deputy Chair of the City Growth and Regeneration Committee (or nominees).

Support for Eurocities network

3.15 Members will be aware that Belfast has been a member of the Eurocities network for some time. Eurocities is a network of more than 140 major European cities, made up of the elected local and municipal governments of major European cities. Eurocities is structured through a range of working groups on issues such as Culture, Social Affairs, Knowledge Society and Environment. Belfast has participated in a number of the working groups and has developed collaborative projects with other cities facing similar urban challenges. The City has also shared learning on a range of topics and has availed of the network to engage with the key EU institutions in order to influence policy.

In order to maintain access to these networks and to ensure that Belfast retains the insight and high-level contacts in Brussels and other cities, it is proposed that Belfast City Council renews its annual subscription to Eurocities at a cost of €16,000.

Financial and Resource Implications

It is proposed that Members approve and agree to provide financial support to the range of activities and events set out in sections 3.7-3.15 above. These allocations have been included in the budget estimates which were approved by the Council in February 2018. They include:

Shenyang/China

- 3.16
- Development work to support the delivery of a Belfast/Shenyang tourism showcase in Shenyang. The costs associated with this event will not exceed £25,000
 - Support for the 2019 Chinese New Year event in Belfast at a cost not to exceed £5,000.

Boston

- Support the development and delivery of a civic and business mission to Boston in April 2018. The costs associated with this visit will not exceed £5,000
- Support the delivery of an inward business mission from Boston in early May 2018. Costs will not exceed £5,000.

3.17	<ul style="list-style-type: none"> - Agree to support the fourth annual Friendship Four Ice Hockey event in November 2018 at a cost not to exceed £50,000. - Agree to support the second annual Basketball Hall of Fame Tournament to take place towards the end of 2018 at a cost not to exceed £50,000. <p><u>Dublin</u></p> <ul style="list-style-type: none"> - Support the Belfast-Dublin Economic Corridor Conference and the cross-border business development activity (subject to further engagement and partner support) at a cost not to exceed £40,000. <p><u>London</u></p> <ul style="list-style-type: none"> - Agree to set aside a budget of up to £40,000 to undertake a series of Belfast-based visits and events to attract London-based investors and Venture Capitalists to the City as well as developing a business mission programme for Belfast companies to explore new business opportunities in London. <p><u>New York-New Belfast Event</u></p> <ul style="list-style-type: none"> - Agree to sponsor the June 2018 New York-New Belfast conference to a value of £5,000. Travel and accommodation costs not to exceed £2,500. <p><u>International Homecoming Event</u></p> <ul style="list-style-type: none"> - Agree to support the October 2018 Homecoming Conference at a maximum cost of £5,000. <p><u>Eurocities</u></p> <ul style="list-style-type: none"> - Agree to renew the Council's annual membership of the Eurocities network at a cost of €16,000. <p><u>Equality and Good Relations Implications</u></p> <p>The International Relations Framework was equality screened.</p>
4.0	Appendices – Documents Attached
	Appendix 1: International Relations Outputs: October 2017 – March 2018.



Subject:	City of Music
Date:	7 March 2018
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Eimear Henry, Cultural Regeneration Manager

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

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

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to update Members on planned music related activity throughout 2018 and 2019 and to consider the potential to deliver a complementary programme under the banner of 'City of Music'.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none"> – Note the contents of this report and approve the proposed 'City of Music' programme of activity and budget allocation.
3.0	Main report

<p>3.1</p> <p>3.2</p> <p>3.3</p> <p>3.4</p> <p>3.5</p>	<p><u>Background</u></p> <p>Members will be aware that the bid to become European Capital of Culture is still under dispute. However, the intention was to build a more strategic programme of unique activity of international stand-out from now until 2023. One of the aspirations under the ECoC proposals was also to apply for a UNESCO City of Music designation. This is still an aspiration whether or not European Capital of Culture is open to us.</p> <p>The accompanying report on the Events and Festivals strategy also recommends that more focus is given to signature and major events and festivals, with a particular focus on our unique selling points.</p> <p>Members will also be aware that significant music related activity is due to take place throughout 2018 and early 2019. The investment made to date includes ongoing support for homegrown activity as well as funding for one-off events that have identified Belfast as a preferred prime location. This includes:</p> <ul style="list-style-type: none"> – BBC Music Events (BBC Big Music Weekend, Radio 2 Folk Awards & Proms) – Gradam Ceoil – Other Voices – Féile an Phobail – EastSide Arts Festival – UK Pipe Band Championships – Belfast Tattoo <p>The rationale for this support is to help strengthen the profile of the City as a culturally vibrant destination, thus aligning to the Belfast Agenda. In addition, the recent development of a bid for European Capital of Culture highlighted the potential economic and social impact of investing in cultural and audience development. This is further supported by a wider programme of work as outlined in the Cultural Framework and Action</p> <p>Plan: Delivery Plan 2018/19.</p> <p>Music is recognised as a distinctive element of Belfast’s cultural profile with audience research indicating high levels of engagement locally as well as strong links with Belfast’s international profile.</p>
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3.6	<p>It is therefore proposed that in order to ensure the maximum impact and accessibility of the activities planned that a wraparound programme is developed and delivered. This programme will have three key strands:</p> <ul style="list-style-type: none"> – Communications campaign – Support for local infrastructure and artists – Long term development and capacity building
3.7	<p><u>Communications campaign</u></p> <p>This campaign will align to the City’s place positioning approach ensuring high levels of local and international visibility. Currently the planned activity amounts to a series of standalone events however there is a significant opportunity to increase impact by branding these events ‘City of Music’, building on Belfast’s cultural reputation. This campaign would showcase flagship elements of the overall programme as well as providing support and exposure to hundreds of local partners and will be delivered in partnership with Visit Belfast.</p> <ul style="list-style-type: none"> – Positioning of Belfast as a music city – Marketing in key international markets – Cross promotion and exchange with Sister Cities – Dedicated activity to ensure local engagement and participation including residents, day trippers and businesses – Clustering of events into key seasons including promotion of shoulder months in the annual visitor calendar <p><u>Support for local infrastructure and artists</u></p> <p><i>Open call</i></p>
3.8	<p>In addition to the one-off programme support already agreed, there is an opportunity to further strengthen the local offer and support artists by enhancing existing activity. An open call will be facilitated to allow local organisations to outline how their proposals fit with agreed criteria to include audience development and profile.</p>
3.9	<p>Activity taking place across Council departments will also be brought together to support collaboration and promotion.</p>
3.10	<p>In addition, the ‘City of Music’ programme will provide a platform to ensure that the major events that have been funded connect and support local infrastructure with opportunities for collaboration and outreach.</p>

3.11	<p><i>Summertime animation</i></p> <p>A specially curated programme of pop-up music events will also take place over the summer season to animate public space. This will be a seasonal intervention to drive footfall, increase vibrancy of public space and improve connectivity across the city. This will also be an opportunity to showcase local talent.</p>
3.12	<p><i>Mix the city</i></p> <p>Mix the city is an existing international initiative that has been successfully delivered in a number of cities such as Moscow, Istanbul, Mumbai and Hamburg. It is an award winning interactive musical experience connecting music, cities, creativity and people.</p>
3.13	<p>This is based on an online platform targeting young people and community involvement that creates an opportunity to mix tracks of local musicians with locally generated video content of the city. Participants become DJs as they produce their own personal 'mix' of the city. As well as local engagement, users from anywhere in the world can create their music video of Belfast. There will be further opportunities to present this digital content internationally.</p>
3.14	<p>Mix the City has reached an audience of 1,500,000 users in 208 countries and been featured on numerous innovative and important media outlets.</p>
3.15	<p><i>Belfast's music story</i></p> <p>Working with local partners a special exhibition will be commissioned to visually tell the story of music in the city. The creative process to develop this exhibition will involve engagement with community groups and local schools. The exhibition would use the city as a gallery with images presented on vacant sites and hoardings across the city. Cities such as Dundee have successfully taken a similar approach as part of regeneration initiatives and major capital developments showcasing their status as a city of design.</p>
3.16	<p><u>Long term development and capacity building</u></p> <p>In recognition of Belfast's rich music heritage and to strengthen long term cultural development it is proposed that we explore the option to apply for UNESCO designation. The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity.</p>

3.17	<p>To become a member of the UNESCO Creative Cities Network, candidate cities must submit a detailed application clearly demonstrating their willingness, commitment and capacity to contribute towards the objectives of the Network. The Network covers 7 creative fields, which can be chosen by the cities according to their preference for a specific creative industry sector to which they devote their talent and energy. Those 7 creative fields from which a city can apply for UNESCO status are: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.</p>												
3.18	<p>Following an initial scoping exercise and assessment against the criteria as well as support from the sector, it is proposed that music is the most appropriate designation for Belfast at this stage. This will involve up to a 5-year development process culminating in an official application to be led by the Local Authority in partnership with the music sector and other stakeholders.</p>												
3.19	<p>Joining the network is a longstanding commitment which must involve a participative process and a forward-looking approach. Cities must develop and present a realistic action plan including specific projects, initiatives or policies to be executed in order to implement the objectives of the Network. As with cities such as Liverpool, who have already achieved UNESCO City of Music designation, work towards and after the designation will focus cultural policy and activity in relation to music in Belfast, delivering a more joined-up and visible music offer whilst increasing opportunities for production and civic engagement in music across the city on a permanent basis. It is proposed that further scoping is carried out with a detailed plan taken back to Committee in due course.</p>												
3.20	<p><u>Financial & Resource Implications</u></p> <p>The total budget for the programme in £200,000</p> <p>The breakdown of this budget is as follows:</p> <table data-bbox="272 1563 1430 1854"> <tr> <td>Communications activity and marketing</td> <td>£30,000</td> </tr> <tr> <td>Enhanced programming for existing activity</td> <td>£55,000</td> </tr> <tr> <td>Summertime animation</td> <td>£60,000</td> </tr> <tr> <td>Mix the city</td> <td>£20,000</td> </tr> <tr> <td>Belfast Music Story</td> <td>£25,000</td> </tr> <tr> <td>UNESCO development</td> <td>£10,000</td> </tr> </table> <p>This can be paid for out of the budget set aside for the European Capital of Culture, as it</p>	Communications activity and marketing	£30,000	Enhanced programming for existing activity	£55,000	Summertime animation	£60,000	Mix the city	£20,000	Belfast Music Story	£25,000	UNESCO development	£10,000
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UNESCO development	£10,000												

3.21	<p>was anticipated that the programme would be built from 2018 on.</p> <p><u>Equality or Good Relations Implications</u></p> <p>Equality and Good Relations implications will be taken into consideration as part of any open call, funding agreements or project development, to ensure the overall accessibility of the programme.</p>
4.0	Appendices – Documents Attached
	None



Subject:	Charity Abseiling Events at Belfast Castle
Date:	7th March 2018
Reporting Officer:	Nigel Grimshaw Director City & Neighbourhood Services Department
Contact Officer:	Rose Crozier Assistant Director City & Neighbourhood Services Department Fintan Grant City Park Manager North, City & Neighbourhood Services

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

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

1.0	Purpose of Report or Summary of main Issues
1.1	To request the use of Belfast Castle for a number of Charity Abseiling Events as described below.
2.0	Recommendations
2.1	<p>The Committee is asked to;</p> <ul style="list-style-type: none"> • grant authority for the charity abseiling events at Belfast Castle subject to the satisfactory terms being agreed with the Director of CANS and on the condition that: <p>1. The event organisers meet the operational and health and safety issues to the</p>

	<p>Council's satisfaction.</p> <p>2. The event organisers ensure that all health and safety requirements are met to the Council's satisfaction including risk assessments, safe systems of work, equipment, appropriate insurance and site inspection information.</p>																										
3.0	Main report																										
3.1	<p><u>Key Issues</u></p> <p>A number of charity events are proposed to be held at Belfast Castle to raise funds for the following charities.</p> <table border="1"> <tr><td>Muscular Dystrophy</td></tr> <tr><td>Rainbow Project</td></tr> <tr><td>PIPS Newry & Mourne</td></tr> <tr><td>Parkinsons</td></tr> <tr><td>Boots</td></tr> <tr><td>Habitat Ni</td></tr> <tr><td>AMH</td></tr> <tr><td>Nexus NI</td></tr> <tr><td>Fibromyalgia Support NI</td></tr> <tr><td>Mencap</td></tr> <tr><td>USPCA</td></tr> <tr><td>SOS NI</td></tr> <tr><td>Mary Peters Trust</td></tr> <tr><td>MS Society</td></tr> <tr><td>Tiny Life</td></tr> <tr><td>Southern Area Hospice</td></tr> <tr><td>Action for Children</td></tr> <tr><td>Teen Challenge</td></tr> <tr><td>Headway</td></tr> <tr><td>Air Ambulance NI</td></tr> <tr><td>Mindwise</td></tr> <tr><td>The Welcome Organisation</td></tr> <tr><td>Children's Heartbeat Trust</td></tr> <tr><td>Lighthouse</td></tr> <tr><td>NI Hospice</td></tr> <tr><td>AGE NI</td></tr> </table>	Muscular Dystrophy	Rainbow Project	PIPS Newry & Mourne	Parkinsons	Boots	Habitat Ni	AMH	Nexus NI	Fibromyalgia Support NI	Mencap	USPCA	SOS NI	Mary Peters Trust	MS Society	Tiny Life	Southern Area Hospice	Action for Children	Teen Challenge	Headway	Air Ambulance NI	Mindwise	The Welcome Organisation	Children's Heartbeat Trust	Lighthouse	NI Hospice	AGE NI
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AMH																											
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Fibromyalgia Support NI																											
Mencap																											
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AGE NI																											

	Alzheimers Society
3.2	Belfast Castle has been chosen for its unique location and marketing potential, especially for its beautiful gardens and panoramic views over the City.
3.3	<p>Previous abseils have been held at Belfast Castle by charities which were very successful. The upcoming events are scheduled to take place on the following dates:</p> <p>14/04/18</p> <p>15/04/18</p> <p>13/05/18</p> <p>20/05/18</p> <p>24/06/18</p> <p>09/09/18</p> <p>07/10/18</p>
3.4	Consideration has and will be given to the health and safety implications and environmental issues involved with this event.
3.5	<p>The abseil will be organised and carried out by Bryson Lagansports who have been running charity abseil events for over 10 years. They use the highest standard of equipment and highly qualified instructors. They will provide all the necessary risk assessments, documentation and have 10 million pounds public and employee insurance policy applicable to this type of event. Bryson Lagansports will be required to undertake a risk assessment and to ensure that all health and safety and insurance requirements are met to the satisfaction of Belfast City Council.</p> <p><u>Financial & Resource Implications</u></p>
3.6	No financial or resource implications for BCC however the castle will receive income in terms of room hire.
3.7	<p><u>Equality or Good Relations Implications</u></p> <p>None</p>
4.0	Appendices – Documents Attached
	None

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Subject:	Growing the Economy and Working and Learning: Overview of priority activities for 2018/19
Date:	7 March 2018
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Colin McCabrey, Economic Development Manager (Local Economic Development) Sinead O'Regan, Economic Development Manager (Employability and Skills)

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

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

1.0	Purpose of Report or Summary of Main Issues
1.1	The purpose of this report is to identify the priority activities to be delivered in the coming financial year as part of the Committee's ambitions to support delivery of the targets under two of the pillars of the Belfast Agenda: Growing the Economy and Working and Learning.

2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • Note the priority issues raised at the Committee workshop on 21 February 2018 • Agree to the Forward Work plan to support delivery of the Growing the Economy and Working and Learning strands of the Belfast Agenda • Agree to receive a further report in April 2018 outlining the specific detail of activities.
3.0	Main Report
3.1	<p>Members will be aware that the Committee Workshop which took place on 21 February 2018 aimed to agree the broad programme of work for the Committee in the coming financial year. Officers made a number of presentations to seek feedback on proposed activities and Members indicated their support for the general approach.</p>
3.2	<p>The key discussion points included the following:</p> <ul style="list-style-type: none"> • Supporting inclusive growth through economic and city development should be a key driver for the Committee and the Council – it is essential that consideration is given to clearly articulating what inclusive growth means, how it aligns to the vision and priorities contained in the Belfast Agenda, how it is measured and how it can apply across all areas of business • Creating jobs and improving skills were the key drivers articulated during the public consultation exercise for the Belfast Agenda. They should remain the top priority for the Committee in the coming year, working towards the agreed stretch targets set out in the Belfast Agenda • City Deal offers an opportunity for additional investment in a number of the Committee’s priorities including Employability and Skills, Tourism Infrastructure, City Investment and Regeneration.
3.3	<p>Members will be aware that the key targets and ambitions relate to job creation, improving competitiveness, increasing business start-ups, addressing economic inactivity, increasing the overall job numbers in the City, improving skills – particularly for those with no or low skills – and increasing levels of investment into the City.</p>

Growing the Economy: achievements in April 2017-February 2018

Since April 2017, Council has developed and delivered a range of activities to address the challenges around low levels of start-up, innovation, competitiveness and productivity. These include:

- 301 entrepreneurs supported through the Go for It programme supporting the creation of 213 jobs;
- Support for 34 Social Enterprises and 10 Co-operatives contributing to 9 new business starts already creating 32 jobs;
- Support for 32 university/FE college student entrepreneurs to develop their own new businesses while still in education. We are working with the colleges and universities to look at how this support can be enhanced – and how entrepreneurship can become more embedded in the curriculum for all students;
- Ongoing investment in the Innovation Factory – the tenant occupancy rate at the Innovation Factory is 27% representing 103 jobs and 37 business tenants. A more detailed report on progress will be presented to the April 2018 Committee. The Innovation Factory is performing on target, Council’s initial investment is now offering the opportunity for more engagement through the recent PEACE IV approval and the decision by Invest NI to further develop the infrastructure around the site. Other investment opportunities are now being considered across the wider site.
- Provision of business mentoring support for 110 small businesses in Belfast (programme launched in September 2017). Businesses have received support on a range of topics including marketing, digital strategy, sales development and cash flow management. A further 19 businesses have been supported through the retail and hospitality programme which provides small businesses with advice and support to enhance their customer experience.
- Business Accelerator and Investment support: as previously agreed by this Committee, the Council is to support 10 small Belfast businesses to go through the MassChallenge Bootcamp programme in Boston. Companies will receive intensive support around pitching, targeting investment and partnership development and they will be able to network with other Boston-based companies to develop new partnership arrangements and collaborations. The Boston Bootcamp will take place w/c 21 May. The Council is working closely with Catalyst Inc and Invest NI on this programme;
- Launch of a new high-growth start-up programme supported by ERDF (European Regional Development Funds). The first intake is currently being recruited. 20 new

businesses will access support through this initiative by April 2018;

- We have supported the creative and digital sector by supporting The Great Escape, Output Belfast, AVA Music Festivals and SXSW representing 1,150 visitors and 455 Belfast businesses. We have also worked with the Smart Cities Team in the development of the Immersive Tech Lab and are supporting the development of a number of new tech challenges focusing on tourism growth and new product development.

3.5

Emerging Opportunities and direction of travel 2018/19: Growing the Economy (business start-up and growth)

Taking account of recent Member comments and of the existing Belfast Agenda Vision targets and ambitions, it is proposed that the programme of work for the coming year will include the following broad areas of activity under the banner 'Belfast: City for Business':

Enterprise Awareness/Business Start-up:

- A programme will be designed to encourage enterprise within education and the youth sector to help young people considering setting up their own business as a career choice. This support aims to engage approximately 600 young people across the city in 2018/19.
- Graduate entrepreneurship: Officers have been working closely with partners in UU, QUB, Belfast Met and Invest NI to develop a new intervention, following on from the current Belfast Enterprise Academy programme. Invest NI have now agreed to provide a time-bound salary payment for student entrepreneurs who commit to starting their business when they graduate.
- Female Entrepreneurship: we are developing an initiative with the 10 other Councils in partnership with Invest NI and Women in Business designed to encourage females to start a business.
- Start-up incentives: Officers are working with Legal Services and Audit, Governance and Risk to consider an approach to financial incentives aimed at removing barriers to entrepreneurship
- Ongoing investment in the Go for It programme, with partners across the 11 Council areas.

Business Growth

- Officers are applying for funding (ERDF and Invest NI) to provide specialist support and advice to businesses focusing on integrating digital technology into their business models. The programme aligns directly to the proposed DCMS Full Fibre Project (2018-

2020) to be delivered through Digital Services. The funding application for this is currently with DCMS for consideration;

- Cyber Security and Business Resilience Programme – development activity is underway to bring forward a programme to test the cyber resilience of Belfast businesses. This arises from the Northern Ireland Cyber Security Strategy which Council funding helped develop;
- International & Export Development: we have put in place a support programme to increase the number of Belfast businesses involved in export activity. In the course of the year, 15 businesses who are not currently exporting will develop export plans to enter new markets;
- Advanced Engineering Sector: We are developing a support programme for the advanced engineering and manufacturing sector. It will deliver accreditations and standards to enable businesses within this sector to meet quality standards and industry performance requirements. It is anticipated that the programme will support up to 15 business participants towards skills development, increased competitiveness and securing contracts. There may be an opportunity to showcase some of this collaboration in future at the North Foreshore site as a meanwhile use;
- Music Development Programme: Building on the success of Output and SXSW Officers are developing this further to create a Belfast specific Music Development Programme supporting local artists and indirectly supporting the music infrastructure of the City;
- Circular Economy – We plan to pilot interventions to influence and create circular economy models across businesses operating in Food, Fashion, Electrical Goods and Furniture. An initial pilot in 18/19 will work with up to 10 restaurants across the city to assess their existing supply chain model and efficiency. The programme will implement improvements towards more profit and less waste;

3.6

In addition to the development of these new initiatives, the team will continue to work with Digital Catapult to encourage and support access to the Immersive Lab facilities by a wider section of businesses and interested organisations. Businesses across the City will benefit from We will continue to offer our Trade Association support and range of programmes to support retailers. An outline of the 18/19 annual service Plan for Innovation Factory will be presented to April Committee and our plans regarding 'Belfast: City for Business' were discussed recently at Party Group Briefings.

3.7

The business start-up and growth environment is a particularly complex and confused marketplace. In order to avoid duplication, we have convened a partnership of more than 30

stakeholders involved in the delivery of enterprise support. The partnership has recently agreed the terms of reference for an Enterprise Framework which will be developed by August 2018 and which will help shape investment decisions from 2019 onwards.

Working and Learning: achievements in April 2017-February 2018

3.8 Over the past year the Council has worked with partners to develop a number of collaborative initiatives to address some of the challenges identified above. Some of the headline outcomes include:

- 4,070 residents have accessed Employability and Skills interventions of whom 1,247 have entered into employment/self-employment (876 through ESF, 40 through early engagement initiatives, 15 through Employment Academies, 213 Business Start-Up and 103 through Innovation Factory)
- Over 1,219 training accreditations have been supported and 714 people have progressed to education and training
- 290 jobs are in the pipeline through Employment Academies across a range of employers, including hotels, construction, health and social care and transport.

Emerging Opportunities 2018/19: Working and Learning

3.9 Following engagement with Members of the City Growth and Regeneration Committee at the 21 February workshop, as well as Stakeholder engagement with the relevant partners working in this field, a number of strategic opportunities for investment have emerged. These include:

- Significant support for additional investment in Employment Academies, expanding on existing sectors and developing Academies in new growth sectors
- Ensure direct alignment between the investment in City regeneration and opportunities for upskilling or job creation – working with some of the City’s major investments such as the Transport Hub and Ulster University
- Support for increasing engagement and early intervention with schools and young people, particularly those with low skills levels or those that risk leaving skills without basic skills
- Pilot new approaches to increase engagement and opportunities for reskilling, retraining and Apprenticeships for all ages – including Apprenticeships for new vocational areas
- Deliver and further develop the phased approach to the Belfast Employability Pathway (Belfast Workplace) – ensuring that participants and employers are clear about the Employability and Skills offer available to them – and ensuring that the offer

is designed to meet their needs

- Develop new governance and management arrangements to support joint planning and investment on Employability and Skills
- Support enhanced alignment of service delivery across the Council to maximise the job and employment opportunities from planning and major redevelopment in the City
- Explore opportunities for co-commissioning of new Employability Programmes, in line with the contract duration for some of the major programmes (e.g. Steps to Success, Training for Success etc.)
- Need to ensure that interventions is targeting those groups and localities most in need of investment – drilling down to very localised engagement approaches
- Explore how the City Deal investment can attract additional resources to secure long-term investment in this area of work – including investment from private sector and government partners.

3.10

The Council's investment in Employability and Skills continues to be driven by the principle of inclusive economic growth. Therefore, support interventions are based on ensuring that structural inequalities are addressed with regard to educational attainment, skills, employability, working poor, under-employment etc. To underpin this work, it is proposed that the Council adopt the following guiding principles to inform all future programme planning in this area:

- Approach must be principally employment-led focusing upon identified employment opportunities and gaps in provision;
- Needs-led approach must be applied in order to deliver against the principles of 'inclusive growth' targeting interventions towards geographical areas and/or client groups while being accessible and open to all;
- Our approach must be ambitious, we need to increase visibility and awareness of Council's role within this environment and strategically build our position in this area;
- Our approach should be both intelligence-led and evidence-based;
- Council's intervention must add value, not duplicate existing provision and have an in-built partnership approach;
- Flexibility of approach is one of the main strengths of the Council allowing for interventions to be developed around emerging market needs/opportunities;
- The interventions delivered will be scalable and delivered seamlessly across the City, in line with need and opportunity.

3.11 In addition to direct interventions, we will continue to work to drive maximum social and economic benefit of investment decisions by the Council and other Anchor Institutions by exploring opportunities for “social return” from our spend and considering the potential for Employability and Skills support to be levered through Developer Contributions as part of relevant planning decisions. Officers are currently working with colleagues in the Planning and Building Control Service with a view to establishing the viability of these mechanisms and looking and good practice from other cities to see what might be transferable.

Financial & Resource Implications

3.12 The recommended budget allocations for the Growing the Economy programme activity based on contractual commitments, pending funding applications and priority areas identified above is summarised below:

Starting a Business	£522,000
Business Growth and Sector Development	£500,000
Investment Support	£80,000
City Centre Development (Includes City Centre Management and initiatives such as Festive Lighting)	£210,000

3.13 The recommended budget allocations for Employability and Skills programme activity based on contractual commitments and priority areas identified above is summarised below:

ESF Match Funding – match funding of ESF employability projects	£240,000
Employment Academies and Skills Development Support for Job Opportunities	£500,000
Career Development, Early Intervention and other Research Activities	£175,000

3.14 The total investment of £915,000 within Employability & Skills is an increase of £250,000 compared with the previous financial year where £665,000 was invested in Employability & Skills. We would envisage that, in order to increase the impact that Members have supported through the Belfast Agenda, this investment in Employability & Skills is further increased in subsequent years. This will be subject to discussion as part of the future rates setting process for the coming financial years.

3.15	<p><u>Equality or Good Relations Implications</u></p> <p>Each of the proposed projects referenced in this report is informed by statistical research, stakeholder engagement and complementary policies and strategies. New projects or service areas are equality screened and considerations given to equality and good relation impacts at the initial stages of project development. Officers will work closely with the Equality and Good Relations Team on this activity.</p>
4.0	Appendices – Documents Attached
	None

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